

Customer Churn Reduction Initiative - Internal Report

Overview:

This internal document summarizes the impact of our churn detection and intervention framework launched in Q3 2022.

Key Goals:

- Identify early signs of customer disengagement using usage metrics.
- Reduce churn rate through proactive Customer Success interventions.

Actions Taken:

- Used Mixpanel to analyze login frequency, feature adoption, and support requests.
- Created churn-risk scoring logic shared with CS team weekly.
- Implemented an automated alert system for high-risk accounts.

Outcomes:

- Churn rate dropped by 18% in two quarters.
- CSMs reported higher engagement and faster recovery from churn-risk signals.
- Revenue retention improved by \$280K over 6 months.

Next Steps:

- Integrate churn scores into Salesforce for better CRM alignment.
- Add feedback capture form to learn why high-risk users disengage.