



HR SaaS DASHBOARD

15	6	3	6	20.00%	₦2bn	4960	7
Companies Active (Status)	Companies Churned (Stat...	Reactivated Companies	Inactive Companies	Churn Rate (Status)	Sum of Total Payroll Value	Total Users	Industries

Company Name

All

Industry

All

Assigned Custo...

All

Plan Type

All

Company Size

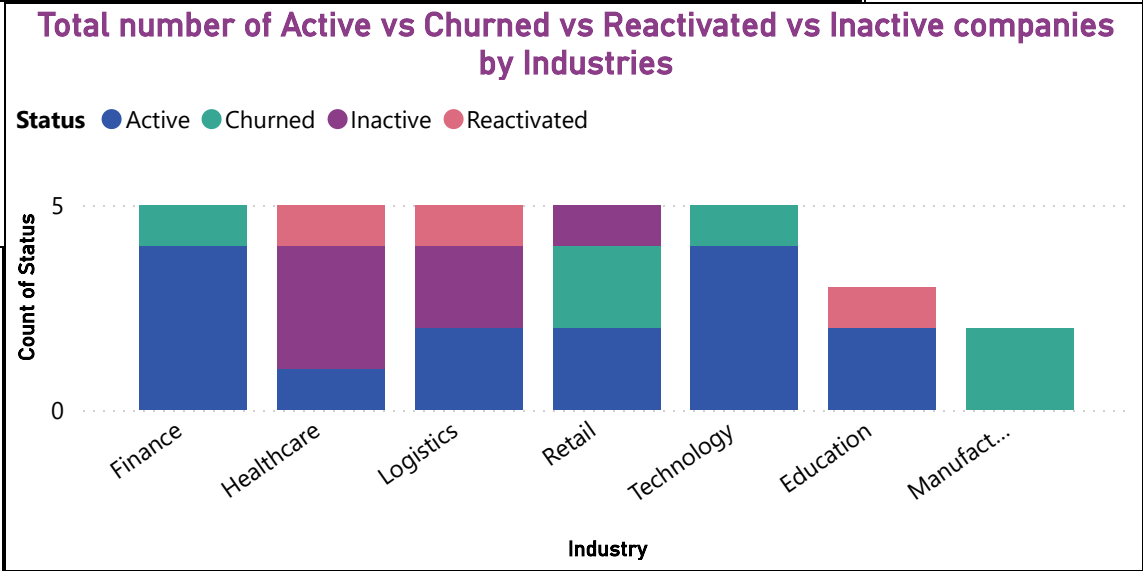
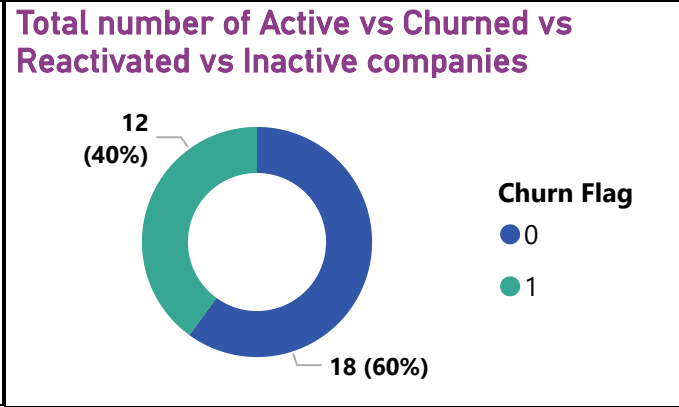
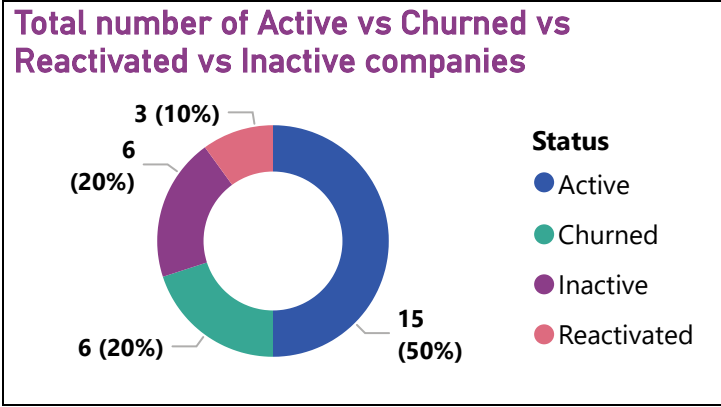
Enterprise (200+)

