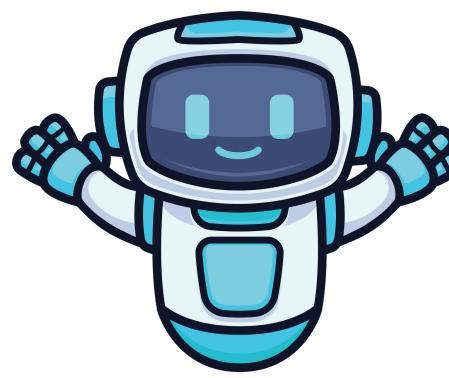
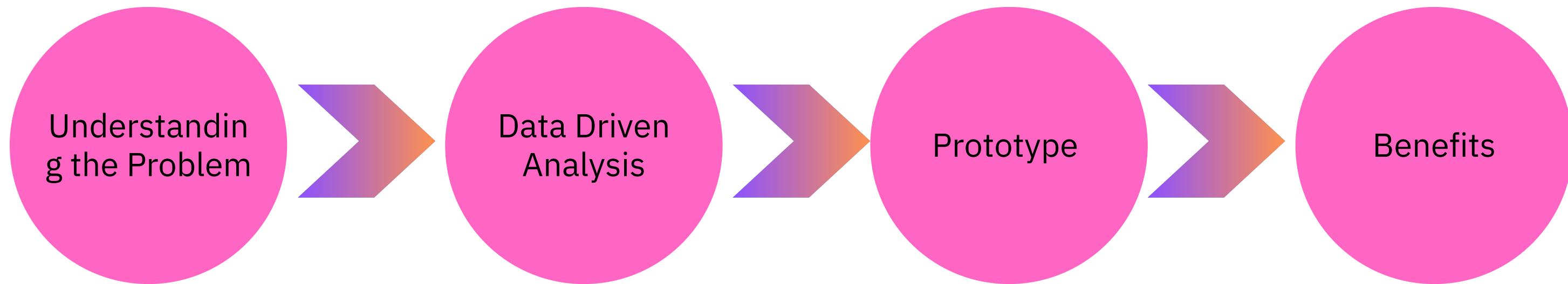


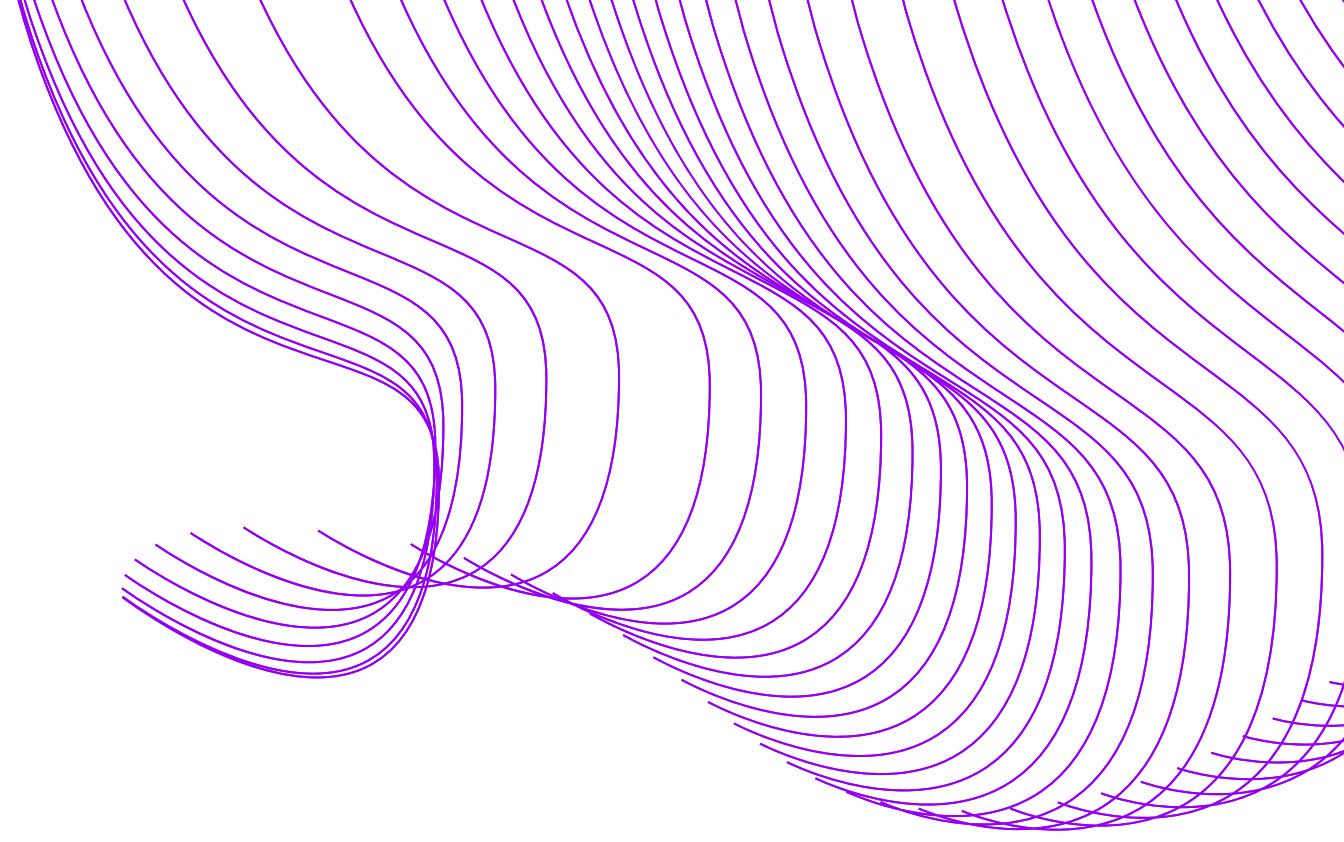
MOI BOT



By: Mad Data

Agenda





Understanding The Problem

Why Customer Churn?

Server Products End-of-Life (EoL)

- Atlassian **ended Server support** on Feb 15, 2024, hence no more bug fixes, security patches, or updates.

