

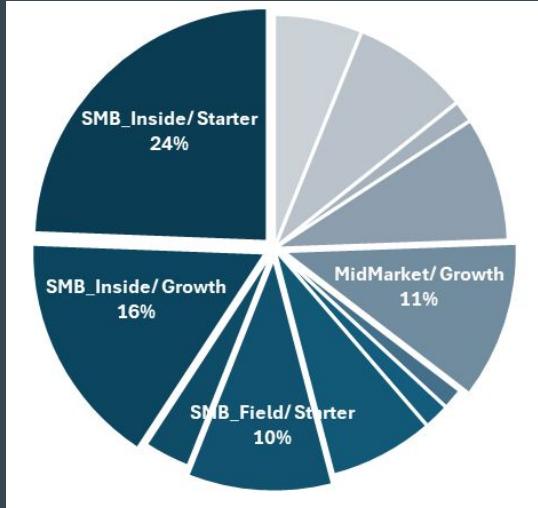
Understanding Customer Churn

- BizGrow

Angel is angel

Early-Lifecycle SMBs Drive the Churn Spike

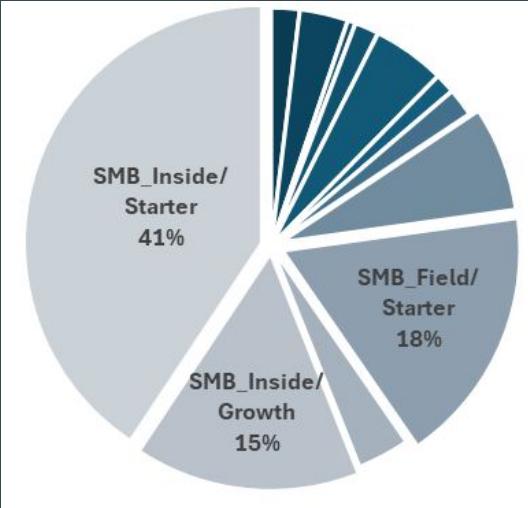
Total 3000 customers



Core Customer Base

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

Total 364 churn



Churn Customer Allocation

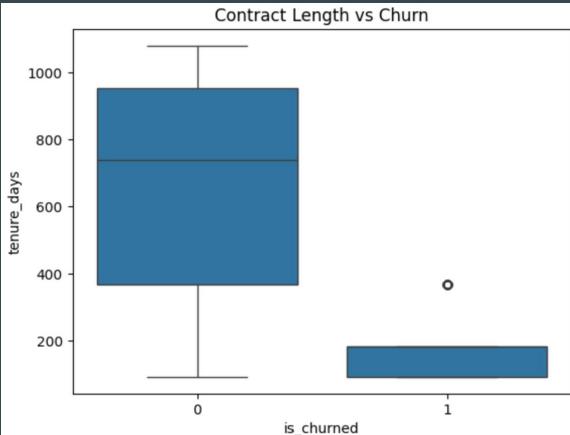
- SMB_Inside/ Starter
- SMB_Inside/ Growth
- SMB_Field/ Starter

Key Insight

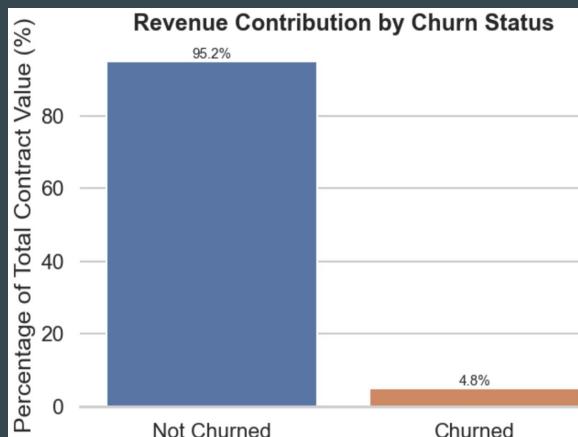
- Ideal Customer is correct in volume, but execution is broken
- The problem is not who we sell to, but how and what we deliver
- This is an early-lifecycle value failure, not a platform-wide product breakdown