Mid-Market (100-199)

SME (1-99)

Status

All

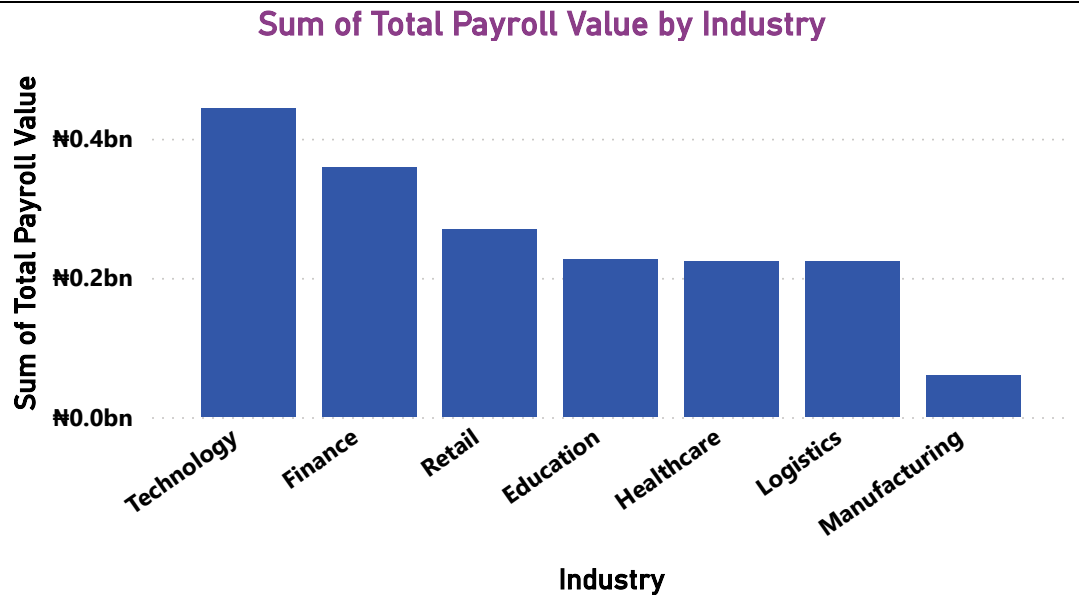


Companies that appear to be at High Risk of Churn					
Company Name	Sum of ARR	Sum of Total Payroll Value	Sum of Days Since Last Active	Assigned Customer Success Manager	Status
Company_15	₦3,840,000	₦64,000,000	79	Sarah	Reactivated
Total	₦3,840,000	₦64,000,000	79		
Insight:Company_15 is the single highest-priority churn risk (not yet churned). It's a high-value account (ARR ₦3.84M) but has been inactive for 78 days despite a recent Reactivated status. Action: CSM Sarah needs to engage immediately to prevent a second churn.					

