

Voice of the Customer Analysis



UXplorers

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“Kissed by the
Earth” 🐰

Eco-friendly and
natural



EarthKiss is a direct-to-consumer cosmetics company that offers eco-friendly makeup products through a **subscription-based membership** model.

The company primarily targets socially conscious Millennials and Gen Z consumers who value **environmental responsibility** and personalized self-care.

EarthKiss offers **three membership options**: a month-to-month plan, a discounted annual plan, and a free trial for first-time users.

Over the last three business quarters, however, EarthKiss has seen a steady decline in active memberships.

The Problem: Membership Churn



Steady decrease in memberships over the past three quarters.

Decline has come even as cosmetics industry is growing.

Cosmetics market is projected to grow by annual rate of 6.64% from 2025 to 2032.

Customer Experience Survey

Survey



☒

☐

☐



EarthKiss





EarthKiss™ Membership Experience Survey

Thank you for agreeing to participate in this survey about your EarthKiss membership. The survey will take about 5 to 10 minutes to complete. All responses will remain anonymous and will be used to improve the EarthKiss experience.

Screener Question

1. Which of the following best describes your relationship with EarthKiss?

- ☐ I currently have an active paid membership.
- ☐ I had a paid membership but canceled it.
- ☐ I had a free trial but never became a paying member.
- ☐ I have never been a member.

→ [Terminate survey if "I have never been a member" is selected.]

Membership Tenure and Type (for all participants)

2. How long have you had (or did you have) an EarthKiss membership?

- ☐ Less than 3 months
- ☐ 3 to 6 months
- ☐ 7 to 12 months
- ☐ 1 to 2 years
- ☐ More than 2 years

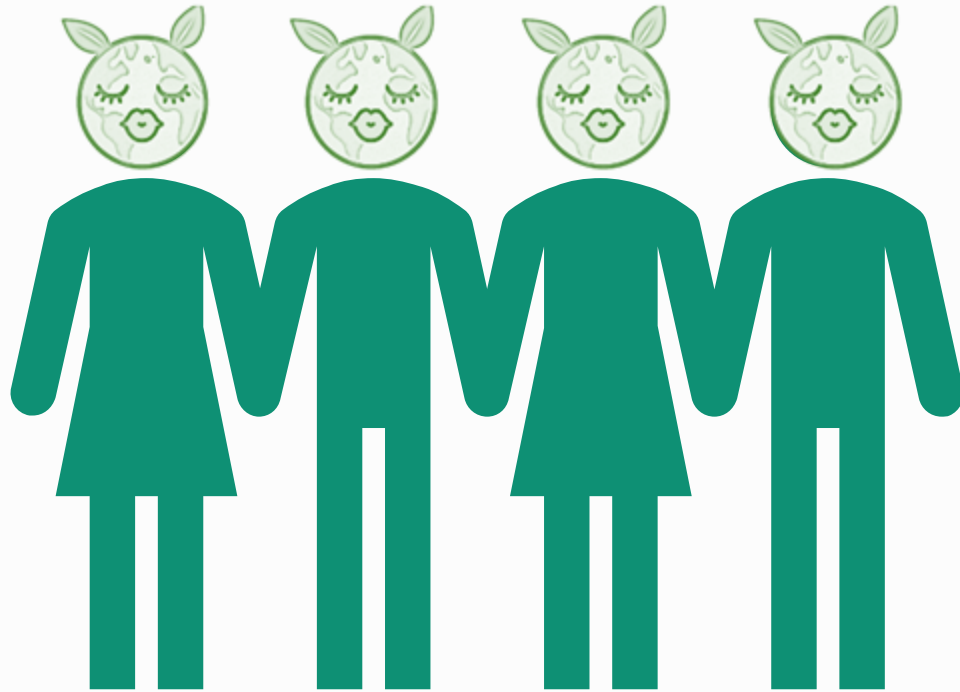
Survey Overview

Goals

- Identify internal and external factors contributing to churn among EarthKiss subscribers.
- Uncover opportunities to increase retention and reactivation.

Method

- Online survey of current and former members.
- Quantitative analysis of satisfaction, churn drivers, rejoin likelihood.



Sampling & Recruitment

Stratified sample of EarthKiss customers

Population

- All customers who have had a membership in past 12 months

Sampling strategy

- Stratified by membership status (70% former, 30% current)

