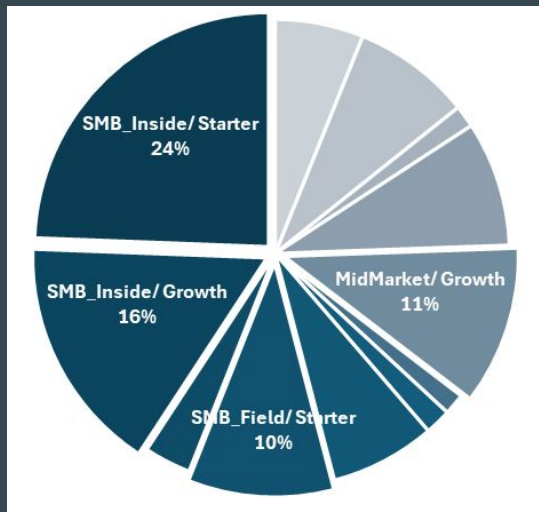


Understanding Customer Churn - BizGrow

Angel is angel

Early-Lifecycle SMBs Drive the Churn Spike

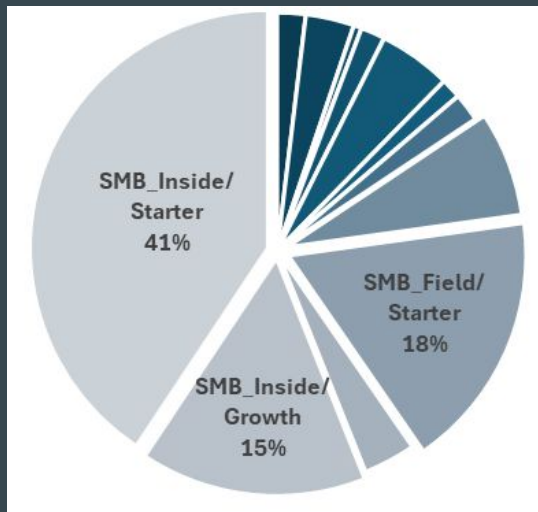
Total 3000 customers



Core Customer Base

- SMB_Inside/ Starter
- SMB_Inside/ Growth
- MidMarket/ Growth
- SMB_Field/ Starter

Total 364 churn



Churn Customer Allocation

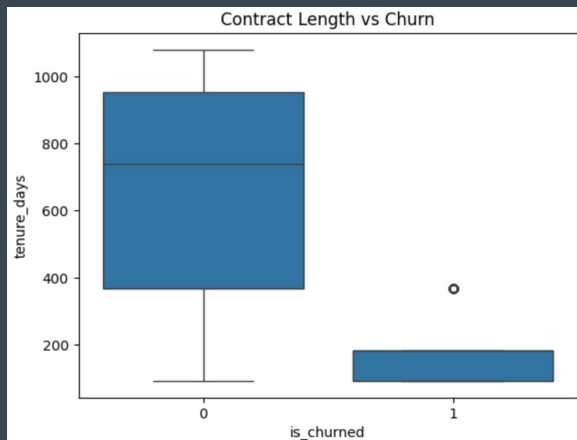
- SMB_Inside/ Starter
- SMB_Inside/ Growth
- SMB_Field/ Starter

Key Insight

- Ideal Customer is correct in volume, but execution is broken
- The problem is not who we sell to, but how and what we deliver
- This is an early-lifecycle value failure, not a platform-wide product breakdown

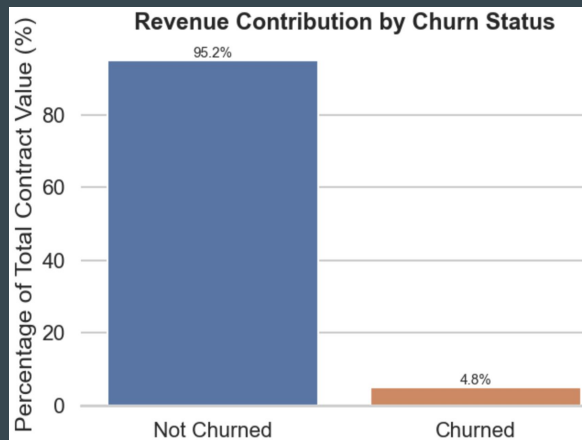
Characteristics & Signals of Churned Customers