Characteristics & Signals of Churned Customers

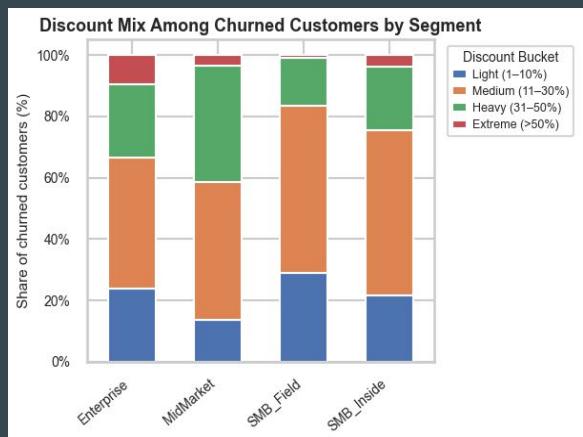
Short tenure days



Low contract

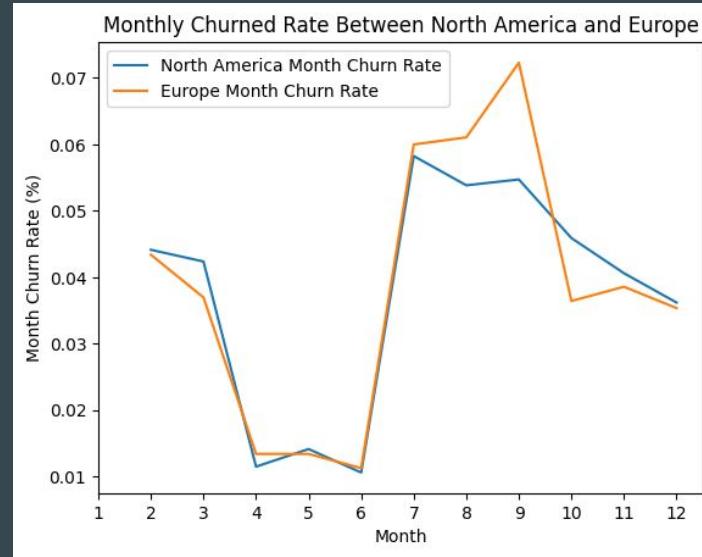
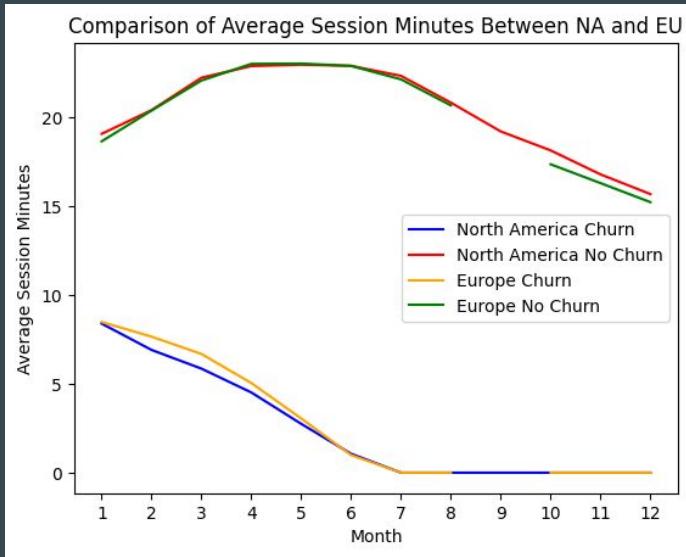