Recruitment channels

- Email invitations, in-app prompts, exit survey follow-ups

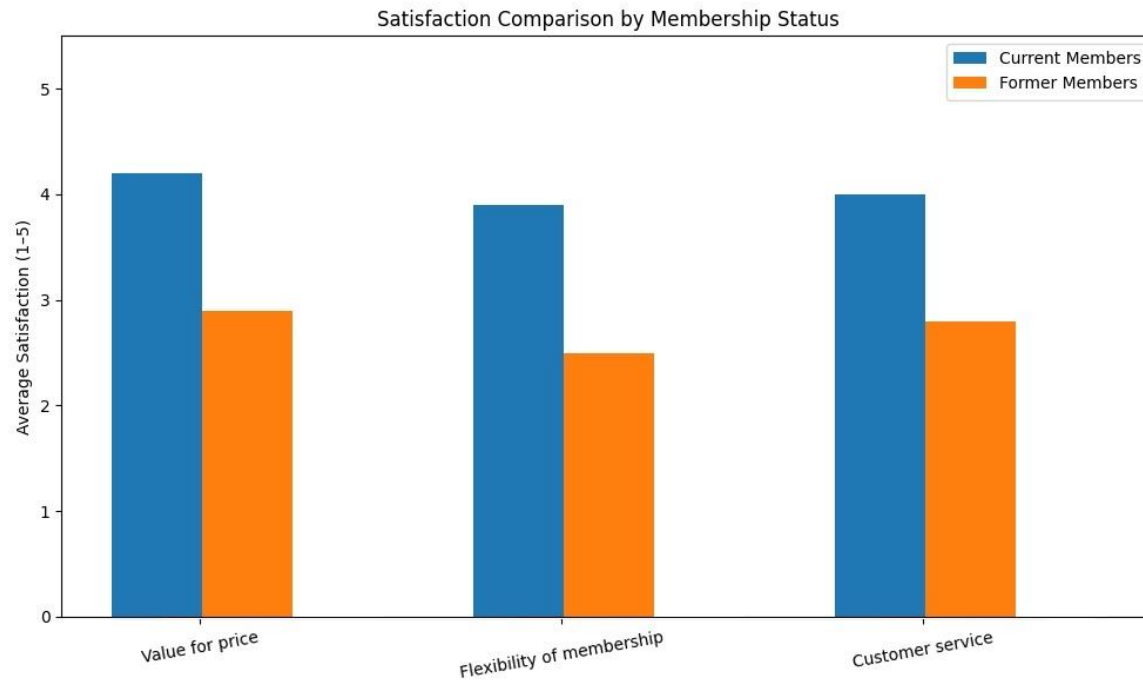
Incentive

- 20% discount code or product sample

Sample size

- 200 responses

Customer Satisfaction

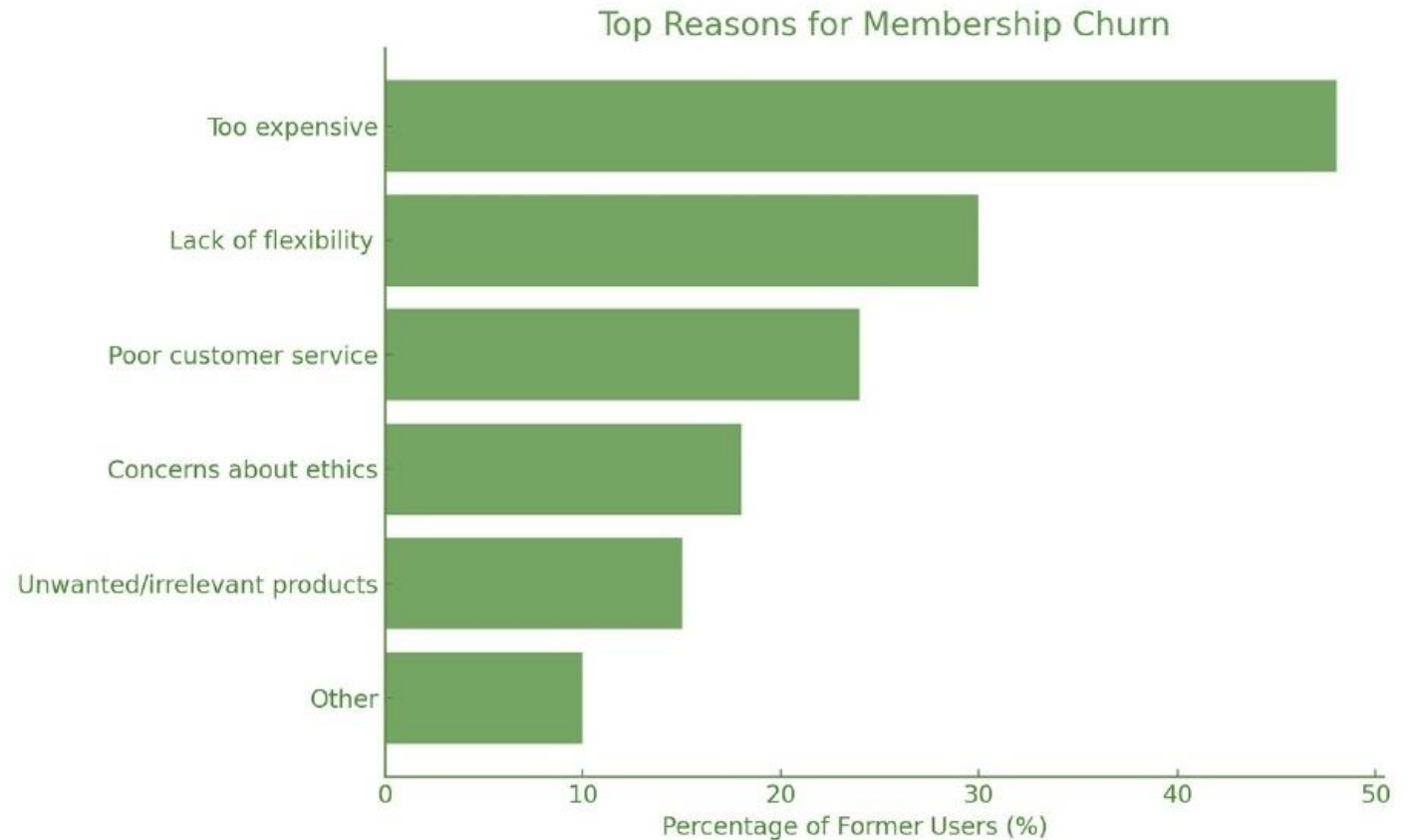


- § **Findings:** Former members rated EarthKiss lower than current members in price, flexibility, and customer service.
- § **Key insight:** Quality products alone aren't enough to guarantee satisfaction. Rigid membership plans and inconsistent support are eroding perceived value.


