

Understanding Customer Churn for BizGrow

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Today's agenda

- Problem Statement and Recommendation
- Defining “Poison Group”
- Churn Customer Journey
- Solution

Executive Summary



Problem

Find the biggest driver of Q3 Churn Spike



What is churn?

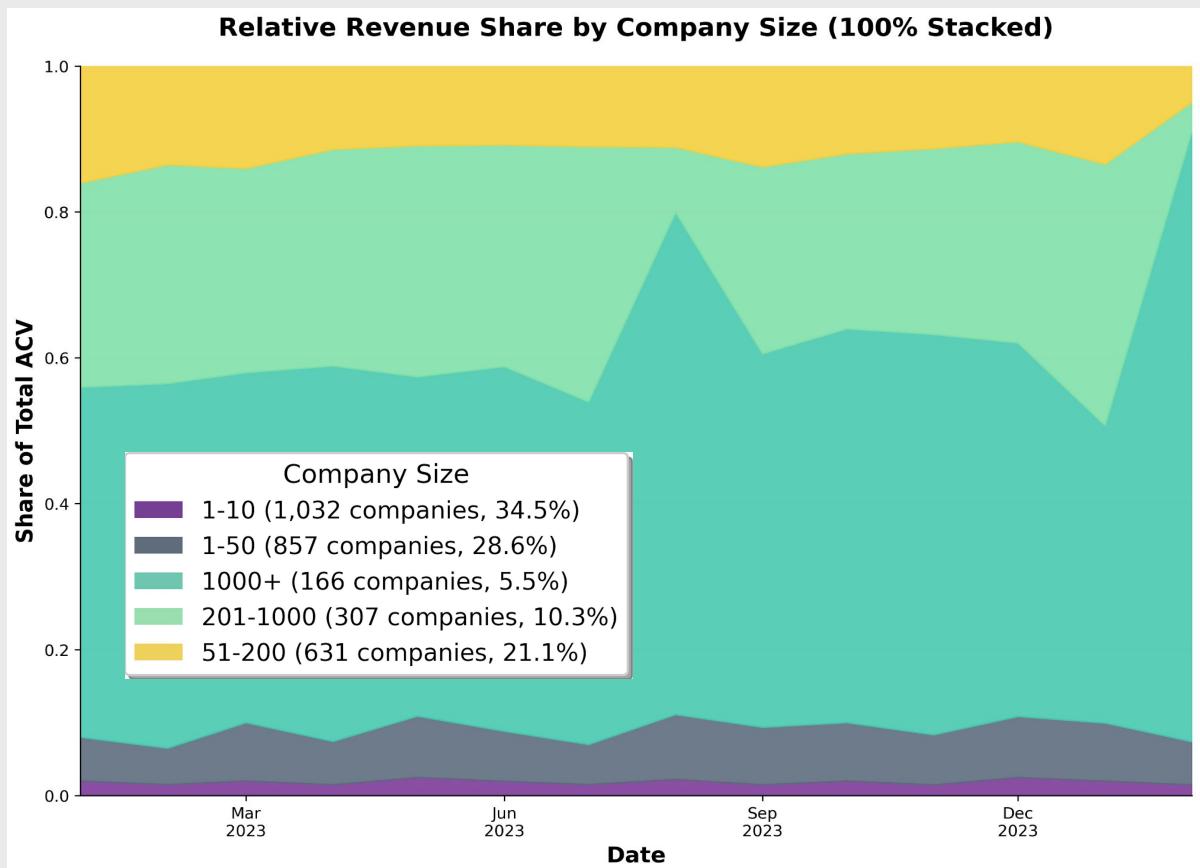
Churn is a **non-renewal event** after a customer **contract ends**



We found churn is driven by overpromising features during Sales calls. We recommend two strategies to address this:

1. **Short-term:** Create training sessions for sales teams to **align** their pitch with current product capabilities and roadmap
2. **Long-term:** Align product roadmap with feature requests from customer feedback

Defining the “Poison Group”



“Poison Group” is a minority of customers responsible for nearly all of our revenue