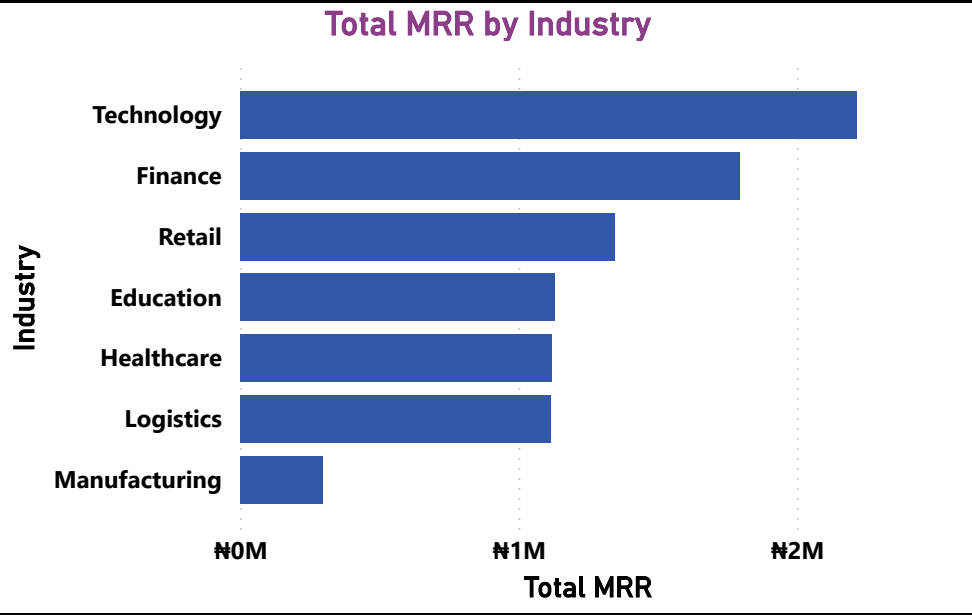
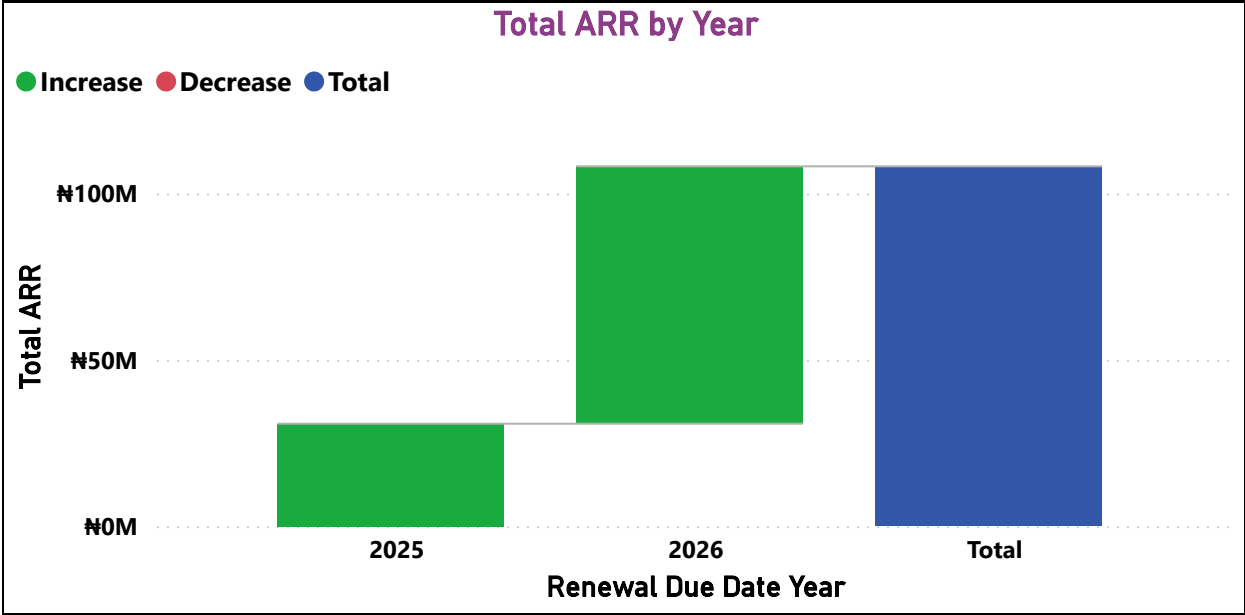
Top 5 Companies by ARR and their Customer Success Manager				
Company Name	Total ARR	Assigned Customer Success Manager	Industry	Sum of Total Payroll Value
Company_6	₦6,120,000	Sarah	Education	₦102,000
Company_10	₦6,600,000	John	Technology	₦110,000
Company_16	₦6,720,000	Grace	Retail	₦112,000
Company_18	₦6,300,000	John	Technology	₦105,000
Company_24	₦6,480,000	Grace	Technology	₦108,000
Total	₦32,220,000			₦537,000