Churn Factors: Internal


📊 **Findings:** Expense, inflexible membership plans, and poor customer service cited most often.

💡 **Key insight:** Churn is about cost, but it's also about (lack of) control.



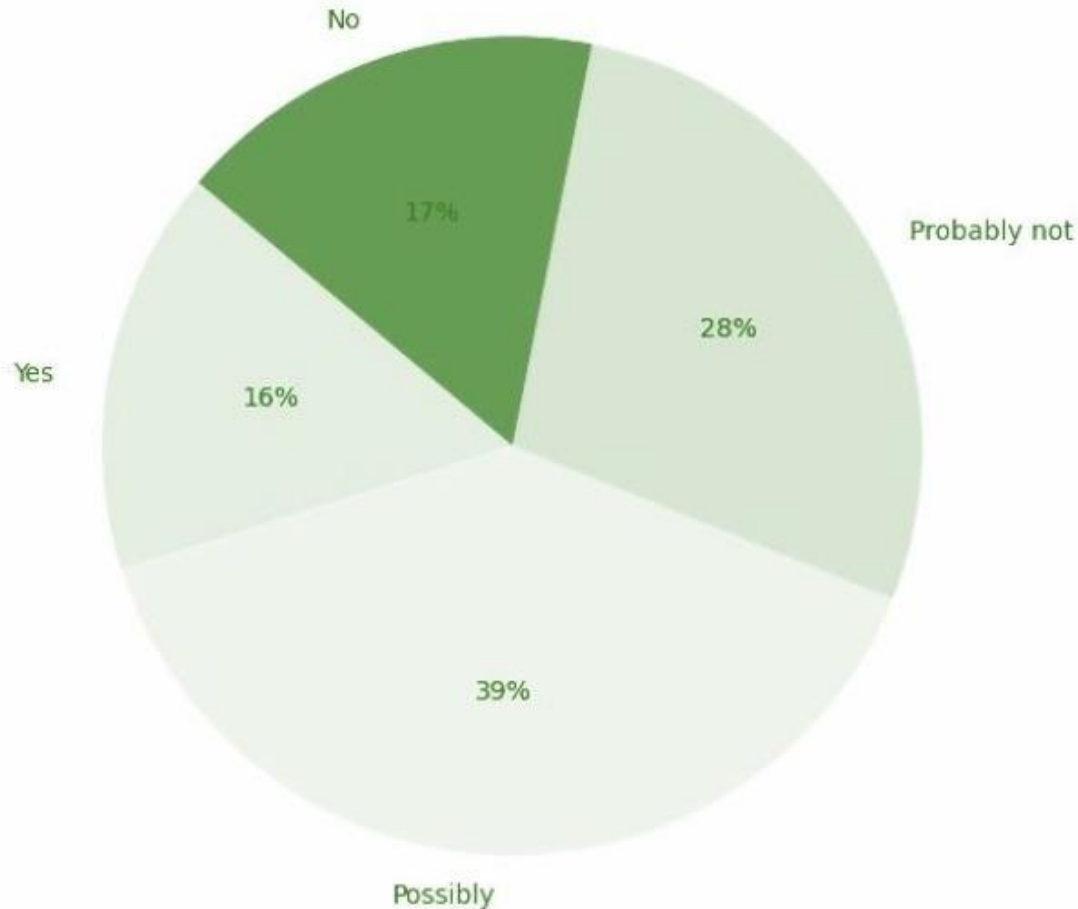
Churn Factors: External

 **Findings:** External pressures such as inflation are a concern, but no external factor was a major contributor to cancellation.

 **Key insight:** Most churn is attributable to issues within EarthKiss' control.



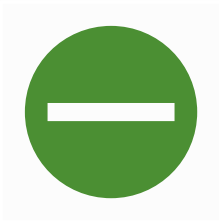
Would Former Users Rejoin EarthKiss?