Limited & Slow Customer Support

- Support tickets, especially general enquiries, can take **up to 2 business days**, leaving users frustrated and undervalued

Perceived Value vs Cost/Product Fit

- Customers may churn if they pay for **unused features or see low ROI**. With Atlassian's cloud shift, missing compliance features can make the product feel less valuable.

Impact on Atlassian

Reduced Revenue

- Customer loss cuts revenue, with SaaS companies averaging **5–10%** annual churn.

Increased Acquisition Costs

- Replacing lost customers is costly and acquiring a new one costs **5–25** times more than retaining an existing one (Harvard Business Review)

Decreased Customer Lifetime Value (CLTV)

- Churn reduces customer revenue and CLTV, while a **5%** retention increase can raise CLTV by **25–95%** (Bain & Company).

Current Atlassian Practice

1

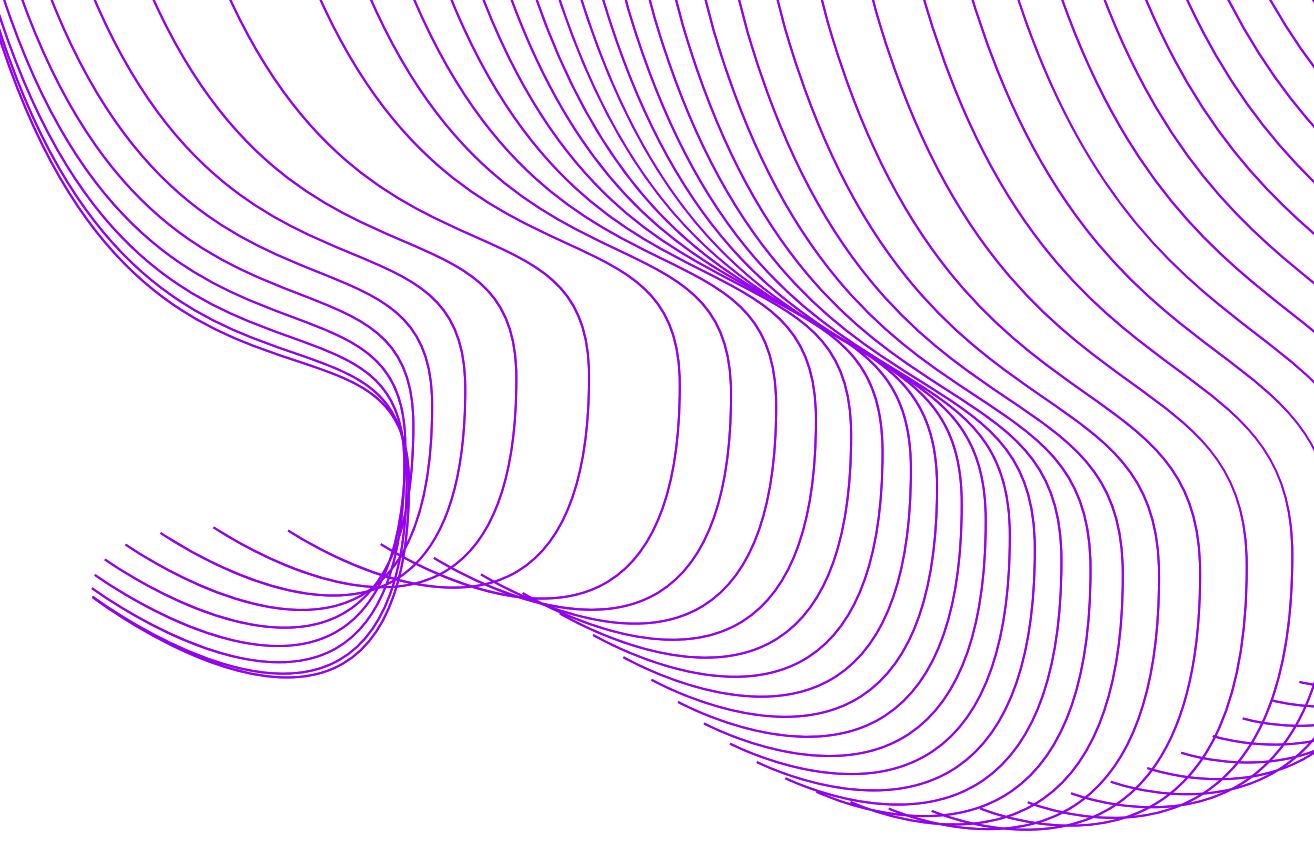
Lower personalization & segmentation for customer support

2

Product innovation & upgrades increased complexity while older ones remain unpolished

