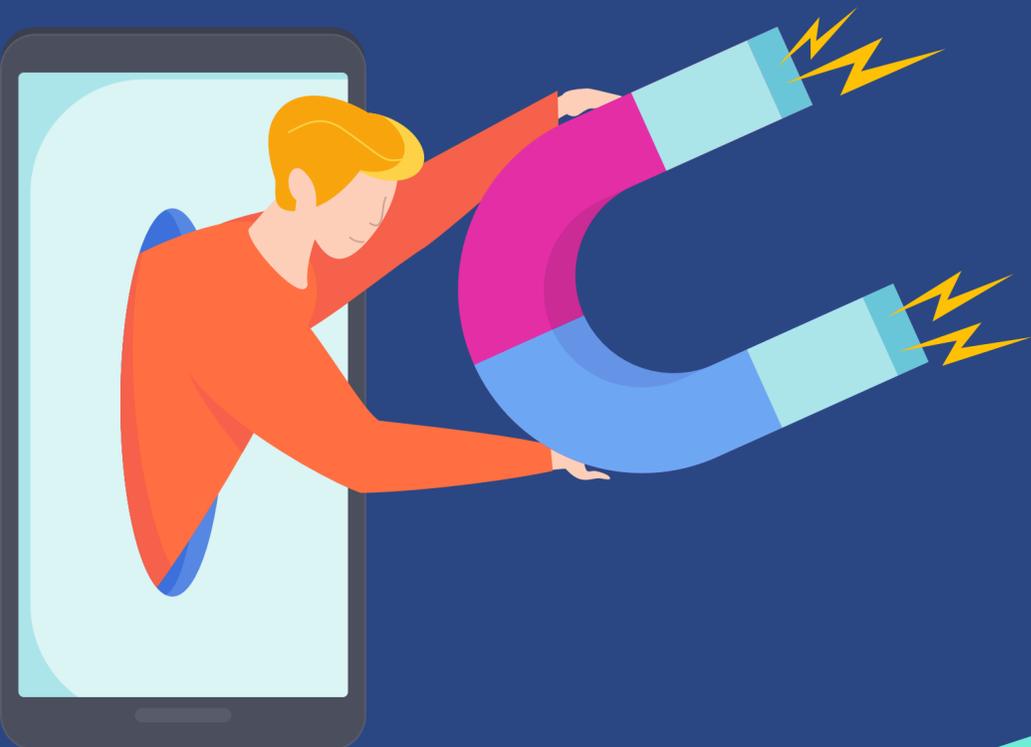




CUSTOMER SUCCESS CHEATSHEET



Why do customers drop out & What you can do about it?

CHURN FACTS

- 1 Reducing churn by 5% can increase profits by 25-125%.
- 2 It costs 5x more to acquire a customer than it does to retain and enrich customers
- 3 As much as 80% of a company's future revenue will come from just 20% of existing customers
- 4 The opportunity to sell to an existing customer is 60-70%, and only 5-20% to sell to a new prospect

CHURN METRIC

$$\frac{[(\text{Number of customers in the beginning of a period}) - (\text{Number of customers at the end of that period})]}{[(\text{Number of customers at the end of that given period})]} \times 100$$

FACTORS OF CHURN

- 1 Decreases in product usage
- 2 Increase in the support tickets
- 3 Deteriorating sentiment in customer communications



For companies from any industry, the goal is to reduce churn as much as possible. Not only it is important to reduce churn, but it is also important to understand why customers leave.

CHURNED MODULES



Churn predict & prevent



Upsell and cross-sell accelerations



Next best action



CLV prediction

Inefficient onboarding

If onboarding takes too long, there's a high chance that customers will churn in search of immediate solutions.



Lack of value in product or service

You need to ensure that your customers get consistent value from your product and are engaged appropriately



Poor customer service

Treat your customers well if you want them to stay loyal (discount codes, coupons, loyalty emails)



Lack of engagement

Low customer engagement can lead to companies' inability to proactively approach customers when the frequencies of usages drop



No brand loyalty

Churn happens when customers regard your offering as interchangeable with the one from competitors



What can companies do to

Prevent Churn



Ensure Renewals?



STEP 1

Understand customers' needs by developing customer segmentations based on their characteristics.

STEP 2

Ask customers questions regarding their needs when necessary. Educate your customers about your product and service value.

STEP 3

Tailor your engagement approaches toward different segmented customers to optimize the effectiveness.

STEP 4

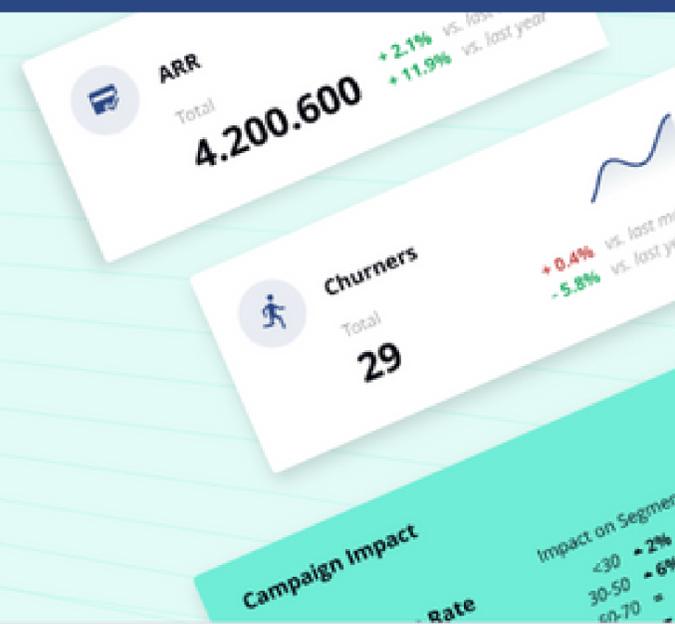
Emphasize again on why your product or service is valuable for the clients.

Visit our website to download the whitepaper to fight churn

www.churned.nl

Who are we

The AI-driven customer retention platform



Take control over your customer base by leveraging the power of AI with Churned retention management software

Data-driven customer success for SaaS, B2C & E-commerce

 Churn predict & prevent

 Upsell and cross-sell accelerations

 Next best action

 CLV prediction