



Pest Shield Pro — Retention Dashboard

247 Active Plans | Spring 2026

LIVE

May 8, 2026

ACTIVE PLANS

247

▲ 12 from last month

RENEWAL RATE (12MO)

84.2%

▲ 2.1% vs. prior year

AT-RISK CUSTOMERS

23

▼ No service in 90+ days

AVG CUSTOMER LIFETIME VALUE

\$1,840

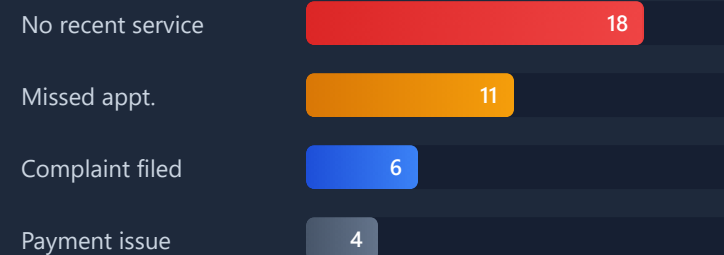
▲ \$140 vs. last year

Upcoming Renewals

Next 30 days

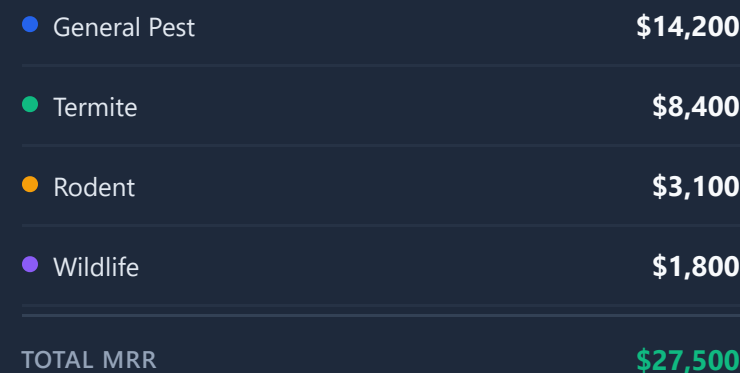
CUSTOMER	PLAN	RENEWAL	LAST SERVICE	RISK	
Johnson, R.	Termite	Jun 12	Mar 4	High	Contact
Martinez, K.	General Pest	May 28	May 1	Low	View
Chen, W.	General Pest	Jun 3	Feb 2	High	Contact
Williams, D.	Termite + General	Jun 8	Apr 22	Low	View
Patel, S.	Rodent	May 31	Mar 15	Medium	Contact
Nguyen, T.	General Pest	Jun 14	Apr 30	Low	View
Harper, L.	Termite	Jun 1	Feb 18	High	Contact
Garcia, M.	Rodent	Jun 20	Apr 11	Medium	View

Churn Risk Breakdown



Revenue by Plan Type

Monthly



Recent Activity

AI-assisted

- AI sent renewal reminder to **Johnson, R.** — Termite plan expires Jun 12 2 min ago
- Martinez, K.** renewed General Pest plan (\$29/mo) — 3rd consecutive year 18 min ago
- Chen, W.** flagged at-risk — no service visit in 94 days 1 hr ago
- AI sent seasonal prevention text to **42 past customers** (spring ant treatment) 3 hrs ago
- Williams, D.** upgraded from General Pest to Termite + General bundle (\$54/mo) Yesterday