

Innovator of the Year Finalist

Predicting Success




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platinum sponsor



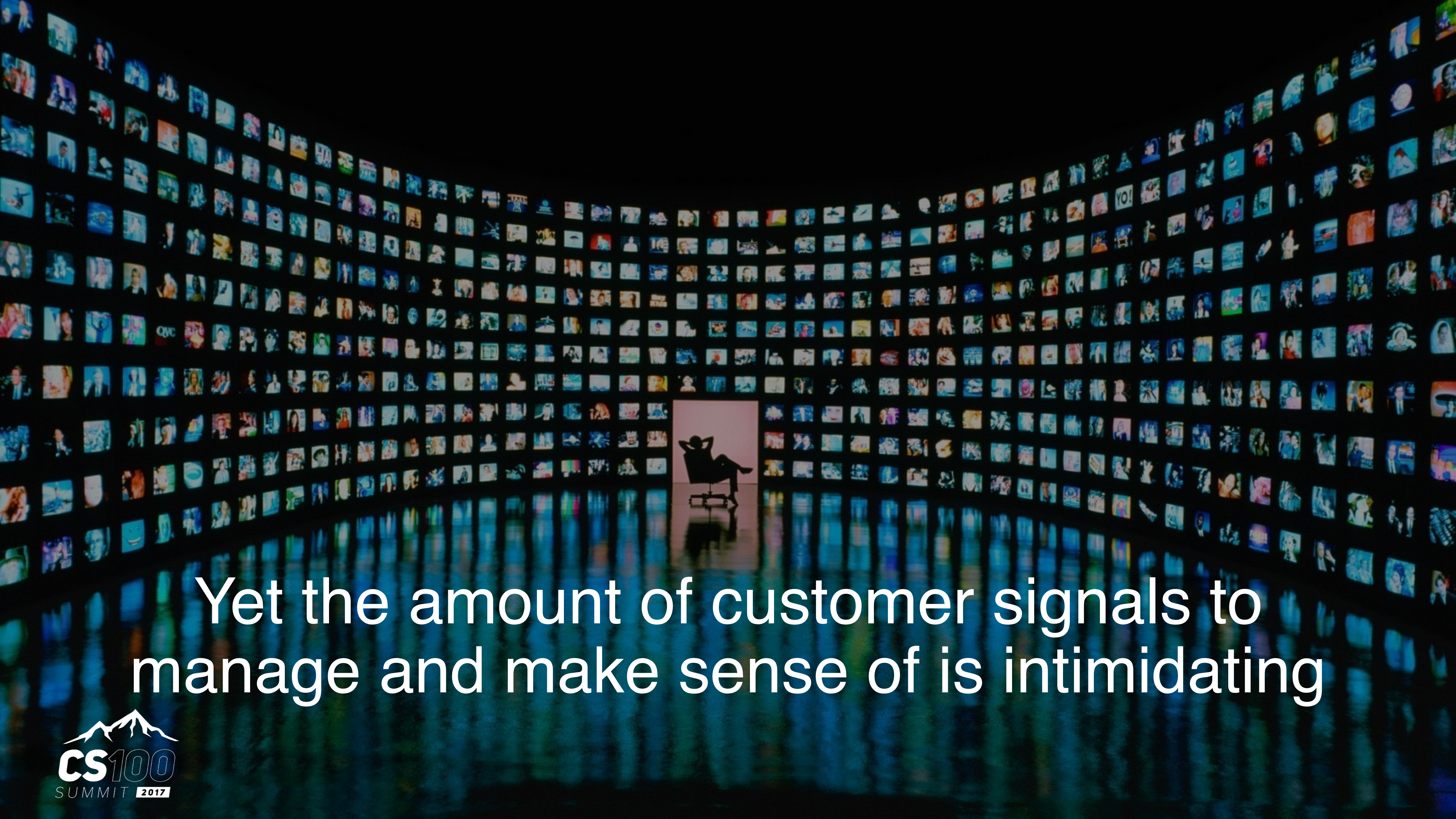
A futuristic car with a transparent body and glowing orange lights, parked at night. The car has a sleek, aerodynamic design with a large, open-top section. The background is dark, and the car's lights are the primary source of illumination.

The best way to predict your
future is to create it.