<div>₦108M</div> <div>Total ARR</div>	<div>₦9M</div> <div>Total MRR</div>	<div>₦172.17M</div> <div>Total CLV Estimate</div>	<div>₦5.74M</div> <div>Average CLV Estimate</div>	<div>₦4M</div> <div>Average ARR</div>	<div>₦301K</div> <div>Average MRR</div>	<div>40.00%</div> <div>Churn Rate (Churn Flag)</div>
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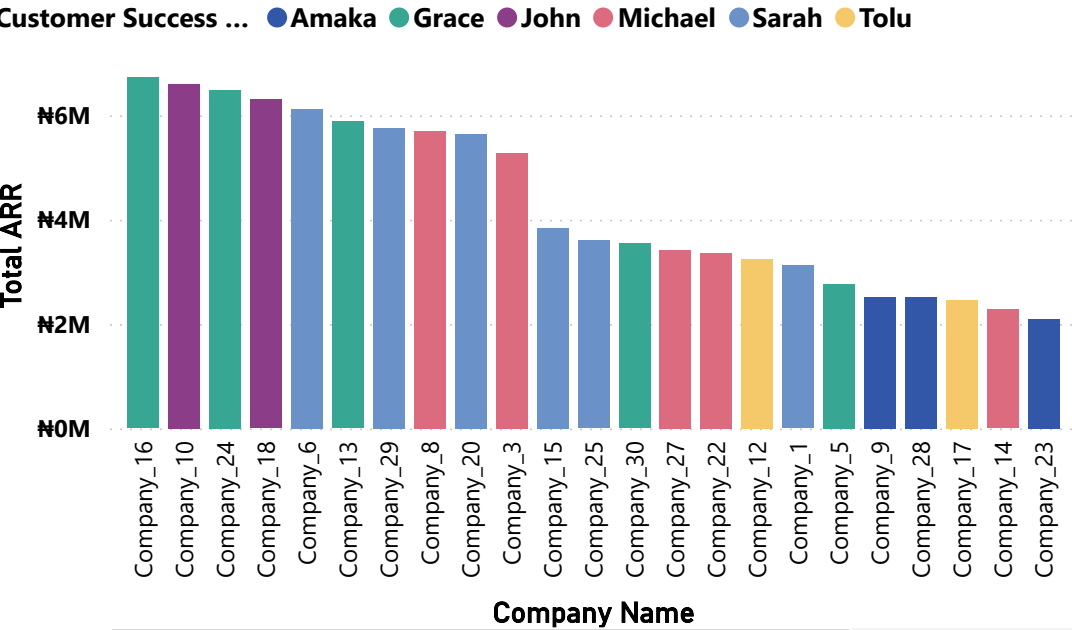
MRR and ARR by Company Segmented by CSM				
Company Name	Total ARR	Total MRR	Sum of CLV Estimate	Assigned Customer Success Manager
Company_7	₦1,080,000	₦90,000	₦1,890,000.00	Tolu
Company_12	₦3,240,000	₦270,000	₦5,130,000.00	Tolu
Company_17	₦2,460,000	₦205,000	₦3,895,000.00	Tolu
Company_1	₦3,120,000	₦260,000	₦5,200,000.00	Sarah
Company_6	₦6,120,000	₦510,000	₦9,690,000.00	Sarah
Company_11	₦720,000	₦60,000	₦1,260,000.00	Sarah
Company_15	₦3,840,000	₦320,000	₦6,400,000.00	Sarah
Company_20	₦5,640,000	₦470,000	₦8,930,000.00	Sarah
Total	₦108,180,000	₦9,015,000	₦172,170,000.00	



