

SaaS Churn AI Report

Customer ID: ASCEND-BASIC_5405

Churn Probability: 1.00

Risk Level: High Risk

AI Insight:

This customer is at high risk of churning due to extremely low feature usage, zero monthly active users, a very high churn risk score (0.96), and a churn probability of nearly 100%. The low retention rates (6.8% at 6 months, and unavailable at 12 months) combined with a long subscription duration suggest a potential history of dissatisfaction.

Retention Strategy:

Okay, this customer (ASCEND-BASIC_5405) is in **HIGH RISK** of churning, and the data clearly reflects that. They're a long-term subscriber (419 days) with a very high churn probability (99.5%) and poor engagement. Here's a personalized retention strategy, focusing on immediate action and long-term improvements:

Understanding the Problem:

- * **Zero Monthly Active Users (MAU) and Feature Usage Score:** This is the biggest red flag. The customer isn't using the product. This could be due to a variety of factors:

- * **Onboarding Issues:** They may have struggled to get started or understand the value.
- * **Lack of Value Proposition Understanding:** They might not realize how the product can help them or how to use the features.
- * **Product Fit Issues:** The product may not meet their needs, or they could have outgrown the BASIC plan.
- * **Technical Issues:** Bugs, slow performance, or a poor user interface could be hindering their use.

- * **Competing Solutions:** They may have found a better alternative.
- * **Forgotten or Unused Account:** They might have signed up and then forgotten about it.
- * **Low Retention Rates (6.8% at 6 months):** This indicates a general problem with retaining customers, suggesting that improvements are needed in the product, onboarding, or communication.

Retention Strategy: Immediate Actions (Prioritize within 24-48 hours)

1. **Immediate Outreach (Personalized Email AND Phone Call):**

- * **Goal:** Re-engage the customer, understand their situation, and offer immediate assistance.
- * **Email Subject:** "We've noticed you haven't been using [Your Product Name] - Let's help!"
- * **Email Content (Key Elements):**
 - * **Warm Greeting & Acknowledgment:** "Hi [Customer Name], we noticed you haven't been active in [Your Product Name] lately."
 - * **Empathy and Understanding:** "We understand that things can get busy, and sometimes it's hard to find time to get the most out of [Your Product Name]."
 - * **Direct Question:** "Is everything okay? Are you facing any challenges, or have you found that [Your Product Name] isn't meeting your needs? We're here to help!"
 - * **Specific Offers:**
 - * **Option 1 (Proactive Help):** "Can we schedule a quick 15-minute onboarding call or screen-sharing session to get you back on track?" (Offer immediate support)
 - * **Option 2 (Value Demonstration):** "Would you be interested in a demo showcasing the key features of [Your Product Name] that we think you'd find most valuable, given your [brief mention of their industry or plan]? This includes..." (Highlight features they *should* be using).

- * **Option 3 (Offer a Trial Upgrade):** "We'd like to extend your trial to the [Premium Plan] features to see if it meets their needs. It will give you a better feel of what your missing out on."

- * **Ease of Response:** Include a clear call-to-action (CTA) button for scheduling a call or replying to the email ("Book a Quick Call," "Reply to this Email").

- * **Phone Call Follow-up:** If no response to the email within a day, *immediately* call the customer.

- * **Script:**

- * "Hi [Customer Name], this is [Your Name] from [Your Company]. I'm calling because we noticed you haven't been using your [Your Product Name] account lately. Is everything okay?"

- * (Listen carefully to their response.)

- * If they express challenges, offer immediate solutions. "I'm happy to walk you through [specific feature] right now."

- * If they're not using it, ask: "What has prevented you from using [Your Product Name]?" Be genuinely interested in understanding.

- * Based on their feedback, guide them through the suggested solutions.

- * **Offer Something Extra:** Free training, a discount on their next month, or a free trial of a higher-tier plan to try out all the features.

2. **Internal Team Coordination:**

- * **Inform relevant teams:** Alert the customer success, support, and sales teams about the high-risk status. Ensure the customer has a dedicated point of contact.

- * **Review Account History:** Have the Customer Success Manager (CSM) or support team review the customer's past interactions with your company (support tickets, past emails, etc.) to understand potential pain points.

Retention Strategy: Medium-Term Actions (Within the next 1-2 weeks)

3. **Onboarding Review and Optimization:**

- * **Assess the onboarding process:** Determine if there are any friction points. Is the setup easy? Are the core features clearly explained? Are they shown how to use these core features to their maximum benefit.

- * **Personalized Onboarding:** Tailor the onboarding experience based on customer segment (industry, company size, plan).

- * **Create or Enhance Onboarding Content:** Develop clear tutorials, product tours, and "getting started" guides. Offer live webinars or scheduled demos.

4. **Value-Driven Communication:**

- * **Regular, Targeted Emails:**

- * **Feature Spotlights:** Once a week (or every other week), send emails highlighting specific features that align with their industry/plan.

- * **Use Cases & Best Practices:** Share case studies, blog posts, and articles on how other customers in similar situations use the product successfully.

- * **Tips and Tricks:** Provide actionable tips and tricks that will make the product more useful.

- * **Surveys:** Use surveys to understand the customer's wants, needs, and feedback.

- * **In-App Messages:** Trigger in-app messages to guide users through key features or offer support when they get stuck.

5. **Proactive Check-Ins:**

- * **Scheduled Check-ins:** The CSM should proactively reach out to the customer at least once

a month (even if they're not using the product).

- * **Focus on Value:** Remind them of the value of your product and how it can help them achieve their goals.

- * **Gather Feedback:** Ask for feedback and actively seek ways to improve the product.

Retention Strategy: Long-Term Actions (Ongoing)

6. **Product Improvements:**

- * **Gather Feedback:** Actively solicit feedback through surveys, user interviews, and in-app feedback mechanisms.

- * **Prioritize Feature Requests:** Prioritize feature requests based on customer value and impact on retention.

- * **Bug Fixes & Performance:** Ensure the product is stable, reliable, and performs well.

7. **Customer Success Program:**

- * **Segment Customers:** Categorize customers into different segments based on their usage, value, and risk level.

- * **Tiered Support:** Offer different levels of support based on the customer's plan or value to your business.

Specific Considerations for this Customer:

- * **BASIC Plan Limitations:** The BASIC plan might be too limited for their needs. Consider gently suggesting they upgrade. "We've found that customers on the [higher plan name] often get more

value from [your product], as it includes features like [feature X, Y, Z]. "

- * **Zero Feature Usage:** The primary goal is to get them *using* the product.
- * **Monitor Activity:** Continuously monitor the customer's usage and adjust the strategy based on their behavior.

Key Metrics to Track:

- * **Monthly Active Users (MAU)**
- * **Feature Usage Score**
- * **Support Ticket Volume**
- * **Customer Satisfaction (CSAT) score**
- * **Churn Rate**
- * **Conversion Rate (from inactive to active)**

By following this personalized retention strategy, you can significantly increase the chances of retaining this customer and improving their overall experience. Remember, communication, proactive outreach, and demonstrating value are crucial for turning things around. Good luck!