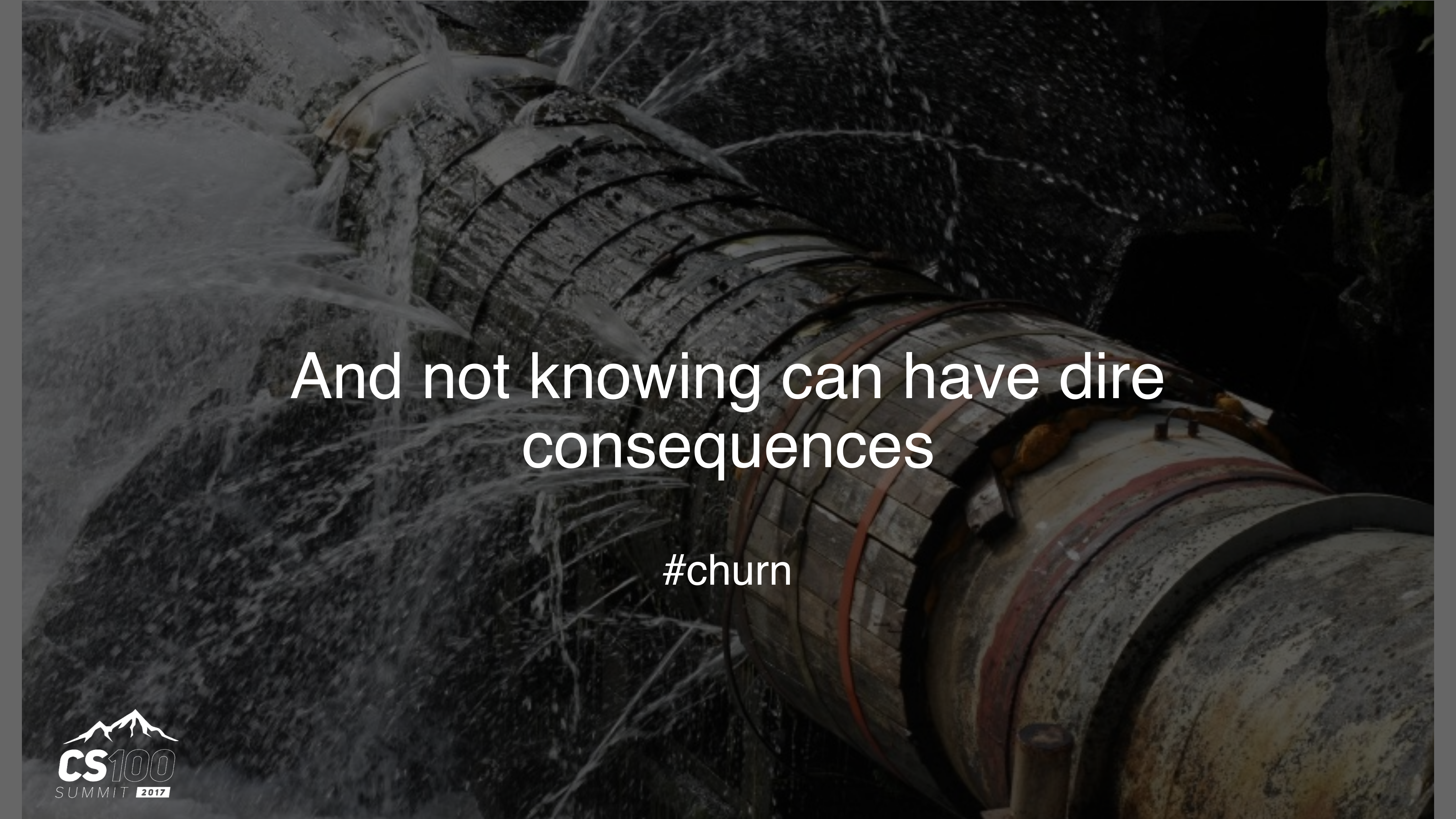
#predictoutcomes

A close-up photograph of a hand holding a yellow pencil, pointing at a multiple-choice test. The test has several questions, each with four options labeled A, B, C, and D. The pencil is positioned over one of the options. The background is slightly blurred, focusing attention on the pencil and the test.

Guesswork isn't good enough



Yet the amount of customer signals to
manage and make sense of is intimidating



And not knowing can have dire
consequences

#churn

A framework for comprehension is required

Churn Probability Score



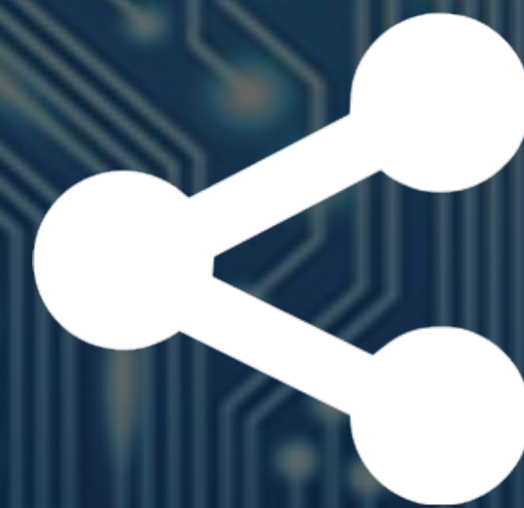
Know



Predict



Plan



Communicate



Resolve

Churn Probability Score

[def-*uh*-nish-*uh* n]

A score to represent the probability of churn for a given customer



Churn Probability Score

Scores range from 0-13

High score = high probability of churn

Clients not at risk are given “0” as their score



What's in the CPS?