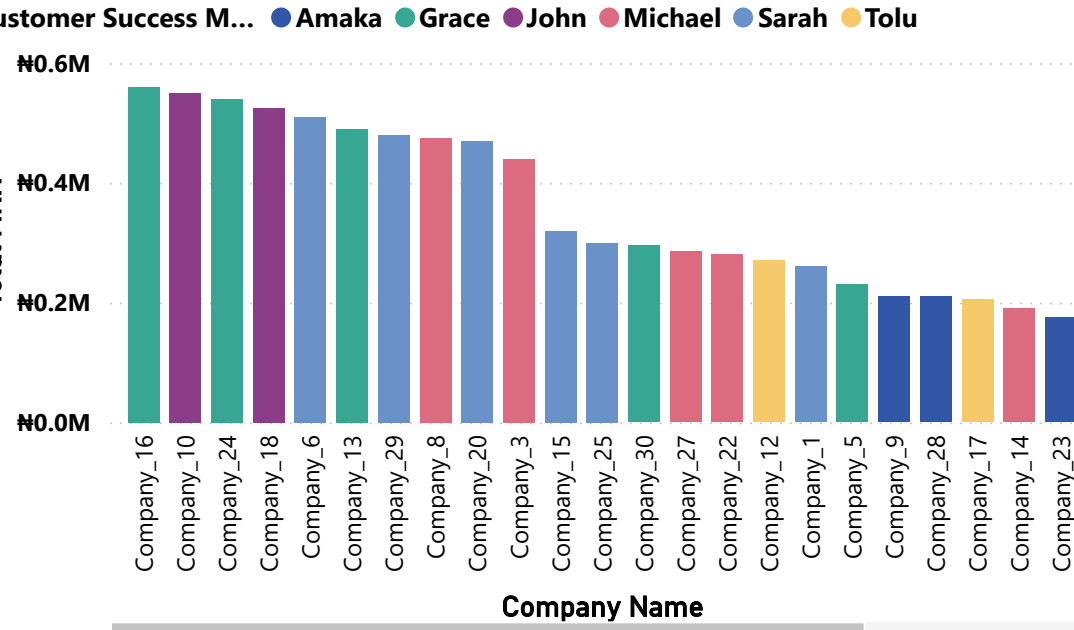
- Industry
- All
- Company Name
- All
- Assigned Custo...
- All
- Plan Type
- All
- Status
- All
- Company Size
- All



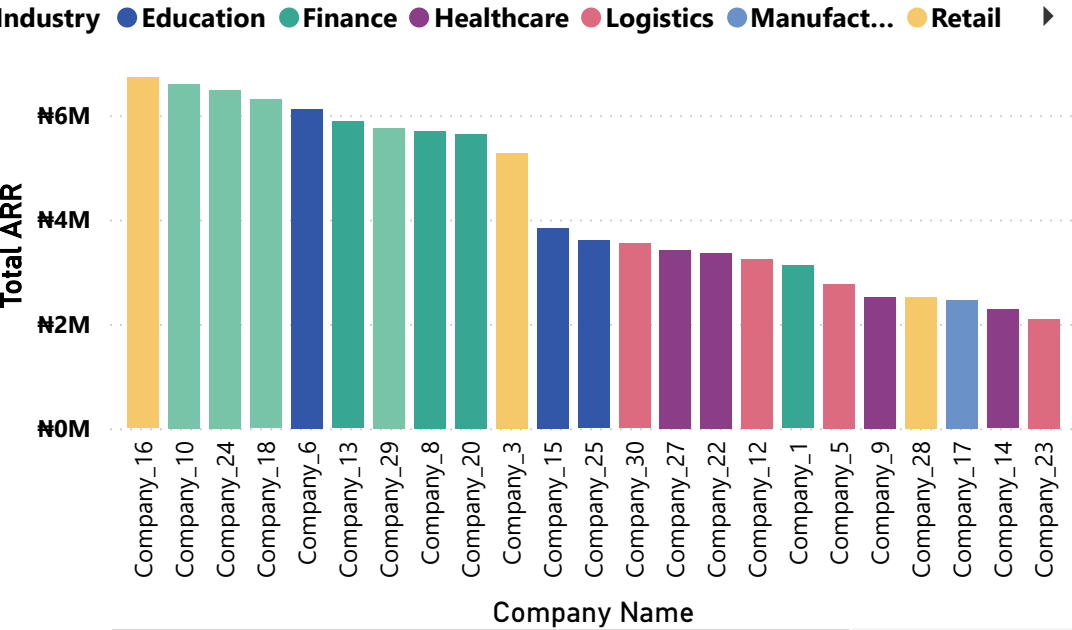
Total ARR by Company Name and Assigned Customer Success Manager