3

High customer-to-CSM ratios, infrequent check-ins & limited CSM knowledge



Data Driven Analysis

Data Overview

1

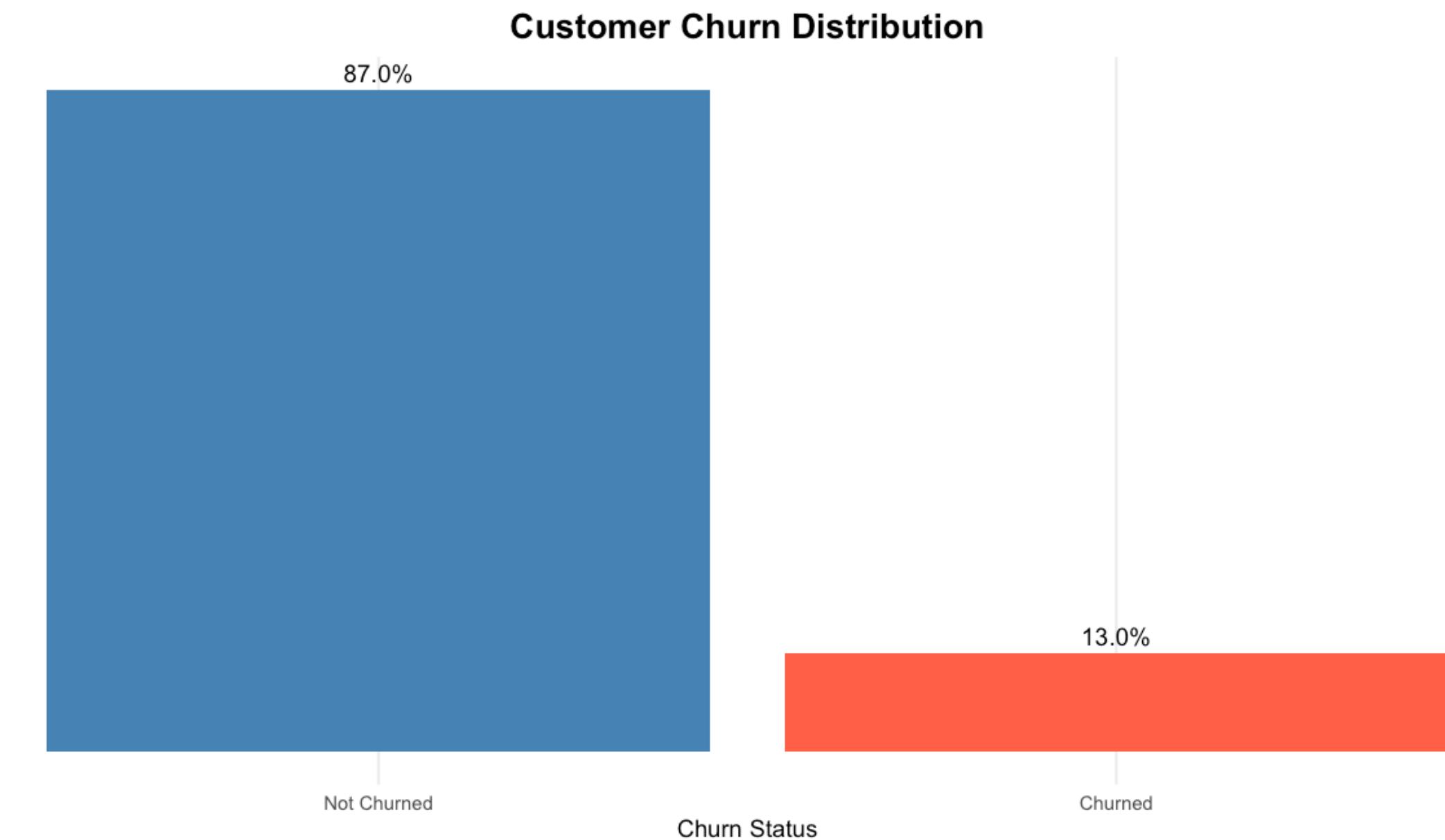
We are using the Users, Events, Sessions and Billings datasets to develop our scorecard.

2

It includes key users details such as overdue payment, plan-tier and total sessions

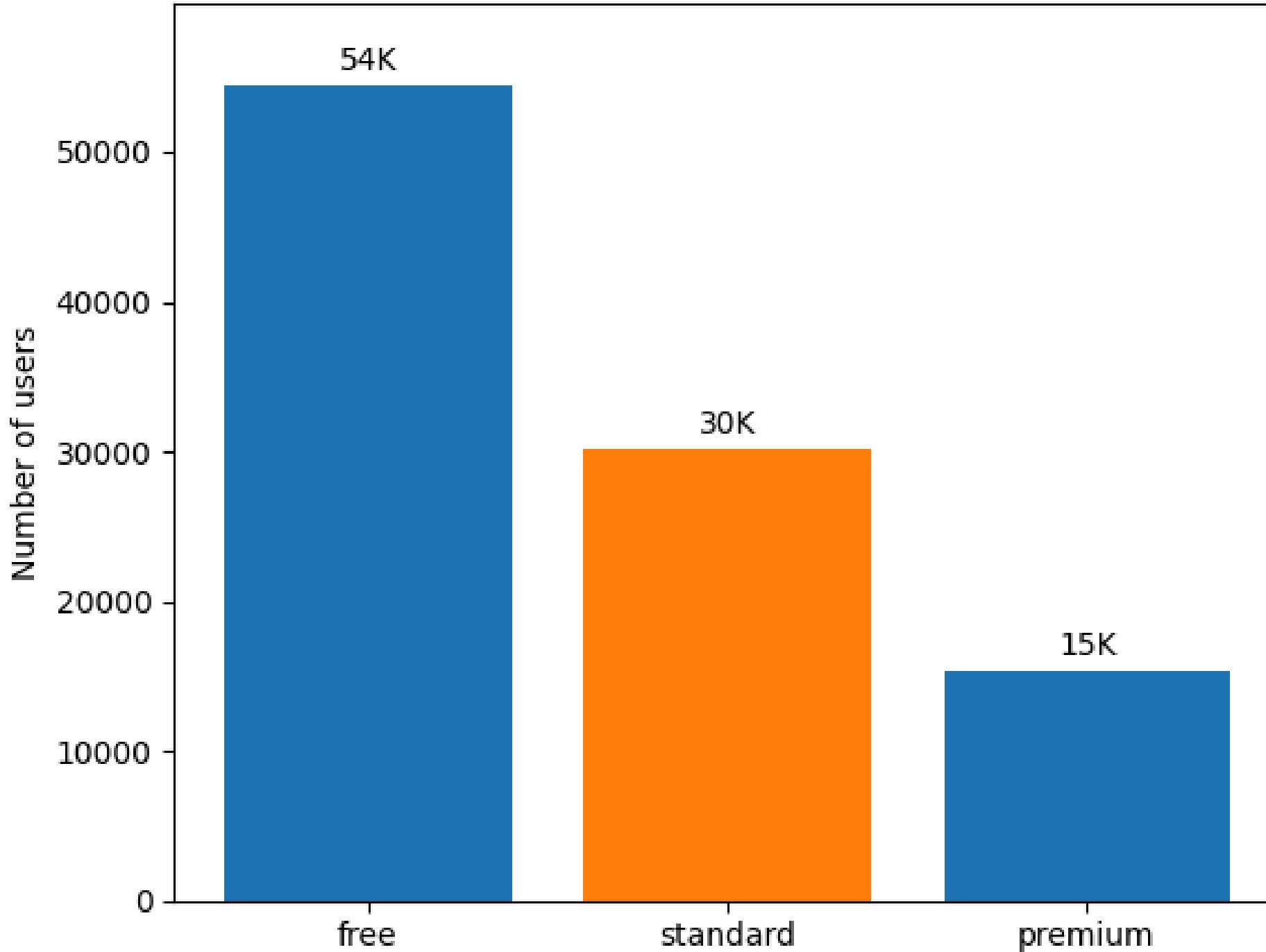
3

Each user is labeled as either '1' (churned within 30 days) otherwise (non-churned) with '0' being the target variable for the scorecard