Variable	Variable Options	CPS Weight
Red Account Priority	1 Code Red	3
	2 Code Red	1
Reason Type	Budget Change	3
	Key Exec Departure	2
	Poor Relationship	1
	Product Issue	1
	Product Adoption	1
	Platform Stability	1
	Over Selling	1
Relationship Health Score	Green	0
	Yellow	1
	Red	2
Time to Renewal	<2 months	2
	2-6 months	1
	>6 months	0
Growth Potential	Yes	0
	No	1
ARR	<= 50k	2
	50-200k	0
	200-500k	-1
	500k-1m	-2
	1m+	-3

Variable	Variable Options	CPS Weight
Client Solution	Analytics	2
	Campaign/Event marketing	1
	content management	1
	crisis/risk management	0
	customer service	-1
	PR	2
	Social Selling	1
	Web Analytics	1
	Employee Advocacy	2
	External Advocacy	2
	HR/Recruiting	2
	Lead Generation	1
	Legal	2
	Research and Development	1

Variables + Scoring

CPS Total	Churn Probability Range
0	0-19%
1	0-19%
2	0-19%
3	20-29%
4	20-29%
5	30-39%
6	40-49%
7	50-59%
8	60-69%
9	70-79%
10	80-85%
11	86-95%
12	86-95%
13	96-100%

Example: Customer 1

Variable	Variable Options	CPS Weight
Red Account Priority	1 Code Red	3
	2 Code Red	1
Reason Type	Budget Change	3
	Key Exec Departure	2
	Poor Relationship	1
	Product Issue	1
	Product Adoption	1
	Platform Stability	1
	Over Selling	1
Relationship Health Score	Green	0
	Yellow	1
	Red	2
Time to Renewal	<2 months	2
	2-6 months	1
	>6 months	0
Growth Potential	Yes	0
	No	1
ARR	<= 50k	2
	50-200k	0
	200-500k	-1
	500k-1m	-2
	1m+	-3

Variable	Variable Options	CPS Weight
Client Solution	Analytics	2
	Campaign/Event marketing	1
	content management	1
	crisis/risk management	0
	customer service	-1
	PR	2
	Social Selling	1
	Web Analytics	1
	Employee Advocacy	2
	External Advocacy	2
	HR/Recruiting	2
	Lead Generation	1
	Legal	2
	Research and Development	1

CPS: 3

20-29% likely to churn

Example: Customer 2

Variable	Variable Options	CPS Weight
Red Account Priority	1 Code Red	3
	2 Code Red	1
Reason Type	Budget Change	3
	Key Exec Departure	2
	Poor Relationship	1
	Product Issue	1
	Product Adoption	1
	Platform Stability	1
	Over Selling	1
Relationship Health Score	Green	0
	Yellow	1
	Red	2
Time to Renewal	<2 months	2
	2-6 months	1
	>6 months	0
Growth Potential	Yes	0
	No	1
ARR	<= 50k	2
	50-200k	0
	200-500k	-1
	500k-1m	-2
	1m+	-3

Variable	Variable Options	CPS Weight
Client Solution	Analytics	2
	Campaign/Event marketing	1
	content management	1
	crisis/risk management	0
	customer service	-1
	PR	2
	Social Selling	1
	Web Analytics	1
	Employee Advocacy	2
	External Advocacy	2
	HR/Recruiting	2
	Lead Generation	1
	Legal	2
	Research and Development	1

CPS: 11

86-95% likely to churn

Outcomes

Accurate forecasting of ARR churn by quarter

Understand levers required to retain customer by customer, vertical, region and solution

Identify systemic retention trends

Prioritize save efforts for maximum success

Results

95% customer retention

Added Benefits

Sales | Know the right customers to target and how to sell to them

Product Marketing | Produce the collateral required to address customer needs

Marketing | Leverage CPS for customer profiling and Next Logical Solution Marketing

Success | Use CPS to upsell existing customers where they might have product gaps

#winning



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