Short tenure days



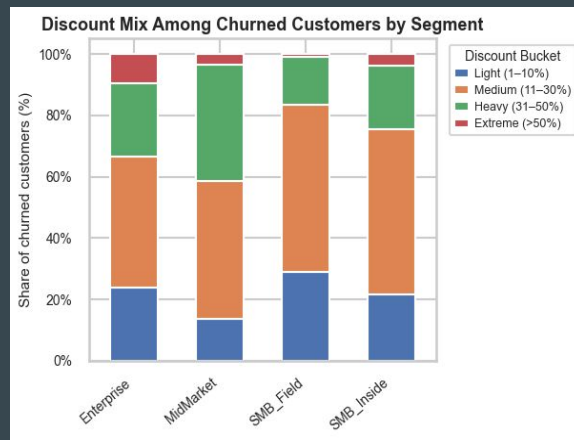
- Churn customers have significantly shorter contract lengths

Low contract



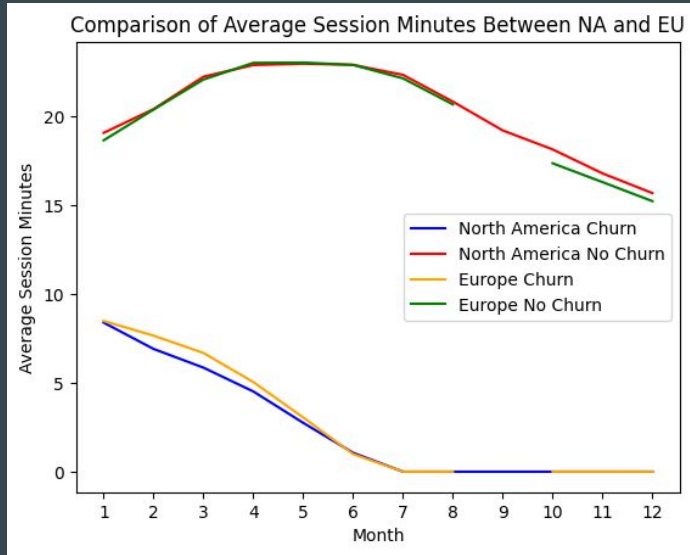
- Churn is Volume-Driven, Not Revenue-Driven
- Early-Stage SMB churn has limited revenue impact but high strategic risk