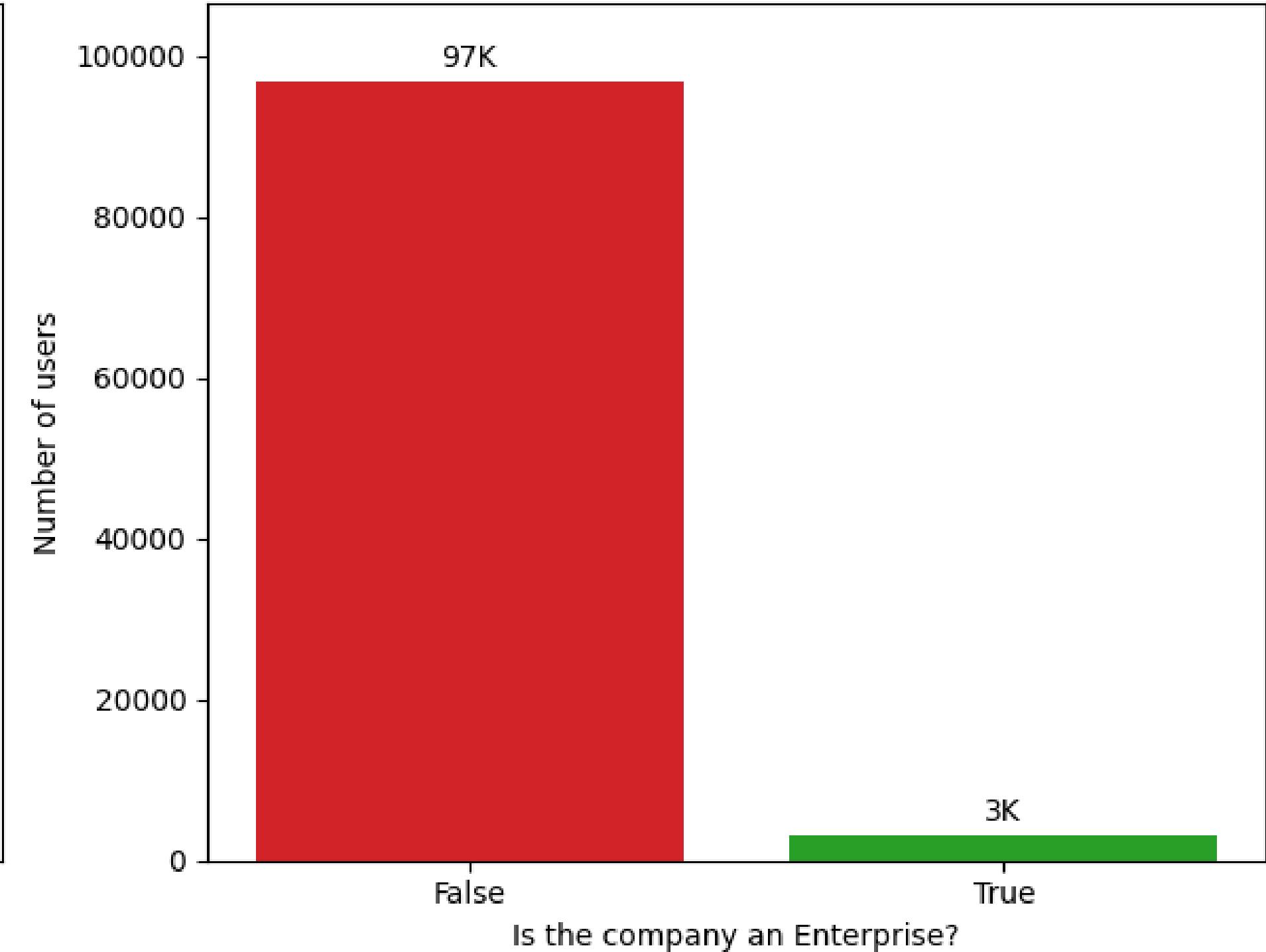


Dashboard

User vs Plan Type



User vs Enterprise Status



Customers Segmentation: Clustering

Cluster 1

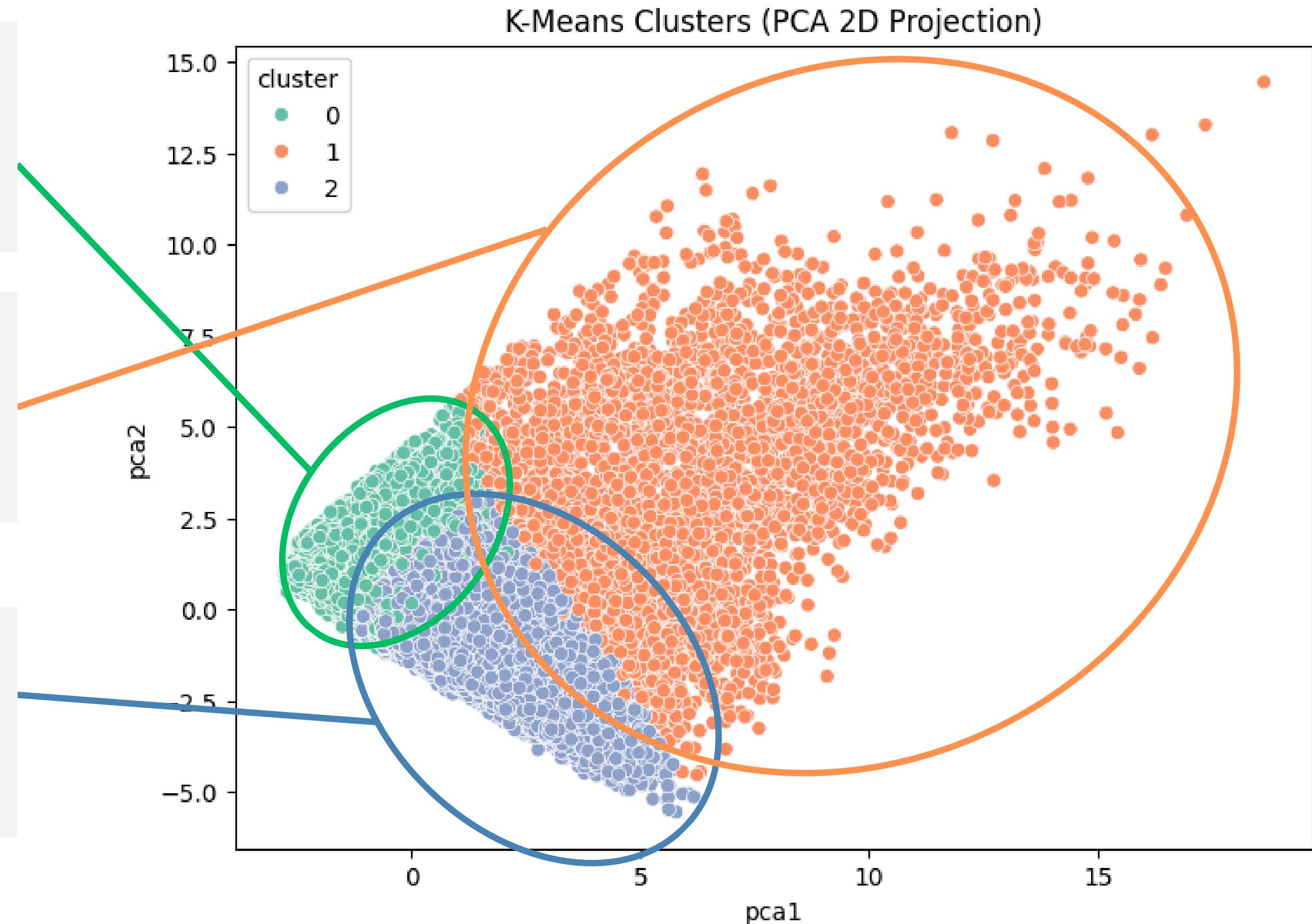
- Rate of 'Churn' customers: 85.91%
- 30804 samples

Cluster 2

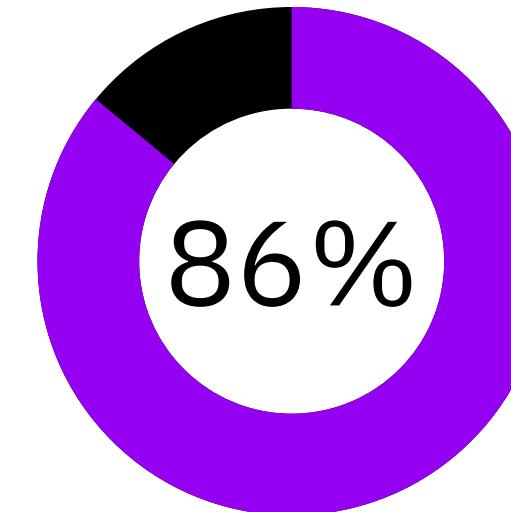
- Rate of 'Churn' customers: 2.65%
- 5543 samples

Cluster 3

- Rate of 'Churn' customers: 11.43%
- 63653 samples

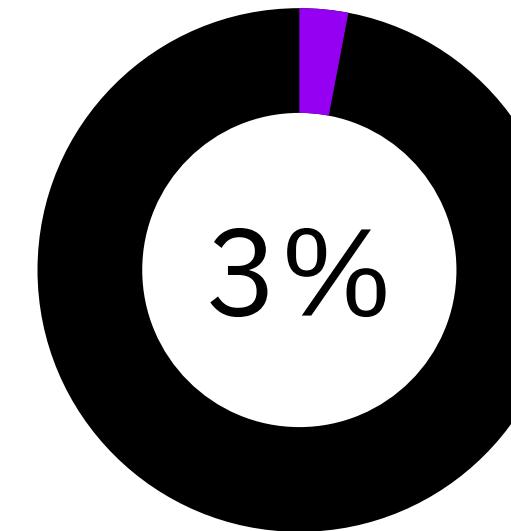


Customer Profile



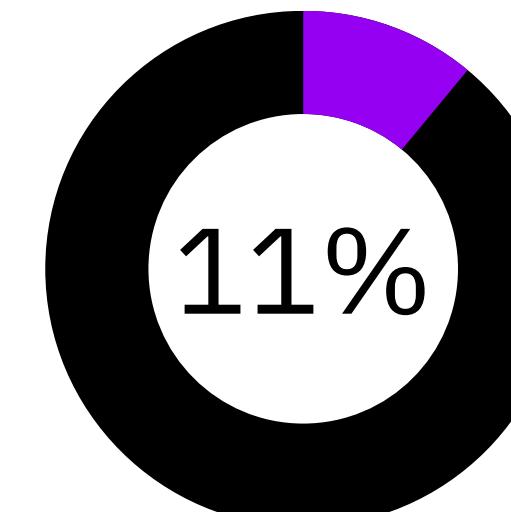
Cluster 1

“Low OS diversity, Low Activity, Limited Feature”



