

B2B - SaaS								
Company	MRR	Churn risk	Warning Flag	Churn driver	Next Best Action	Next best channel	Customer success manager	
C1	50	Low Risk	Risk level down	Low usage score	Loyalty email	Telemarketing	name person	
C2	20	Medium Risk	Risk level up	Not onboarded	Upsell email	Email		
C3	150	High Risk	Risk level equal	Downgraded product	Propose new feature	CSM		
				Low MRR	Request demo	Product		
				New client	Free consult	Ads		
				Increase in complaints	Request NPS			
				Low Engagement				
B2C - subscription								
Contact	MRR	Churn risk	Warning Flag	Churn driver	Next Best Action	Next best channel		
C1	50	Low Risk	Risk level down	Low MRR	Loyalty email	Telemarketing		
C2	20	Medium Risk	Risk level up	New client	Upsell email	Email		
C3	75	High Risk	Risk level equal	Increase in complaints	Request NPS	Ads		
				Low Engagement	Give discount	Sms		
				Young age	Free product	Facebook retargeting		
B2C - Ecom								
Contact	CLV	Churn risk	Warning Flag	Churn driver	Next Best Action	Next best channel		
C1	250	Low Risk	Risk level down	Unsubscribed	Loyalty email	Telemarketing		
C2	630	Medium Risk	Risk level up	Didnt purchase for a long time	Upsell email	Email		
C3	88	High Risk	Risk level equal	Low Engagement	Crossell email	Ads		
				High AOV	Give discount	Sms		
				Young age	Free product	Facebook retargeting		
				Lives in provincial area	Product recommendation			