

## SaaS Churn AI Report

Customer ID: ACTIVE-ADWORKS\_88

Churn Probability: 0.04

Risk Level: Low Risk

AI Insight:

While the customer is currently at low risk, the fact that their `subscription\_duration\_days` is 0.0 suggests they are a new customer. Monitor this customer closely as they haven't yet proven long-term retention.

Retention Strategy:

Okay, based on the provided customer data for `ACTIVE-ADWORKS\_88`, here's a personalized retention strategy, focusing on proactive measures to maintain their "Low Risk" status and potentially increase their long-term value:

**\*\*Understanding the Customer:\*\***

\* **\*\*Positive Signals:\*\***

\* **\*\*High Feature Usage (75.5):\*\*** They're actively using the product, indicating value is being derived.

\* **\*\*Good Retention Rates (89.1% at 6m, 82.7% at 12m):\*\*** They have a strong history of sticking around.

\* **\*\*Low Churn Risk (0.19) and Low Churn Probability (0.038):\*\*** They're unlikely to churn soon.

\* **\*\*High Monthly Active Users (25/27):\*\*** Demonstrates very strong product engagement with high user engagement.

\* **\*\*Neutral Signals:\*\***

\* **\*\*Monthly Fee (\$390):\*\*** This represents an important revenue stream.

\* **\*\*User Count (27):\*\*** Accounts suggest moderate business size.

\* **\*\*Subscription Duration (0 days):\*\*** This is a key area for analysis, as this information is the main factor of the analysis below.

**\*\*Retention Strategy: Proactive Engagement and Value Enhancement\*\***

Since the subscription duration is currently at 0, that means this is a new customer. The following strategy focuses on establishing the value of the platform, the customer's understanding of that value and a clear roadmap for the future.

**\*\*Phase 1: Onboarding and Immediate Engagement (First 30-90 Days)\*\***

\* **\*\*Goal:\*\*** Solidify early value, ensure a smooth onboarding experience, and establish a strong relationship.

\* **\*\*Actions:\*\***

1. **\*\*Welcome and Onboarding Call/Meeting (Immediately):\*\***

\* Reach out to `ACTIVE-ADWORKS\_88` to welcome them. This can be a video call to ensure personalization.

\* Confirm their goals for using the platform, allowing the support team to clearly understand what constitutes "success" for the customer.

\* Offer onboarding assistance; help them set up their account, import data, and navigate key features.

\* Introduce them to key resources like the knowledge base, tutorials, and support channels.

2. **\*\*Personalized Product Tour (Within the First Week):\*\***

\* Guide them through the most relevant features based on their stated goals and industry.

\* Showcase best practices and tips for maximizing value.

\* Provide tailored recommendations based on their use-case.

### 3. **Proactive Check-in (Weeks 2-4):**

- \* Schedule a follow-up call or email to address any questions, provide additional support, and gauge their initial satisfaction.

- \* Inquire about their progress in achieving their goals.

### 4. **Feedback Loop (Continuous):**

- \* Encourage feedback about their experience. Use surveys, in-app prompts, or direct conversations.

- \* Act on their feedback promptly to demonstrate that their opinion is valued.

### 5. **Exclusive Content and Resources:**

- \* Provide resources that focus on their initial goals and/or industry.

- \* Provide them with access to any documentation, such as white papers, to highlight the core concepts.

## **Phase 2: Continued Value Delivery (Months 3+)**

- \* **Goal:** Drive sustained engagement, reinforce value, and identify opportunities for growth.

- \* **Actions:**

#### 1. **Regular Communication:**

- \* Send a monthly newsletter highlighting new features, updates, industry insights, and success stories.

- \* Share case studies relevant to their industry and the features they are using.

- \* Regularly remind them of the platform's core value proposition.

#### 2. **Usage Monitoring and Proactive Support:**

- \* Monitor their feature usage patterns and identify potential areas for improvement.

- \* Reach out proactively if their usage drops or if they seem to be underutilizing the platform.

- \* Offer training or support to address any challenges they may be facing.

### 3. **Cross-selling/Upselling Opportunities:**

- \* After a few months, analyze their usage and explore opportunities to cross-sell or upsell them to other relevant features or plans.
- \* If the customer demonstrates the goals of their value proposition, identify related products that may expand their usage.
- \* Ensure that any recommendations are aligned with their goals and current usage.

### 4. **Relationship Building:**

- \* Assign a dedicated account manager or point of contact (if not already done).
- \* Host regular check-in calls to discuss their progress, provide support, and solicit feedback.
- \* Show appreciation by offering occasional gifts, discounts, or exclusive content.

### 5. **Long-Term Value Planning:**

- \* Encourage the customer to consider long-term usage of the platform.
- \* Encourage subscription renewals at an extended period of time to guarantee longer value.

### **Key Metrics to Monitor:**

- \* **Feature Usage:** Track the frequency and breadth of feature utilization.
- \* **Monthly Active Users (MAU):** Ensure high user engagement and continued value.
- \* **Customer Satisfaction (CSAT) and Net Promoter Score (NPS):** Regularly gather feedback to assess their happiness and willingness to recommend the product.
- \* **Subscription Duration:** Monitor the time spent using the product.
- \* **Renewal Rates:** Determine the rate of renewal.

### **Risk Mitigation:**

- \* **Early Intervention:** If usage declines or feedback indicates dissatisfaction, take immediate

action to address the issue.

- \* **Proactive Communication:** Regularly communicate with the customer to ensure they feel valued and supported.

**Rationale:**

- \* **Proactive Approach:** This strategy focuses on being proactive rather than reactive. By anticipating their needs and offering support, you can prevent issues before they arise.

- \* **Value-Driven:** The strategy emphasizes delivering value and highlighting how the platform helps them achieve their goals.

- \* **Personalization:** Tailoring the approach to their specific needs and goals will improve customer satisfaction and increase the likelihood of long-term retention.

- \* **Continuous Improvement:** The strategy includes a feedback loop to learn and improve based on their experiences.

- \* **Leverage Strengths:** Capitalize on their high feature usage and existing retention history to build a strong foundation.

By implementing this personalized retention strategy, you can help `ACTIVE-ADWORKS\_88` maximize their value from your product, remain a loyal customer, and potentially even become a brand advocate. This approach prioritizes relationship building and value delivery, increasing the likelihood of long-term retention and growth.