Light discount percentage



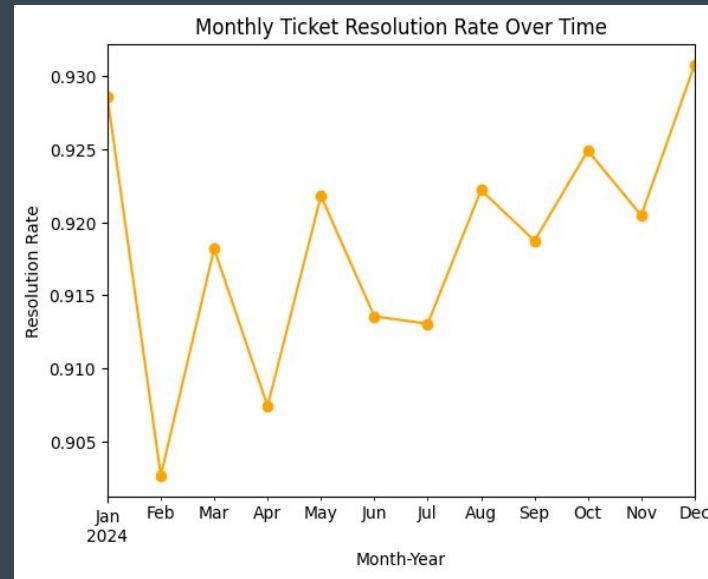
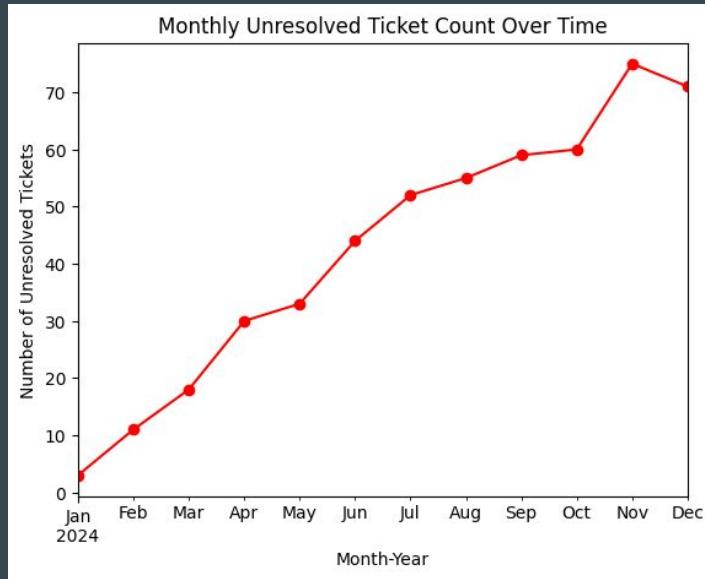
- Churn customers have significantly shorter contract lengths
- Churn is Volume-Driven, Not Revenue-Driven
- Early-Stage SMB churn has limited revenue impact but high strategic risk
- Churn concentrates among customers receiving insufficient pricing incentives