Light discount percentage

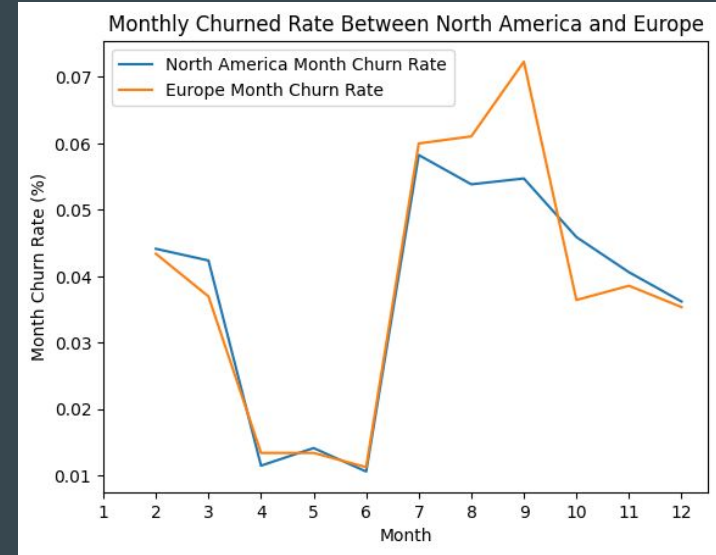


- Churn concentrates among customers receiving insufficient pricing incentives

Product Usage v.s Churned Rate

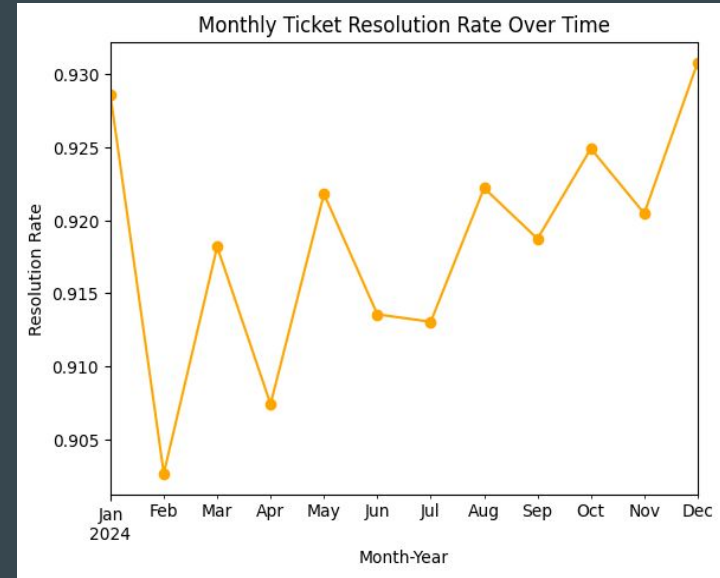
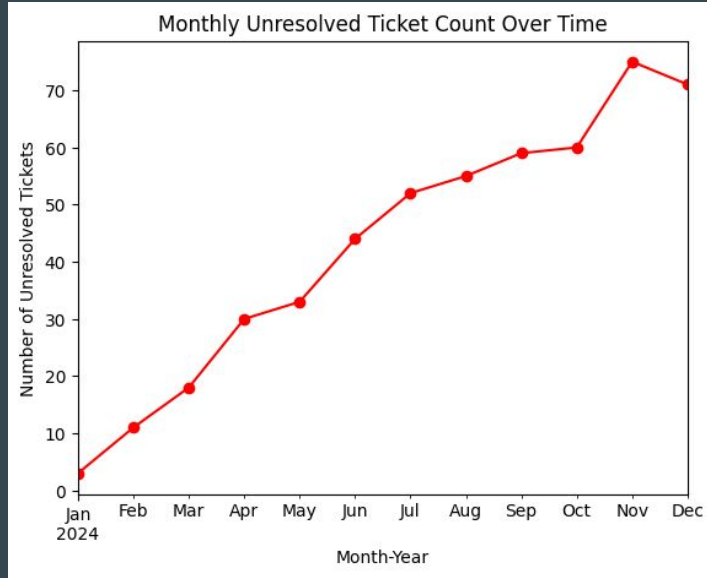


- All three features shows similar pattern
- System-wide engagement slowdown
- Churned customers show a earlier drop to near zero usage