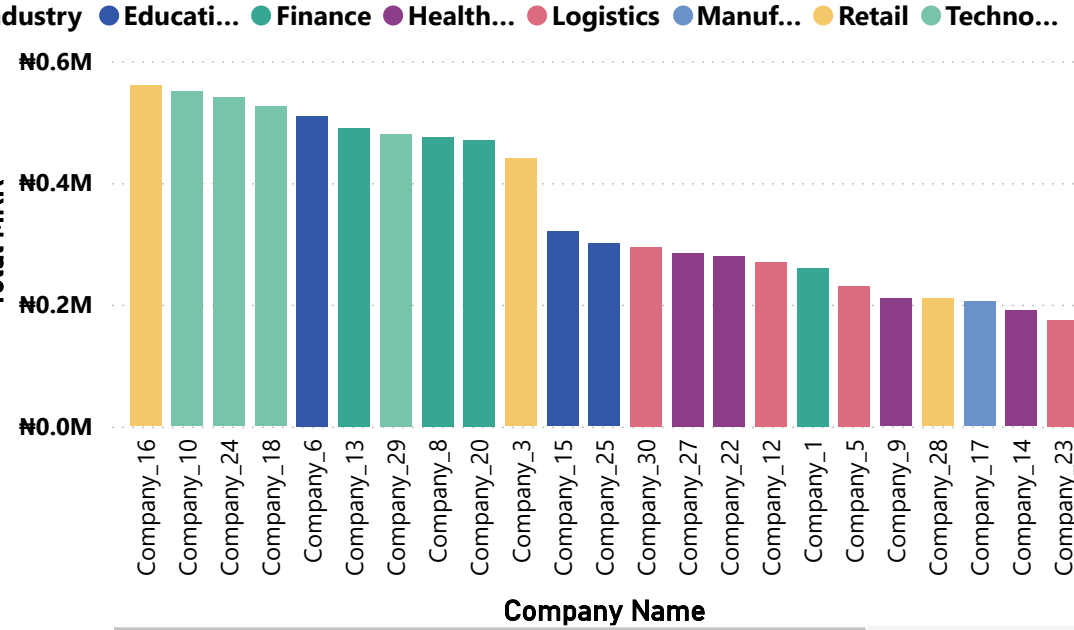
Total MRR by Company Name and Assigned Customer Success Manager



Total ARR by Company Name and Industry



Total MRR by Company Name and Industry



30

Company

6

Customer Success Man...

Industry

All

Company Name

All

Assigned Cust...

All

Plan Type

All

Status

All

Company Size

All

MRR and ARR by company segmented by CSM and Industry					Companies nearing renewal date within the next 60 days							
Company Name	Total ARR	Total MRR	Assigned Customer Success Manager	Industry	Company Name	Year	Month	Day	Sum of Days to Renewal	Renewal Status	Renewal Urgency	Total MRR
Company_6	₦6,120,000	₦510,000	Sarah	Education	Company_15	2025	December	11	55	Renewal < 60 Days	Upcoming (30-60 days)	₦320,000
Company_15	₦3,840,000	₦320,000	Sarah	Education	Company_27	2025	December	12	56	Renewal < 60 Days	Upcoming (30-60 days)	₦285,000
Company_25	₦3,600,000	₦300,000	Sarah	Education	Company_1	2026	February	15	121	Not Due	Future (>90 days)	₦260,000
Company_13	₦5,880,000	₦490,000	Grace	Finance	Company_3	2026	March	12	146	Not Due	Future (>90 days)	₦440,000
Company_26	₦1,200,000	₦100,000	John	Finance	Company_5	2025	December	25	69	Not Due	Watch (60-90 days)	₦230,000
Company_8	₦5,700,000	₦475,000	Michael	Finance	Company_6	2026	March	30	164	Not Due	Future (>90 days)	₦510,000
Company_1	₦3,120,000	₦260,000	Sarah	Finance	Company_8	2026	April	10	175	Not Due	Future (>90 days)	₦475,000
Company_20	₦5,640,000	₦470,000	Sarah	Finance	Company_10	2026	May	5	200	Not Due	Future (>90 days)	₦550,000
Company_4	₦1,860,000	₦155,000	Amaka	Healthcare	Company_12	2026	March	2	136	Not Due	Future (>90 days)	₦270,000
Company_9	₦2,520,000	₦210,000	Amaka	Healthcare	Company_13	2026	April	22	187	Not Due	Future (>90 days)	₦490,000
Total	₦108,180,000	₦9,015,000			Total				-450			₦9,015,000

