How do you spot risk before customers complain, escalate, or leave?

Practical leadership material, built from a real CX conversation and widened with the research that helps you use it.

WITH ABISOLA FAGBIYE

CX Strategist, Keynote Speaker & Founder

CXO Loading… · The reference material for the move from Director to CXO

The person behind the insight

ABOUT THE EXPERT

Abisola Fagbiye

CX Strategist, Keynote Speaker & Founder

Connect with Abisola Fagbiye and Lauren Miles.

Abisola Fagbiye is a CX strategist, keynote speaker, founder, and trained artist. She has built customer-success teams across global markets, turned around a struggling 15-person function, and brings an artist's eye for layers and patterns to the customer experience. Her current focus is Quiet Churn: the accounts that do not complain or escalate, but slowly disengage before commercial risk becomes obvious.

What to keep close

Four practical ideas to take back into the decisions you are making now.

01

Quiet Churn is an operating question: which relationship has begun to lose energy, and what might the customer already be working around?

02

The behaviour that disappears can be more revealing than the issue a customer raises.

03

A dashboard is an entry point, not a diagnosis; pair account data with human and service context.

04

Intervene while there is still a relationship to improve, not only a renewal to protect.

> *“Most retention tooling is built to react to noise. Quiet Churn is what happens before there is any.”*
>
> ABISOLA FAGBIYE

The Quiet Churn Watchlist

Look for absence, workaround, and withdrawal — then investigate the experience behind the account data.

1. Choose one behaviour that used to happen and has gone quiet.
2. Pair it with service friction, sentiment or effort, and lifecycle context.
3. Agree a proactive next conversation about the customer’s reality, not only your renewal timeline.

WHAT RESEARCH ADDS

Early risk is a pattern of movement, not a single score.

Customer-success research recommends reading adoption, engagement, service friction, sentiment, advocacy, and champion signals together. The practical implication is to use correlated movement as a prompt for human investigation, rather than treating any one metric as the full account story.

A USEFUL QUESTION FOR THE ROOM

Where would this idea change the decision, the owner, or the operating rhythm — not just the report?

Your next move

Small enough to start. Clear enough to measure. Useful enough to carry forward.

DAY 1

Ask the team to name three accounts that look healthy on paper but feel quieter than they should. Do not start with the red list.

BUILD IT IN 30 DAYS

Test a weekly watchlist with one segment: declining engagement, unresolved friction, sentiment drift, and renewal timing.

MEASURE THE SHIFT

Track at-risk accounts identified before renewal, intervention completed, and the customer behaviour that changed afterwards.

WHY THIS MOVES YOU TOWARD CXO

CXO movement means creating a proactive retention system that joins behaviour, service failure, and human context before risk becomes a commercial surprise. The Watchlist turns that system into a leadership habit.

Additional resources

BOOK

Customer Experience: What, How and Why Now

Don Peppers on why customer experience matters, how it works, and where leaders can begin.

WEBSITE

Abisola Fagbiye ↗

Abisola's work on customer experience strategy, speaking, and Quiet Churn.

RESEARCH

Gainsight · The Essential Guide to Customer Churn ↗

A guide to connected churn, adoption, engagement, health, advocacy, support, and champion signals.

Build the thing.

CXO LOADING...

The CXO Codex is growing, one useful conversation at a time.