

# Analyzing Payment Declines WorkSheet

	Customer					Solution	Other
Date	Transaction ID	Decline Reason	Category	Customer Segment	Subscription Plan	Potential Solution	Notes
December 3, 2024	12345678	Insufficient Funds	Payment Problem	Students (under 25)	Monthly Basic	Send email reminder to update payment info, offer option to switch to a lower-tier plan.	This customer has had 2 previous declines for the same reason. Consider flagging their account for potential churn risk.

**Tips for Using This Worksheet:**

- **Record all relevant details:** Capture the date, transaction ID, customer ID, decline reason, and any other relevant information.
- **Categorize declines:** Group declines into categories to identify trends and prioritize solutions.
- **Segment your customers:** Analyze decline rates for different customer segments to identify potential patterns.
- **Track potential solutions:** Document the steps you're taking to address each decline and prevent future occurrences.
- **Add notes:** Include any relevant observations or insights that may help you understand the decline or the customer's situation.
- **Regularly review and analyze:** Set aside time to review the data, identify trends, and adjust your strategies accordingly.
- **Collaborate with your team:** Share the worksheet with your team to facilitate collaboration and knowledge sharing.