Cluster 2

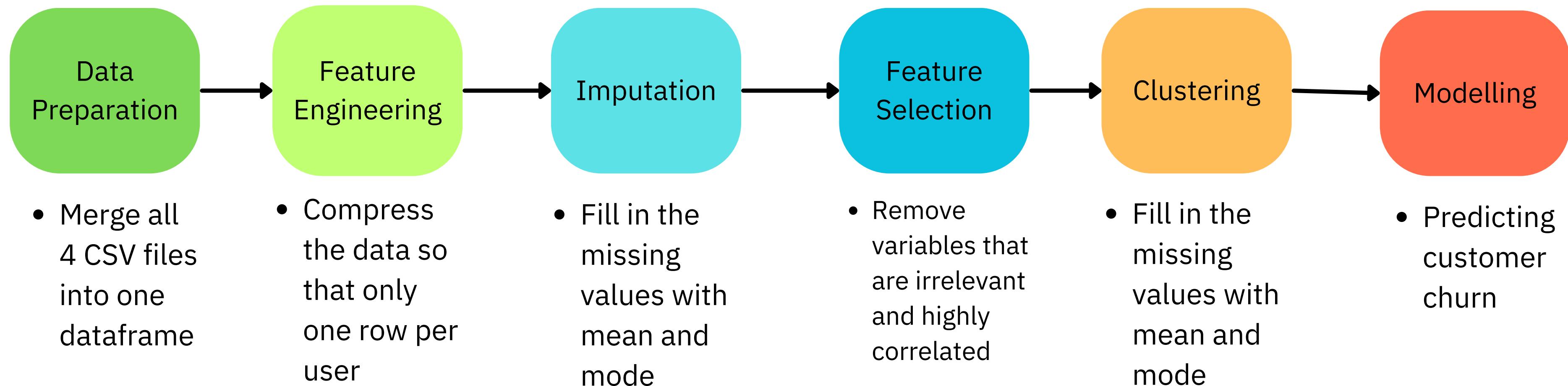
“High OS diversity, High Activity, High Recurring Revenue”



Cluster 3

“Moderate OS diversity, Moderate Activity, Moderate Feature”