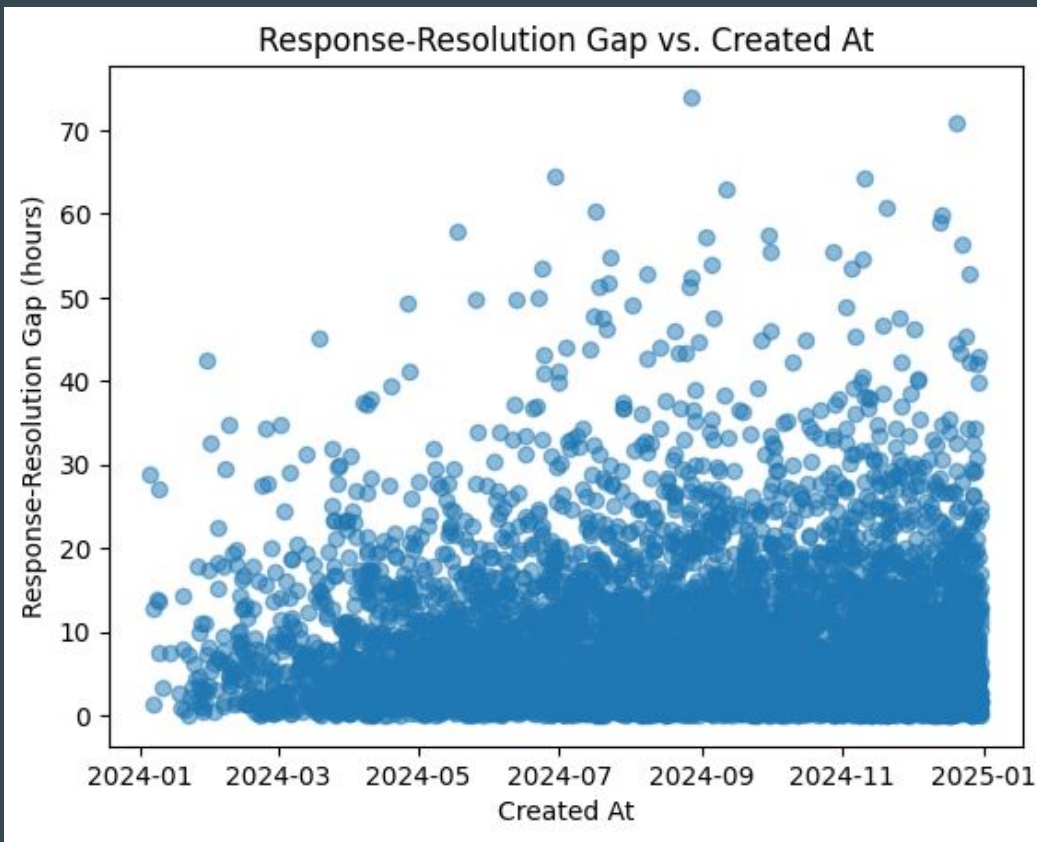


- NA and EU churn trends follow the similar overall pattern with a Q3 spike
- Europe shows a higher September peak, matches with known corrupted EU usage logs

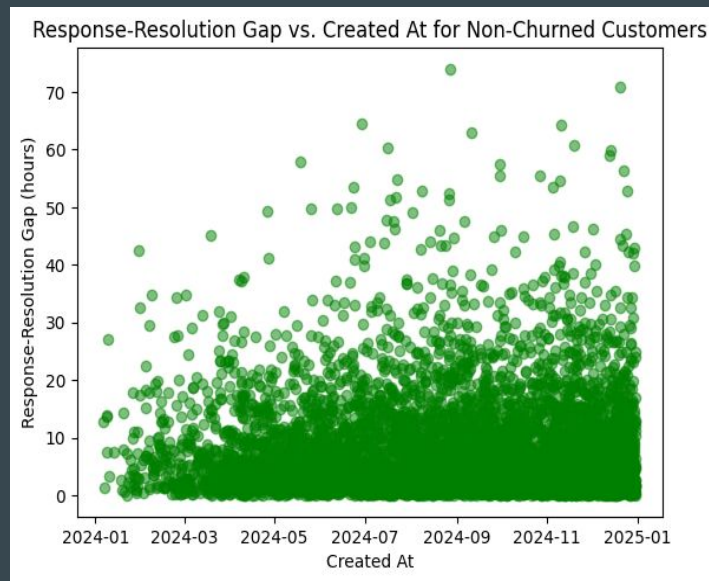
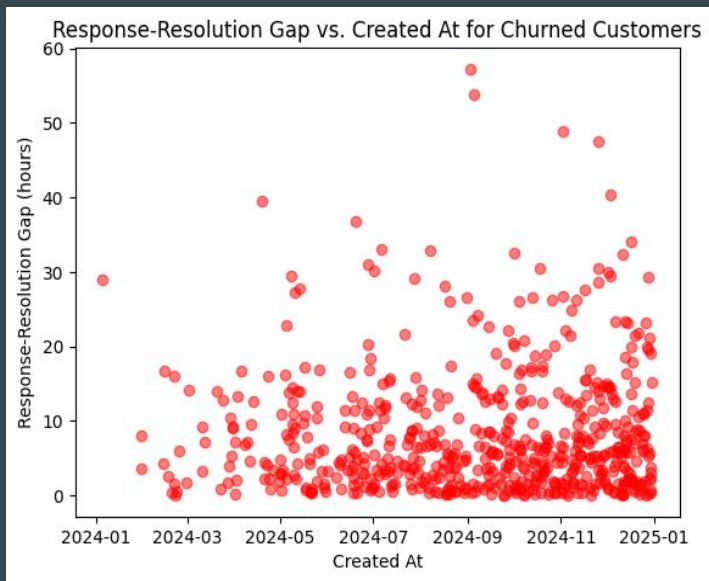
"We are overwhelmed by tickets and nobody listens to the customer?"



Does the Customer Service related to churn rate?



Does the Customer Service related to churn rate?



“We are overwhelmed by tickets and nobody listens to the customer?”

Partially true but customer service is not related to the churn rate

Fix Early Value Realization for SMB Starter/Growth Customers

Short-term
(Stabilization)

Fix Retention Rate

Onboarding support program

- Early-usage alerts
- Proactive support outreach
- Mandatory onboarding checklist
- Clear upgrade path to Growth

Risk

- Operational Overload
- Treating Symptoms, Not Root Causes
- Artificial Retention

Long-term
(Prevention)

Early Churn Prevention

- Redesign Early Value Delivery (Product-Led)
- Tighten Sales Qualification for SMB Starter
- Shift Growth Toward Inbound & Partner
- Segment-Specific Go-To-Market Strategy

Next Steps

- Fix top 3 support issues
- Finding root causes
- Monitor competitor/ market share change
- Alternative ways for incentives

Thank you ~