Rejoin Potential

- § **Findings:** 55% of former members said “yes” or “possibly” when asked whether they would consider rejoining EarthKiss.
- § **Key insight:** There is untapped value in former subscribers — if they are given the control and flexibility they expect.

Recommendations



Consider introducing a mid-tier membership plan

Add a flexible 6-month option to reduce cancellation risk among hesitant buyers.



Enable more user control

Make pausing, skipping, and customizing boxes easier and more visible in the user interface.



Launch re-engagement campaign

Target churned users with messaging tied to the top “return motivators.”



Why a 6-month membership plan?

1

Reduces Commitment Anxiety

Easier entry point than annual plans - ideal for new or cautious users.

2

Stronger Retention than Monthly

Encourages users to stay engaged longer than 1-month trials, reducing churn.

3

Sweet Spot for Conversion

Balances price and duration, more appealing than long-term or indefinite subscriptions.

4

Better Forecasting & Cash Flow

Provides more predictable revenue and user behavior over a medium-term horizon.

5

Ideal for Seasonal Use

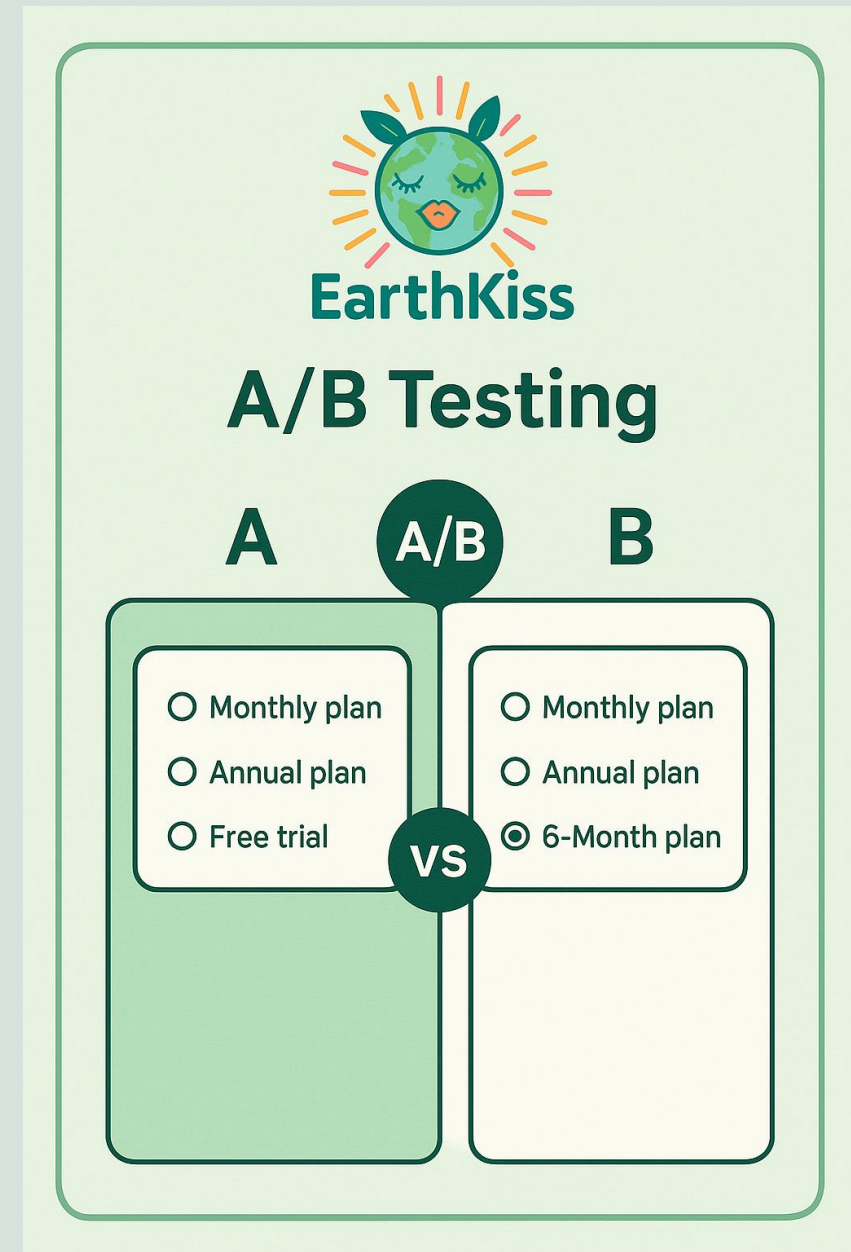
Covers key cycles like summer/winter skincare needs or gifting seasons.

6

Built-In Re-engagement Moment

Creates a natural opportunity to re-market or upsell when the 6-month term ends.

