

Subscription status	Topic*	Short description	Source	Contact person
Start usage	Congrats	Congrats to use product + personal contacts company member to support	e-mail	Personal
1 month after bought	We are 1 month together	feedback form	e-mail	Company
		notification about e-mail	phone	Personal
2 weeks before ending	The time flies	notification about subscription ending + offer to continue usage	e-mail	Company
			phone	Personal
Subscription ending	It's time to say goodbye	offer to usage continue	e-mail	
Topic* - may vary, it's just general idea				