Data Pipeline

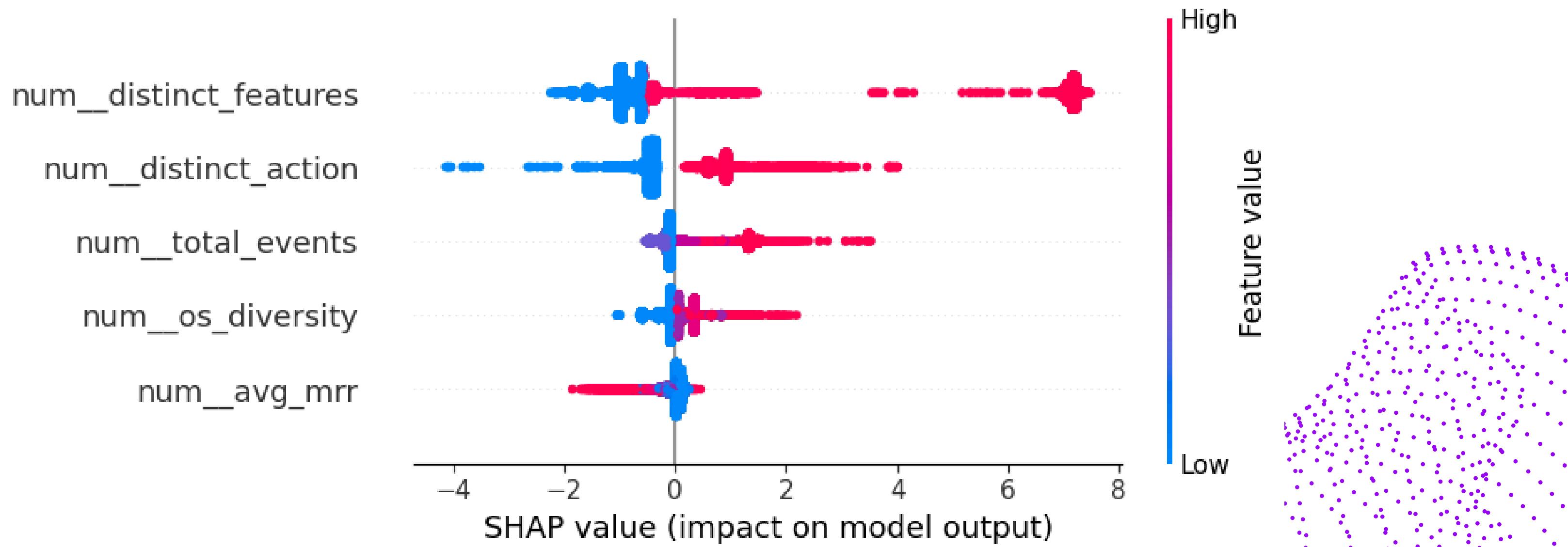


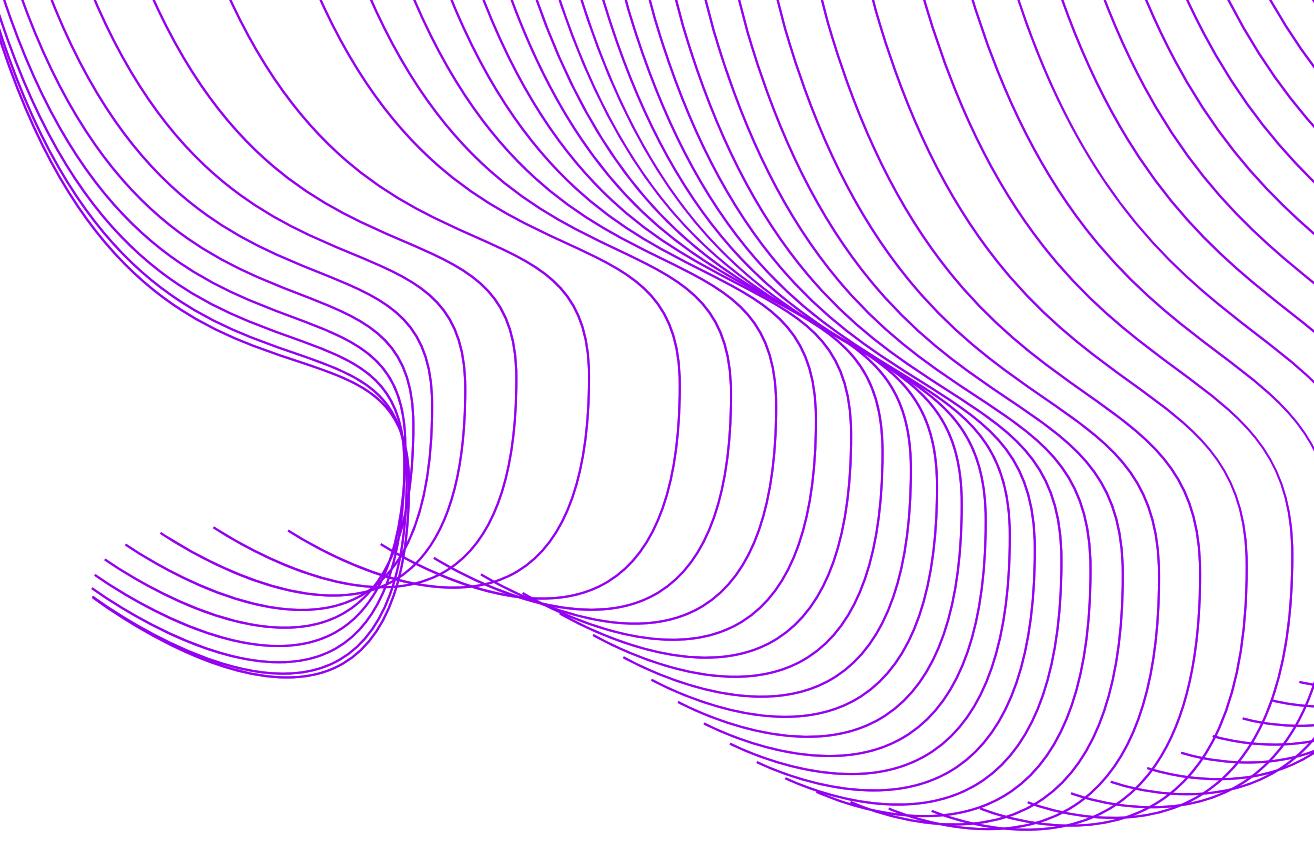
Modelling Result

	Logistic Regression	XGBoost
Accuracy	86%	90%
F1-Score (Performance)	79%	84%
Precision (Churn = 1) "When I say someone will churn, how often am I correct?"	86%	100%
Recall (Churn = 1) "Of all the people who churned, how many did I actually catch?"	74%	72%

Contributing Factors

- Using SHAP value from XGBoost, we can identify factors that highly affect the churning rates.
- These are the top 5 highest contributing factors for churning:





Prototype

Shifting Customer Support Experience



Teams in Space
Software project



Backlog



“We noticed you might need extra support—tap here for a quick check.”

Board

1