A/B Test







Study Overview

To determine whether offering a 6-month membership plan improves:

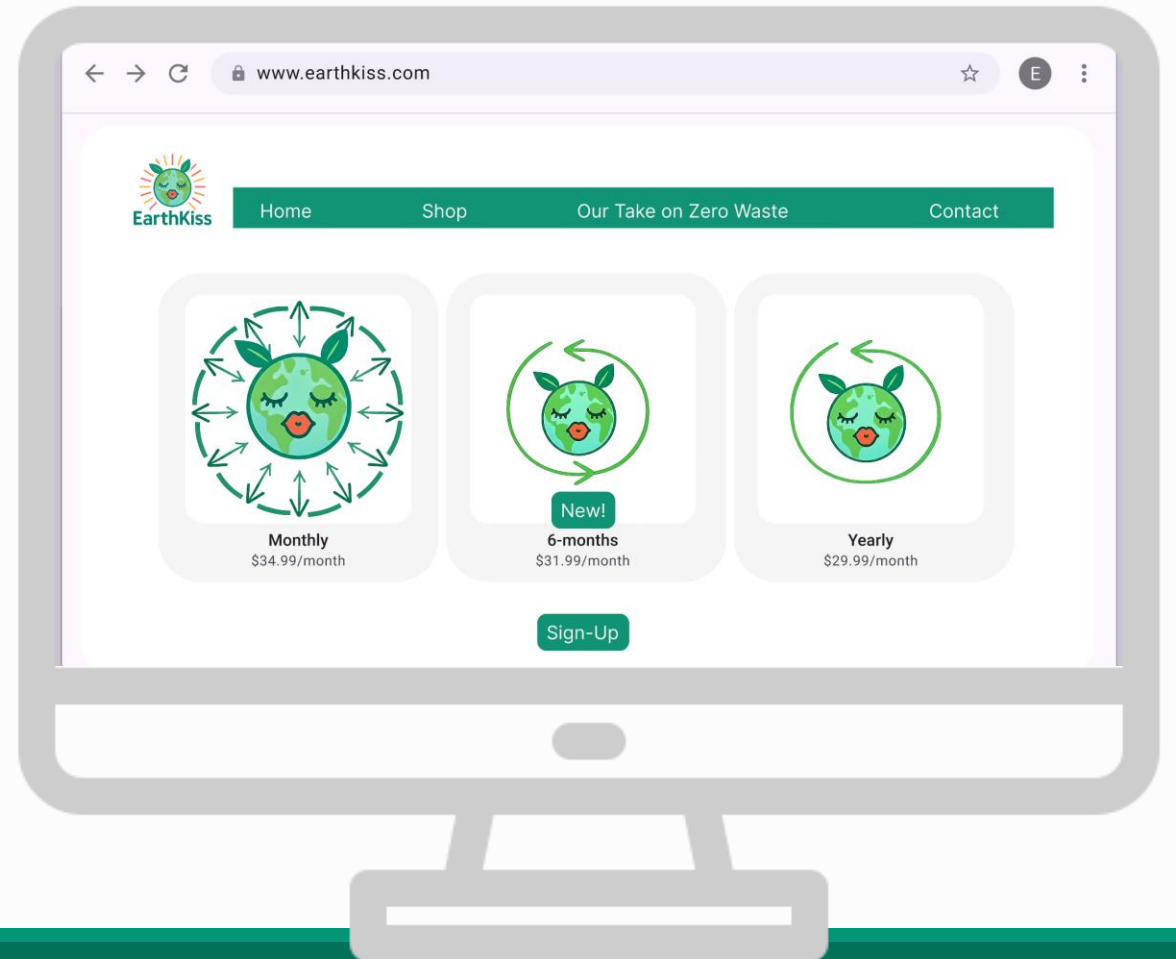
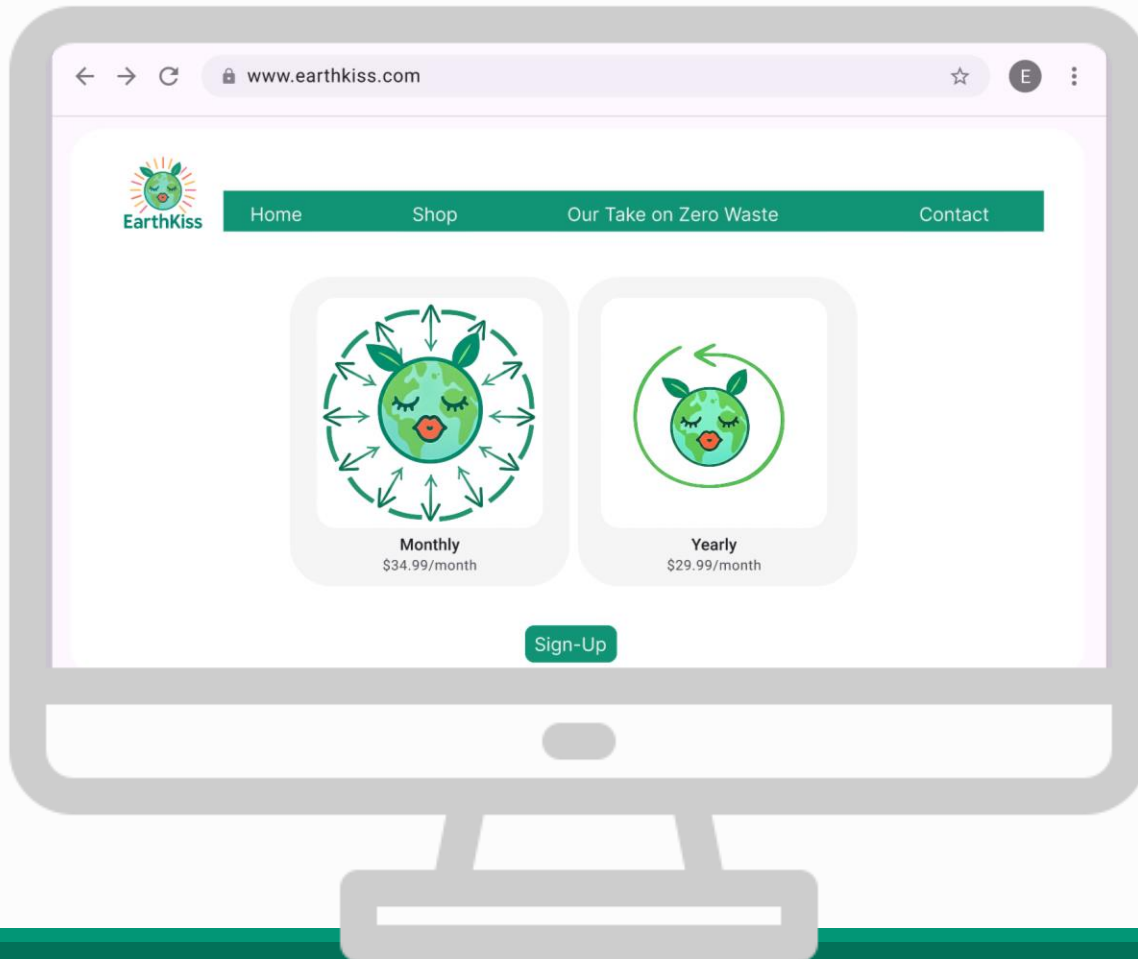
- Future membership signup intent
- Expected revenue per user