Product Usage v.s Churned Rate

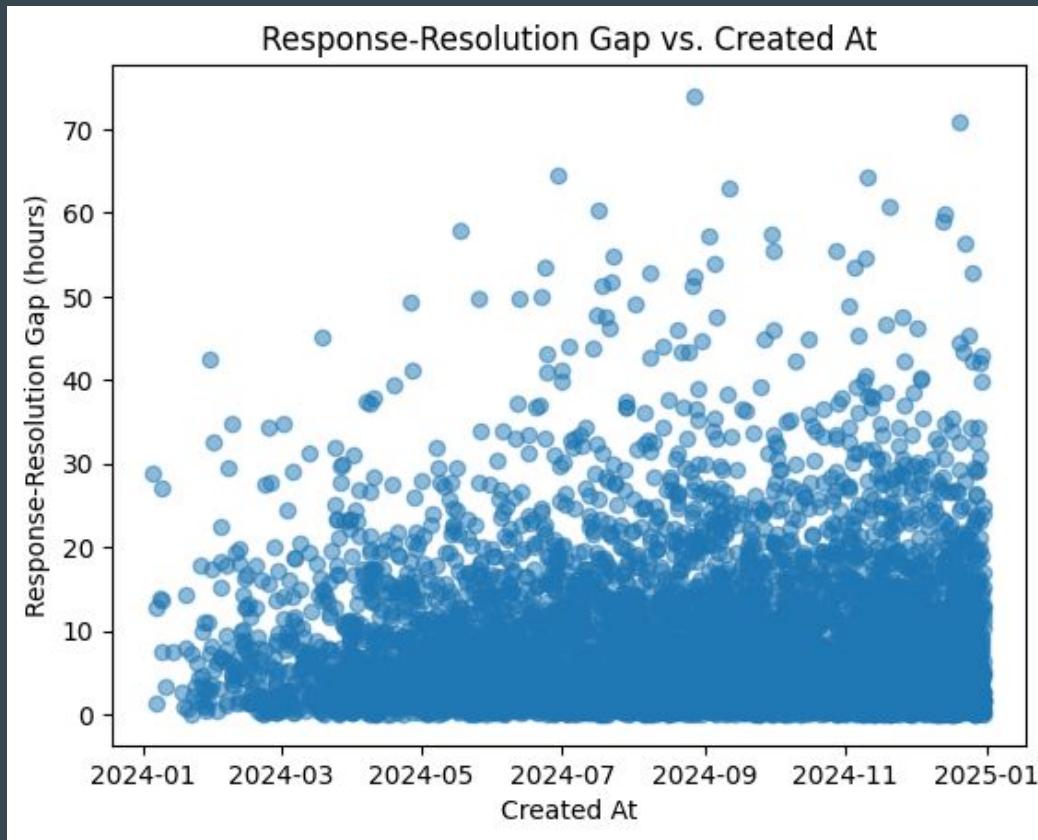


- All three features shows similar pattern
- System-wide engagement slowdown
- Churned customers show a earlier drop to near zero usage
- NA and EU churn trends follow the similar overall pattern with a Q3 spike
- Europe shows a higher September peak, matches with known corrupted EU usage logs

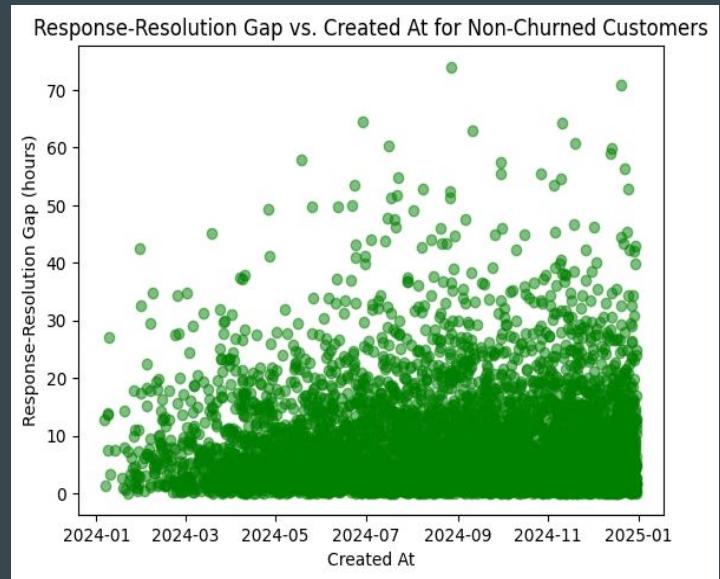
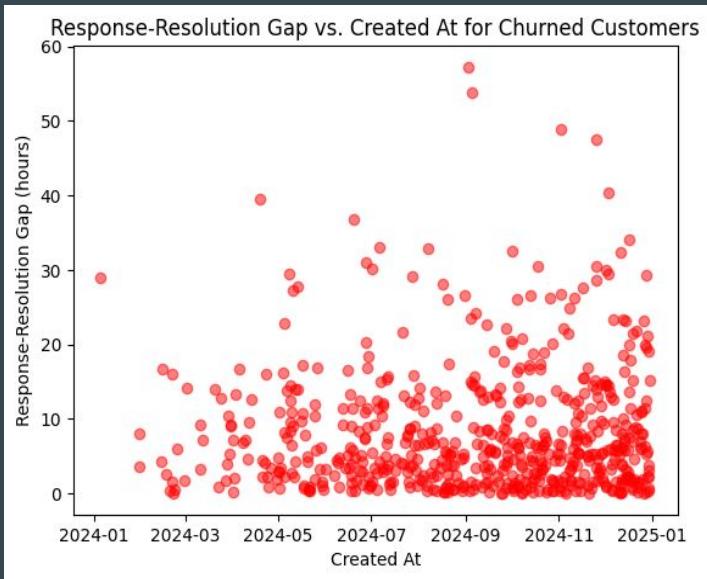
“We are overwhelmed by tickets and nobody listens to the customer?”



Does the Customer Service related to churn rate?



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“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 ~