

SAAS Churn AI Report

Customer ID: AXIS-TRIAL_2073

Churn Probability: 0.38

Risk Level: Medium Risk

AI Insight:

This customer is at medium churn risk due to a churn risk score of 0.62 and a churn probability of ~38%. They are a trial user with a high user count (22) and moderate feature usage, but have a low feature usage score and zero subscription duration, which indicates they may not be finding value or haven't fully engaged with the product.

Retention Strategy:

Okay, based on the customer data provided for `AXIS-TRIAL_2073`, here's a personalized retention strategy. This strategy focuses on increasing feature usage, understanding the reason for the low monthly active users (MAU) to user count ratio, and mitigating the churn risk:

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

* ****Trial Customer:**** This is a trial user, which indicates that they haven't yet committed to a paid subscription. The churn risk score of 0.62 and a churn probability of 0.38 suggest a moderate risk of churn.

* ****Zero Monthly Fee:**** This confirms it's a trial.

* ****High User Count, Lower MAU:**** 22 users are provisioned, but only 16 are actively using the platform. This is a crucial area to investigate. It suggests either:

* ****Poor Onboarding:**** Users might not be properly onboarded or trained on how to use the platform.

* ****Limited Value Realization:**** The value of the platform isn't resonating with all users.

* ****Inactive Users:**** Some users may not need the platform anymore.

* **Low Feature Usage Score (38.4):** This indicates that the customer isn't fully utilizing available features. This means they may not be experiencing the full value of the platform.

Retention Strategy:

The primary goals are to:

1. **Convert the Trial:** Get them to commit to a paid subscription.
2. **Increase Feature Usage:** Drive more engagement with platform functionalities.
3. **Improve MAU to User Count Ratio:** Increase the number of active users within the account.

Here's a multi-pronged approach:

Phase 1: Immediate Action (Within the Next Week):

1. **Proactive Outreach - Personalized Touch:**

* **Communication Channel:** Ideally, reach out via their preferred channel (email, phone, in-app messaging). Since it's a trial, use the main contact email listed.

* **Message Focus:** The message should be friendly, helpful, and focused on value. Frame the conversation around the trial experience and what they've been trying to achieve. Here's a sample script:

```
> "Hi [Contact Name],  
>  
> My name is [Your Name], and I'm reaching out from [Your Company]. We noticed you're  
currently in a trial of [Platform Name] and wanted to see how the experience has been so far.
```

>

> We see that you have a team of 22 users, and we'd love to ensure that the entire team is getting the most out of [Platform Name]. Could you spare 15 minutes for a quick chat to discuss your setup, how the team is currently using the platform, and if there's anything we can help you with? We can also offer a quick feature demonstration if that would be helpful.

>

> [Optional: Mention the low feature usage score, phrased positively:] "We also see that you've started to explore [Specific Feature]. We have found that users who leverage this particular feature find great value in [benefit]. I'd be happy to show you how to leverage this feature further."

>

> Let me know what time works best for you.

>

> Best,

> [Your Name]"

2. **Deep Dive - Investigate User Activity:**

- * **Analyze Usage Data:** Immediately pull detailed usage data for this customer:
 - * **Feature-Specific Usage:** Identify which features are *not* being used.
 - * **User-Level Activity:** Identify who the inactive users are and their last login dates.
 - * **Identify Pain Points:** Are there specific errors or challenges the users are experiencing?
- * **Segment Users:** Divide the user base into at least 3 segments
 - * **Highly Active Users:** Users who leverage the platform.
 - * **Moderately Active Users:** Users who are starting to leverage the platform.
 - * **Inactive Users:** Users who have not logged into the platform or have used the platform rarely.

3. **Offer Personalized Support:**

- * **Based on data gathered:** If possible, offer dedicated onboarding for the team or key users.

- * **Target Inactive Users:** Send personalized emails or in-app messages to inactive users explaining how the platform can provide value.

4. **Promote Paid Plans:**

- * **Show Value:** Since it's a trial, make sure to show the value of your product and highlight some of the value-added features that are not available to the trial users.

- * **Special Offer:** Provide a small incentive for the trial users to leverage the paid plan.

****Phase 2: Continued Engagement (Ongoing):****

1. **Onboarding & Training Optimization:**

- * **Review Onboarding:** Evaluate your current onboarding process. Is it clear, concise, and user-friendly? Consider A/B testing different onboarding flows.

- * **Offer Training:** Proactively offer training sessions (webinars, pre-recorded videos, one-on-one sessions) to the entire user base, focusing on the features they aren't using.

2. **Proactive Communication & Value Reinforcement:**

- * **Content Marketing:** Create blog posts, case studies, or how-to guides that demonstrate the value of your platform.

- * **Targeted Emails:**

- * **Feature Spotlights:** Send emails highlighting specific features that are underutilized, with clear instructions and examples of their benefits.

- * **Success Stories:** Share case studies of other customers who are similar to `AXIS-TRIAL_2073`, showing how they've achieved success using the platform.

- * **Progress Updates:** If they're making progress with feature usage, send positive feedback and encouragement.

3. **In-App Guidance:**

- * **Tooltips and Walkthroughs:** Use in-app guides to help users discover and understand new

features.

- * **Contextual Help:** Provide help articles or tutorials that appear when a user interacts with a specific feature.

4. **Performance Monitoring & Adjustment:**

- * **Track Key Metrics:** Continuously monitor feature usage, MAU/user count ratio, and churn risk score.

- * **Iterate and Optimize:** Regularly review the effectiveness of the retention strategy and make adjustments based on the data. Experiment with different approaches to see what resonates best with this customer.

5. **Listen to Feedback:**

- * **Surveys:** Send short surveys to gather feedback on their experience, identify pain points, and understand what's working well.

- * **Feedback Forms:** Make it easy for users to provide feedback directly within the platform.

Key Considerations:

- * **Personalization is key:** Tailor every communication to the specific user and their needs.

- * **Value Proposition:** Clearly communicate the value of your platform. Show them how it solves their problems and helps them achieve their goals.

- * **Be Responsive:** Respond quickly to their questions and concerns. Excellent customer support is crucial for retention.

- * **Focus on the long term:** Retention is an ongoing process. Build a relationship with the customer and consistently demonstrate the value of your platform.

By taking these steps, you can significantly increase the chances of converting `AXIS-TRIAL_2073` into a paying customer and reducing the risk of churn. Good luck!