Key Metrics

-  **Primary:** # of users indicating intent to sign up (binary: 1 = yes, 0 = no)
-  **Secondary:** Expected revenue based on selected plan

Group	Description
Control	Users see existing plans only (monthly + annual + free trial)
Variant	Users see existing plans plus a new 6-month option





Sign-Up Page



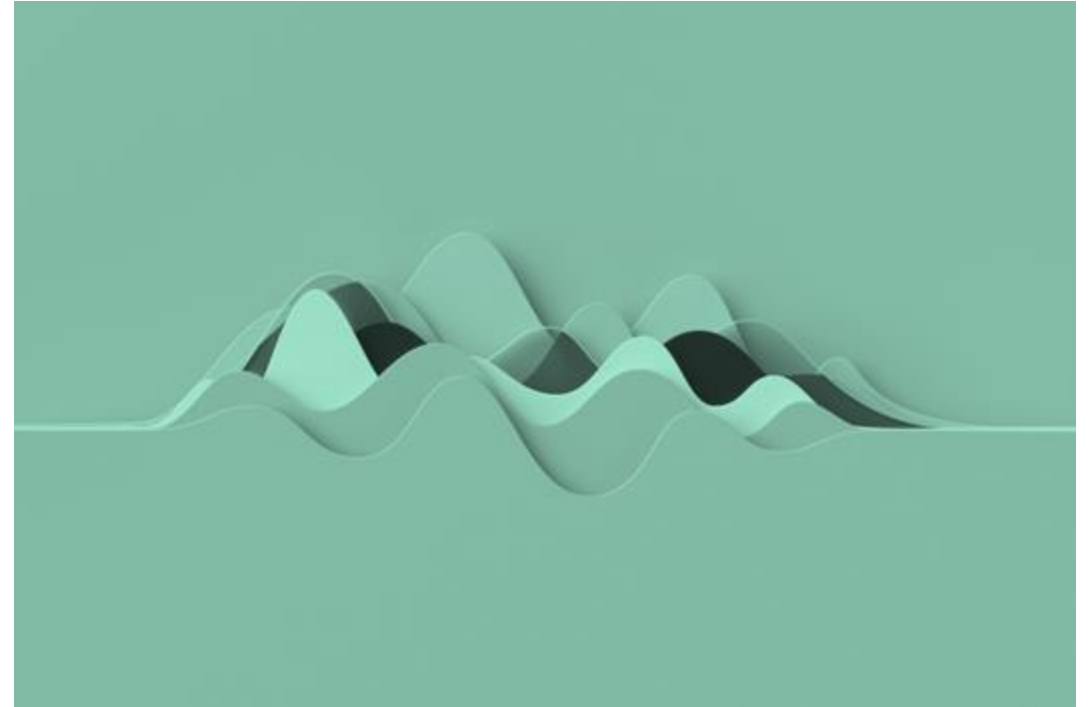
Sampling & Recruitment

Eligibility Criteria

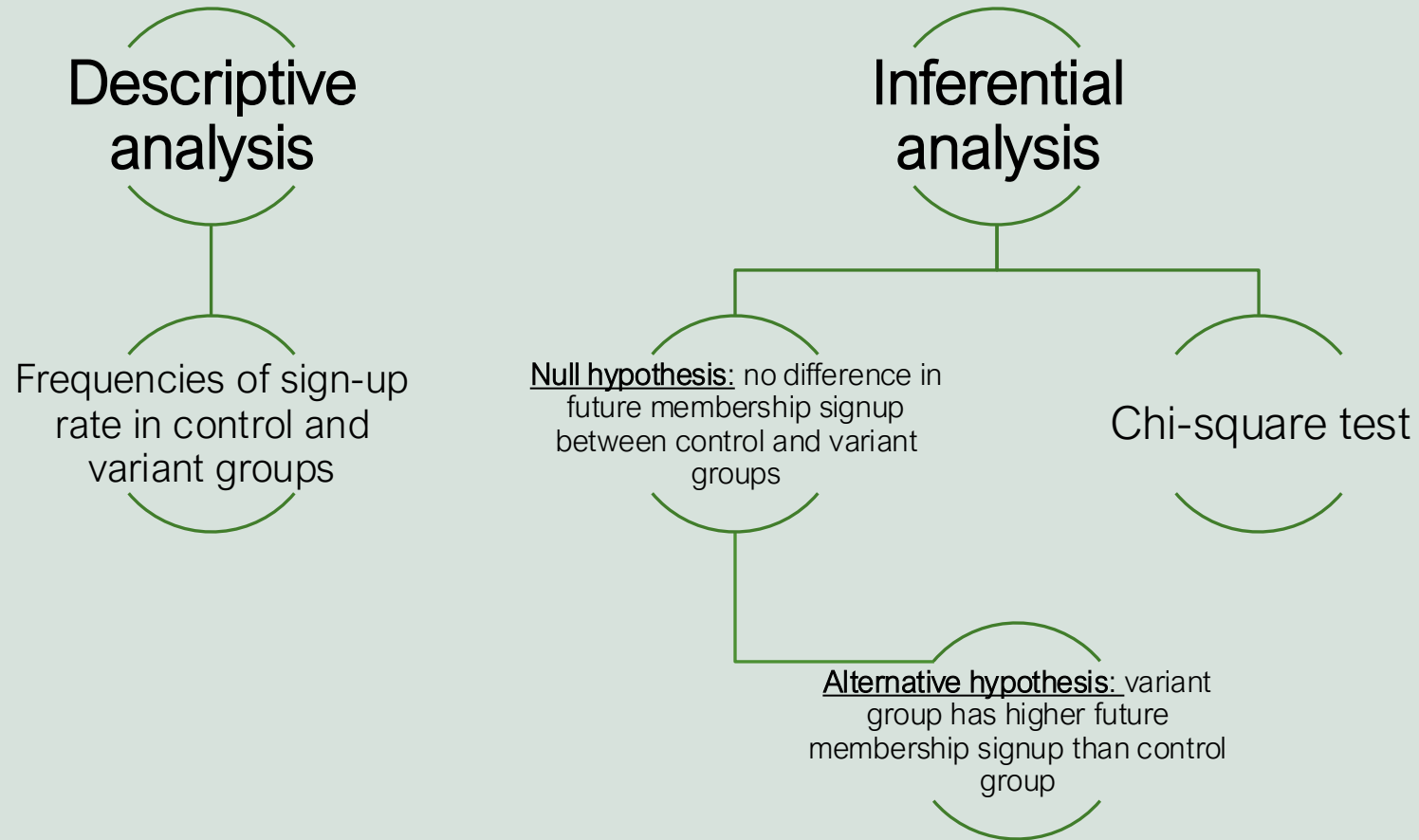
- First-time visitors or trial users nearing end of free trial
- No prior subscription cancellation within the last 30 days
- Aged 18–45 (EarthKiss core demo)

Parameter	Value
 Target Population	Current site visitors eligible for a plan change
 Random Assignment	Randomly assign users to control or variant group
 Sample Size	Minimum 5000 participants per group (based on expected effect size and power = 0.8, alpha = 0.05)
 Duration	6 months or until sample size is reached
 Split Ratio	50% control / 50% variant

Results



Analytic Approach: Future Membership



Analytic Approach: Revenue

Descriptive analysis

means, median, range,
standard deviation, etc.

Inferential analysis

Null hypothesis: no difference
in revenue between control
and variant groups

Independent samples t-test if
all the assumptions are met

The data and code for
statistical analysis can be
found on [GitHub](#).