Our model detects a high-churn probability. A notification will pop up from the new icon

IN PROGRESS 5

Requesting available flights
Now taking > 5 seconds
SpaceEZ Plus
3 TIS-8

Engage Saturn Shuttle Lines
for group tours
Space Travel Partners
4 TIS-15

Establish a catering vendor
to provide meal service
Local Mars Office
4 TIS-15

Engage Saturn Shuttle Lines
for group tours
Space Travel Partners

CODE REVIEW 2

Register with the Mars
Ministry of Revenue
Local Mars Office
3 TIS-11

Draft network plan for Mars
Office
Local Mars Office
3 TIS-15

Engage JetShuttle
SpaceWays for travel
Space Travel Partners
5 TIS-23

Engage Saturn Shuttle Lines
for group tours
Space Travel Partners
TIS-15

DONE 8

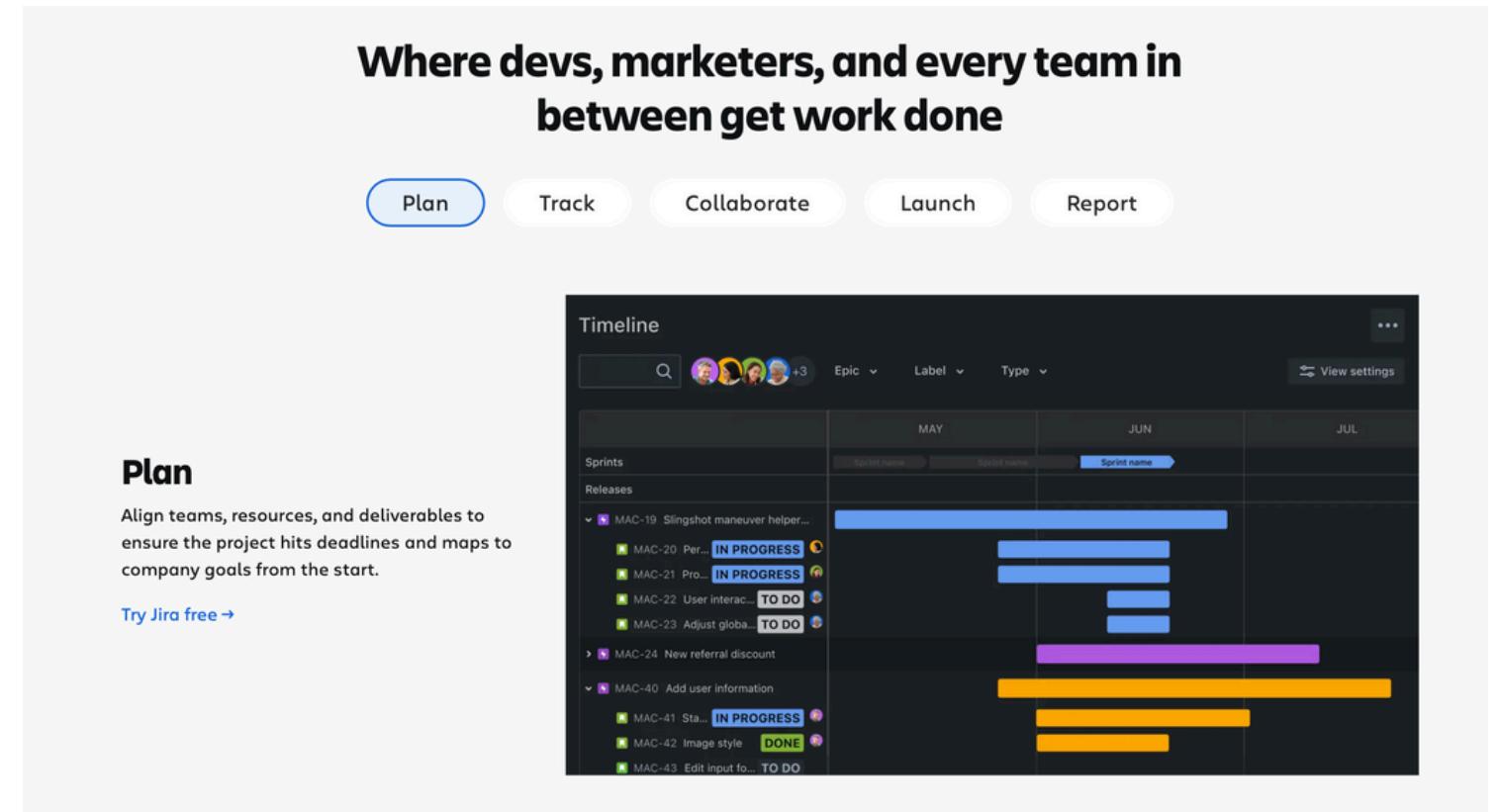
Homepage footer uses an
inline style - should use a class
Large Team Support
TIS-68