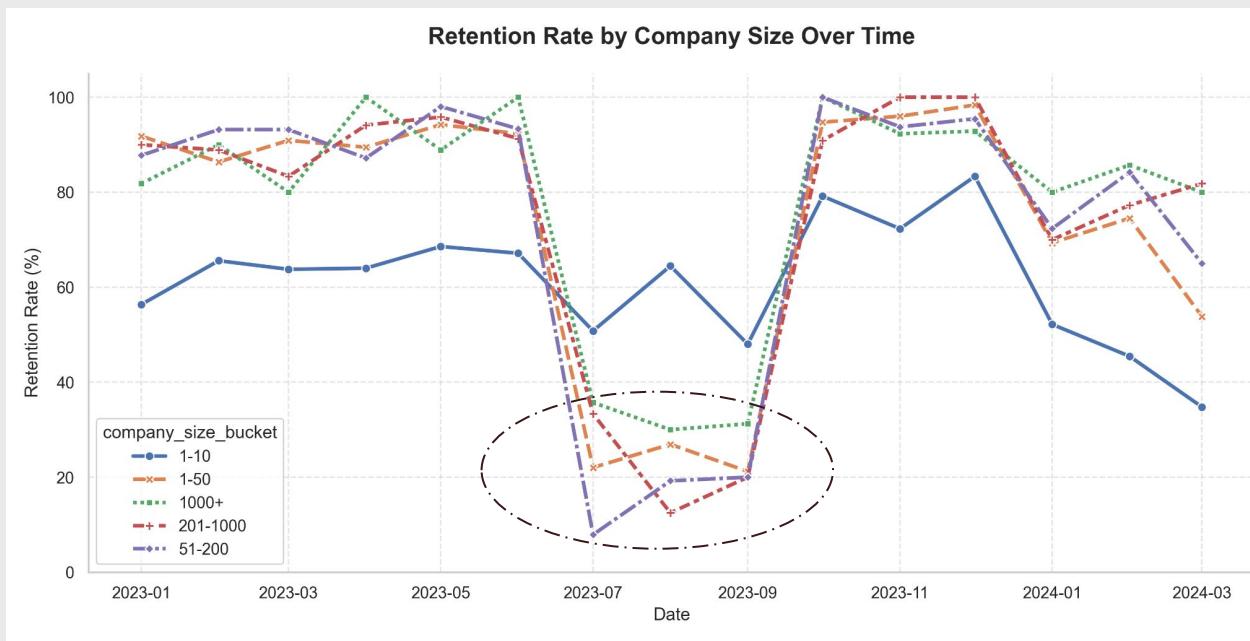
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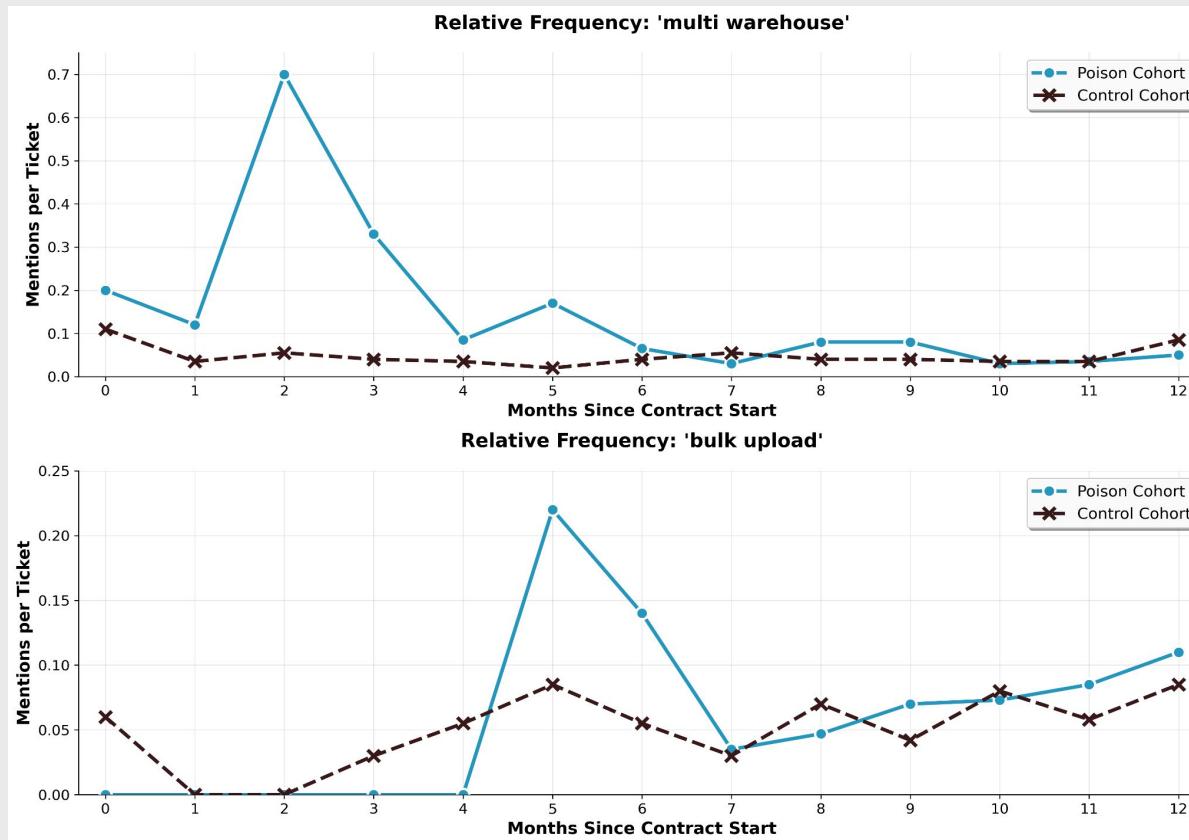
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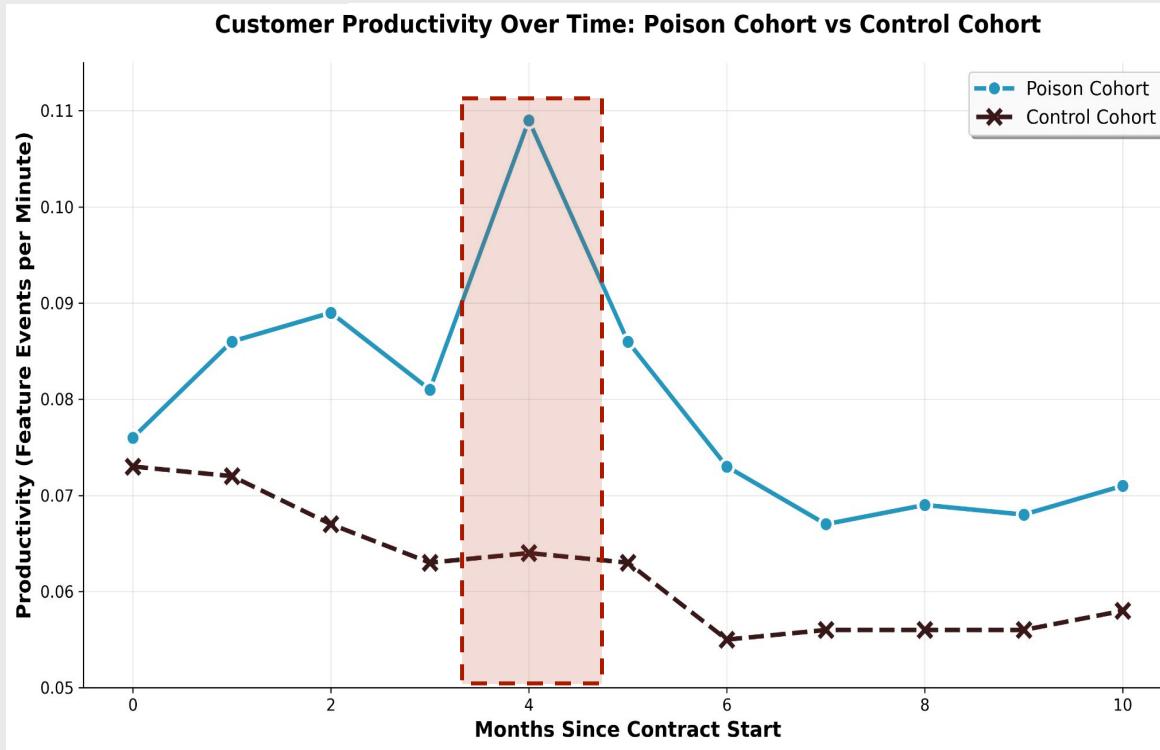
Why do they churn?



Poison group experiences and reports product issues related to one specific feature

- Sales Team oversells **multi-warehousing** as an out-of-the-box feature
- Sales team **oversells** Poison Group further experiences unresolved **bulk upload issues**
- Multi-warehousing means storing data across warehouses

Bulk Upload -> Productivity Drop -> Churn



Productivity drops 27% in Poison Cohort 4 months from their contract

- Customers report bulk upload issues 4 months into contract
- This affects their productivity
- Then they churn

Recommendations

1. **Sales Pitch Update:** Our churns are localized to customers using "Data Warehouse". Refocus sales efforts on customers that do not want this feature until it stabilizes.
2. **Pivot product roadmap to resolve "Data Warehouse":** It will stop the Productivity Dip driving 80% of our churn and unlock a new tier of customers whose data complexity make them currently unserviceable

The above steps will help address the \$29M of current contract at risk due to churn

Thank you!

Big Query

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