How can you assess whether it's worth offering an annual maintenance subscription?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: For operational calculations. The examples show fictitious amounts and assumptions.

Determine what is included, the expected number of visits and the labour cost per intervention. Assess the risk of customers who regularly use the most services and the impact of the advance payment on the business plan.

When this is applied

Establish lower and upper estimates of the required hours and maintain a reasonable buffer for peak periods. Contractually specify what is charged extra.

What to do in practice

Record actual usage under the contract and review the price upon renewal.

A business example

Ten customers are expected to spend three hours a month, but two request a field service every weekend. For them, the company is evaluating a second package.

Specific next steps

1. Record actual usage under the contract and review the price upon renewal.

Limits of application

For operational calculations. The examples show fictitious amounts and assumptions.

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