Risk Matrix						Support Load vs Value					
Risk Level <span>●</span> Already Churned <span>●</span> Healthy <span>●</span> Renewal Due											
Total ARR		Sum of Days Since Last Active				Assigned Customer Success Manager	Total ARR	Average of Tickets logged	Total ARR	Average of Tickets logged	Renewal Due
₦6M						Amaka	₦9,000,000	22.75			
₦4M						Grace	₦1,740,000	21.00	₦25,380,000	12.40	
₦2M						John	₦3,540,000	23.67	₦12,900,000	14.00	
₦0M						Michael	₦2,280,000	18.00	₦14,340,000	15.00	₦3,420,000
						Sarah	₦720,000	20.00	₦24,240,000	14.20	₦3,840,000
						Tolu	₦3,540,000	29.50	₦3,240,000	11.00	
						Total	₦20,820,000	23.33	₦80,100,000	13.56	₦7,260,000

Churned Companies							
Company Name	Status	Total Tickets Logged	Sum of Days of Last Support before Expiration	Sum of Days Since Last Support	Sum of Payroll Runs Count	Total ARR	Assigned Customer Success Manager
Company_17	Churned	29	236	442	6	₦2,460,000	Tolu
Company_2	Churned	22	209	479	6	₦1,440,000	John
Company_26	Churned	26	202	464	4	₦1,200,000	John
Company_7	Churned	30	172	444	4	₦1,080,000	Tolu
Company_21	Churned	23	214	492	3	₦900,000	John
Company_11	Churned	20	214	489	3	₦720,000	Sarah
Total		150	1247	2810	26	₦7,800,000	
<p><b>Company 17 : Extreme Friction &amp; Early Disengagement:</b> This company logged <b>29 tickets</b>—nearly one every 10 days for the first half of their contract—but only performed <b>6 payroll runs</b> over the year. This indicates the product was highly problematic. The <b>236 days</b> of silence after their last support interaction confirms they gave up on the product well before the renewal date.</p> <p><b>Company 2 ; Low Utilization &amp; Support Fatigue:</b> They logged <b>22 tickets</b> but only ran payroll <b>6 times</b> in a 12-month period. High support needs coupled with low product usage suggests the product was <b>too complicated</b> or <b>unreliable</b> for their core function (payroll).</p> <p><b>Company 26 : Low Value Realization &amp; High Maintenance:</b> A high ticket count (<b>26</b>) relative to their <b>4 payroll runs</b> suggests they struggled to use the core functionality. For a medium-sized company (<b>92 users</b>), running payroll only 4 times a year means the ₦1.20M {ARR} was perceived as a poor return on investment for a tool they barely used successfully.</p> <p><b>Company 7 : Critical Product Failure/High Friction:</b> This company logged the <b>highest number of tickets (30)</b> but had the <b>lowest payroll runs (4)</b>. This is a severe red flag indicating consistent <b>product failure</b> or a high volume of unsolved issues, leading to severe frustration and eventual churn.</p>							
<p>The primary driver of churn across all analyzed companies is a consistent pattern of <b>High Support Dependency combined with Low Core Product Utilization</b>, resulting in a significant <b>Value Deficit</b>.</p> <p>This is evidenced by:</p> <ol style="list-style-type: none"><li><b>Inverse Relationship between Tickets and Usage:</b> Churned accounts logged a high volume of support tickets (e.g., 20 to 30) while concurrently performing few core actions (e.g., only 3 to 6 Payroll Runs per year). This indicates the product was <b>too difficult or unreliable</b> to use without constant assistance.</li><li><b>Early and Silent Disengagement:</b> All analyzed churned companies showed a large gap (172 to 236 days) between their <b>Last Support Interaction</b> and their renewal/contract end date. This means the decision to leave was made months in advance due to <b>Support Fatigue</b> and <b>Frustration</b>, long before the Customer Success team could intervene.</li></ol>							