Engage JetShuttle
SpaceWays for travel
Space Travel Partners
5 TIS-23

Engage Saturn Shuttle Lines
for group tours
Space Travel Partners
TIS-15

Establish a catering vendor
to provide meal service
Local Mars Office

Highlighting Atlassian products features



Skip

1

When a user clicks the icon, a feature highlight card appears.

2

Showcasing Atlassian's capabilities, such as Jira boards, dashboards, automated reports, intelligent ticket routing, and guided workflow suggestions.

3

Users can then tap 'Skip' to continue to the AI chatbot for instant support.

4

Encourages users to explore Jira functionality they might not know.

MOI Bot ✓

Your AI Bot

“We've flagged your account as high priority. Would you like to connect with our customer support team right now?”

[Get ur ticket](#)

“Quick fact: General inquiries are resolved faster through the AI chatbot, so you often don't even need to raise a support ticket.”

How can i help?...

1

Powered by our model on top of Atlassian Intelligence Jira Management Service

2

High-priority customers are automatically offered priority ticket routing

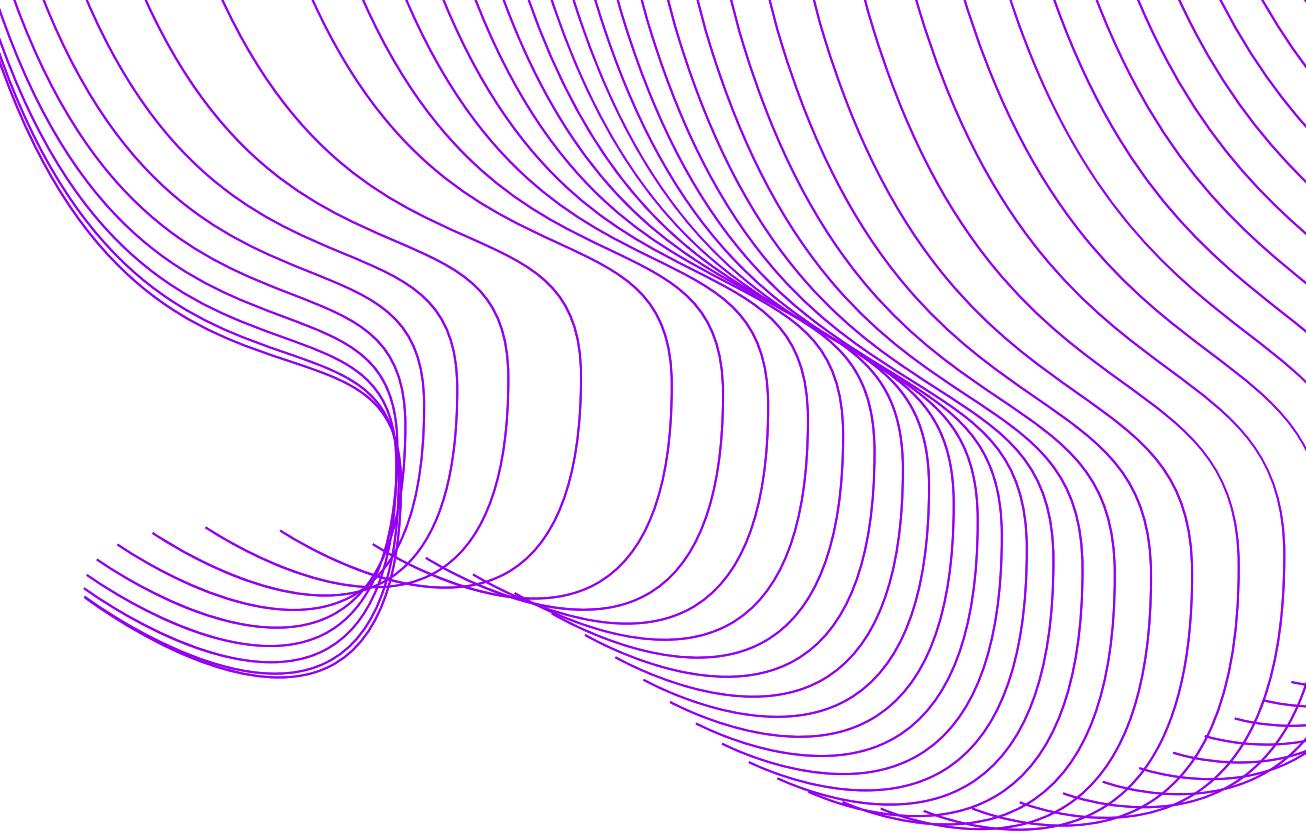
3

General inquiries are resolved instantly by the AI chatbot.

4

AI chatbot efficiently resolves routine queries before escalating to support tickets when necessary.

Benefit



What we offer?

The cost to maintain is **around \$20k - \$50k annually**

~\$150 million saved from customer service annually

5% increase in retention can increase revenue by **25%**

Emotionally engaged customers are **~82%** more likely to remain loyal.

Reduce churn by **30-35%**