

Contato

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miguelcdpmarques (LinkedIn)

Principais competências

Management

Python

Marketing

Languages

Spanish (Full Professional)

English (Full Professional)

Portuguese (Native or Bilingual)

Honors-Awards

Católica Top+ Scholarship

Miguel Marques

I help SaaS businesses reduce churn by 20% with custom cancelation flows | Founder @ Raaft.io

Lisboa, Lisboa, Portugal

Resumo

I created Raaft to help SaaS businesses reduce churn and grow sales .

We increase retention with 3 strategies:

1## Identify customers likely to cancel

2## Retain customers at the moment of cancellation

3## View great churn analytics

Most apps have a simple "Cancel Subscription" button.

What's wrong with that?

1## They're losing ~20% of users who could be saved if given the right offer.

2## They're missing out on great feedback from users who are both honest and dissatisfied.

And both of these losses compound over time.

What's the alternative?

Raaft is a churn management tool that lets you do 3 things:

1. Know which users are likely to cancel soon

2. Retain users on auto-pilot in the moment of cancellation with custom offers
3. Get great churn analytics so you can know how to improve your product

Your next step

Sounds interesting? Let's chat!

- Send a DM
- Book a call here: <https://calendly.com/raaft-miguel/intro>
- Email me at: miguel@raaft.io

Experiência

Raaft.io

Founder

março de 2022 - Present (2 anos 4 meses)

Remote

Raaft helps SaaS businesses reduce churn. It helps companies understand which users are most likely to cancel, make offers upon cancellation and identify churn patterns. Find us at --> www.raaft.io

Remote Crew

Founder

novembro de 2018 - Present (5 anos 8 meses)

Portugal

Remote Crew helps tech companies hire remote software engineers. It also helps recruitment teams set up efficient hiring processes. Find us at --> www.remotecrew.io

Enlightenment.AI

Python Developer

abril de 2018 - dezembro de 2018 (9 meses)

Lisbon Area, Portugal

TUI

International Graduate Leadership Programme
setembro de 2016 - março de 2018 (1 ano 7 meses)
Germany

TimePoints

Marketing & Sales Manager
outubro de 2014 - março de 2015 (6 meses)
Santiago, Chile

Formação acadêmica

NOVA IMS Information management school
Post Graduation, Enterprise Data Science & Analytics · (2019 - 2020)

Erasmus Universiteit Rotterdam
Master's degree, Strategic Management · (2015 - 2016)

Universidade Católica Portuguesa
Bachelor's degree, Business Administration · (2011 - 2014)