Assigned Custo... ▾

All ▾

Company Name ▾

All ▾

Industry ▾

All ▾

Plan Type ▾

All ▾

Status ▾

All ▾

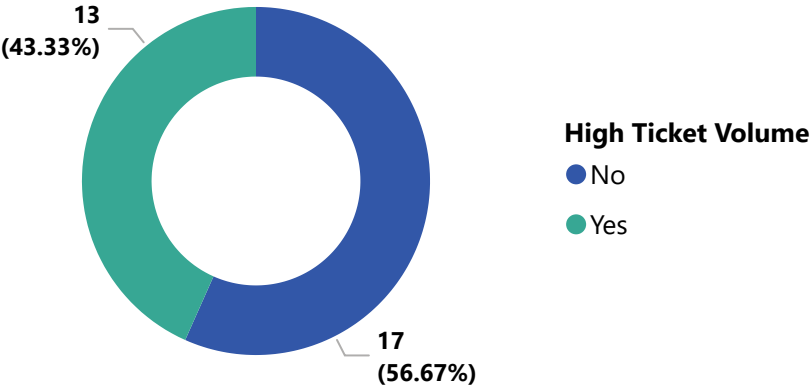
Company Size ▾

All ▾

Companies at Risk of Churn

Company Name	Status	Total Tickets Logged	High Ticket Volume	Sum of Days of Last Support before Expiration	Sum of Days Since Last Active	Renewal Urgency
Company_4	Inactive	27	Yes	218	397	Urgent (0-30 days)
Company_5	Reactivated	10	No	150	66	Watch (60-90 days)
Company_9	Inactive	25	Yes	206	452	Urgent (0-30 days)
Company_14	Inactive	18	Yes	215	415	Urgent (0-30 days)
Company_15	Reactivated	10	No	139	79	Upcoming (30-60 days)
Company_19	Inactive	21	Yes	224	456	Urgent (0-30 days)
Company_23	Inactive	19	Yes	207	418	Urgent (0-30 days)
Total		164		1663	2733	

High Ticket Volume



Proactive Retention Strategies for Companies at Risk of Churn

**Support Ticket Patterns** (High Volume, Low Resolution).  
**Action:** Flag any customer who logs > **10 tickets in a 30-day period** *without* a corresponding increase in usage (e.g., payroll runs).  
**Goal:** Proactively intervene with a **dedicated Technical CSM (T-CSM)** to bypass the standard support queue and fix the root problem, preventing support fatigue and demonstrating commitment.

**Last Support Interaction Recency** (No activity in > 45 days).  
**Action:** Trigger a personalized, multi-channel campaign for any high-value account where Days Since Last Active >45.  
**Goal:** This is a "pre-dormancy" intervention. The CSM should schedule a "Health Check" call, not to sell, but to understand the organizational change that led to the drop in usage.  
**Focus on re-embedding the product.**

**Subscription Renewal Proximity** (60 - day risk window).  
**Action:** 60 days before renewal, CSM runs a **Value-Justification Audit**. This audit quantifies the customer's *Total Payroll Value* processed by NotchHR versus the ARR they paid.  
**Goal:** Provide the customer with a one-page "Value Report" showing ROI (e.g., "You paid ₦3.84M but processed ₦64M in payroll, saving X hours"). This combats the cost-perception issue, especially for small accounts.