Alternative hypothesis: variant
group has higher revenue
than control group

Mann-Whitney U test if the
assumptions of t-test are
violated

Results: Future Membership

Chi-square:

Chi-square stats = 887.345,
 $p < 0.001$; reject the null

	Control	Variant
Yes	1459	2924
No	3557	2060

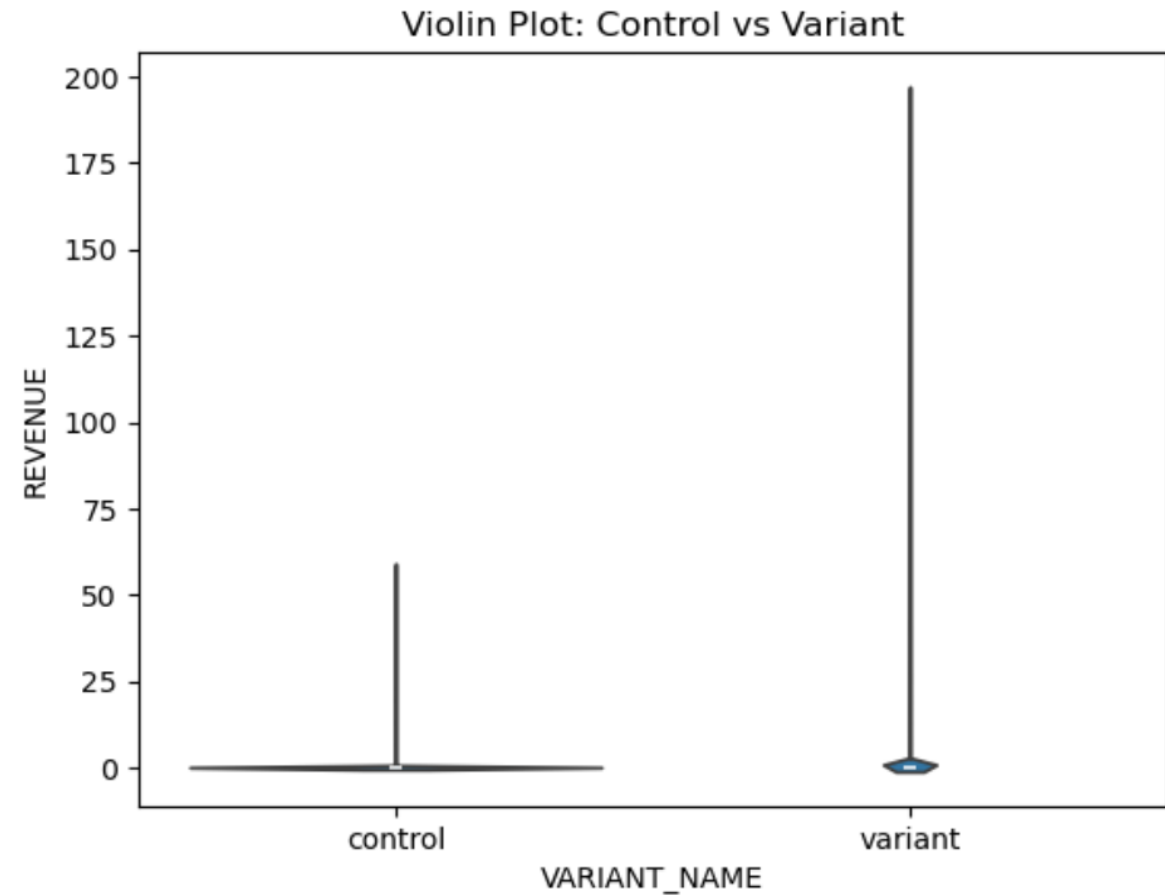
Results: Revenue

Mean:

Control = 0.07; Variant = 0.129

Median:

Control = 0; Variant = 0



Range:

Control = 0 - 58.63; Variant = 0 - 196.01

Standard deviation:

Control = 1.315, variant = 3.007

Results: Revenue

Independent samples t-test

- $t = -1.271$, $p = 0.102$ (one-sided); since $p > 0.05$, fail to reject the null

However, we need to check whether assumptions of t-test are met.

- Results of Shapiro test and Q-Q plots showed that assumptions are **violated**.

Mann-Whitney U test

- $U = 12478180.0$, $p = 0.239$ (one-sided); fail to reject the null

Conclusions



The 6-month plan significantly boosts signup intent

Flexibility in plan length positively influenced user interest in continuing membership.



Revenue impact is promising but not yet conclusive

A potential positive effect that may emerge more clearly with more data or time.

Recommendations

1

Adopt the 6-month plan — but monitor closely

- Roll out the 6-month plan more broadly, with a plan to track key metrics (e.g., retention, churn) over the next few cycles.

2

Segment analysis to find stronger signals

- Separate members based on age/spending habits to see if certain groups (e.g., eco-conscious younger customers, high spenders) respond better to the new plan.



Thank
you!

QUESTIONS?