

BRAZE CASE STUDY

HOW BRAZE AND REEF AI PARTNERED TO DEPLOY NEXT GENERATION AI-POWERED CHURN PREVENTION

THE CHALLENGE: HIGH-DEMAND DATA TEAM, CRITICAL RETENTION NEEDS

ABOUT BRAZE

Braze is the leading customer engagement platform that empowers brands to Be Absolutely Engaging.™ Braze is a publicly-traded company (NASDAQ: BRZE) headquartered in New York. It enables marketers to collect and take action on any amount of data from any source, creating personalized, real-time customer experiences across all channels. The platform serves over 2,300 customers worldwide, powering customer engagement for 7.2 billion monthly active users. Braze has been recognized as a Leader by Gartner in the Magic Quadrant for Multichannel Marketing Hubs and maintains the #1 position in G2's Push Notification category.

BUSINESS CONTEXT

In 2024, Braze faced a common challenge among high-growth SaaS companies: their exceptional data science and analytics organization was stretched thin across multiple critical functions including finance, marketing, sales, and customer organizations. While this demonstrated the value and trust placed in their data capabilities, it created capacity constraints for strategic initiatives.

THE RETENTION IMPERATIVE

With customer retention directly impacting growth trajectory and company valuation, Braze needed a solution that could:

- Identify churn risk 6-9 months in advance of renewal expiration
- Integrate with existing systems without disrupting current workflows
- Provide actionable insights beyond simple risk scores
- Scale efficiently without overwhelming internal resources

Most customer health scoring systems suffer from fundamental limitations:

- Black box scoring without clear explanations
- Reactive indicators that surface problems too late
- Limited actionability for customer success teams
- Poor adoption due to lack of context and trust

"When I first encountered Reef AI, I immediately saw the potential of what Reef was building. I strongly believe in Reef's core tenet; companies who utilize data and predictive scoring to prioritize resources and optimize digital experiences will significantly outperform companies who don't. We're excited to be on the journey with Reef."

— Spencer Burke, SVP of Growth, Braze

HOW BRAZE AND REEF AI PARTNERED TO DEPLOY NEXT GENERATION AI-POWERED CHURN PREVENTION

THE SOLUTION: AI-POWERED CHURN PREDICTION WITH RISK EXPLANATIONS

STRATEGIC PARTNERSHIP APPROACH

Braze chose to partner with Reef AI based on three key differentiators:

NRR Domain Expertise:

Reef's combination of advanced data science capabilities and specific NRR domain knowledge

Proven Technology:

Data chops + ML-based predictive scoring with demonstrable ROI

Operationalization Focus:

End-to-end recommendation system with built-in adoption strategies

IMPLEMENTATION FRAMEWORK

01

Data Integration and Model Development

Created ML-optimized dataset combining:

- CRM data (customer information, sales history, contracts)
- Support data (ticket history, engagement patterns)
- Product engagement and consumption data over multiple years

02

Model Training and Validation

- Trained advanced churn prediction models using historical data
- Performed comprehensive backtesting on separate historical datasets
- Validated which customers would churn AND when they would churn

03

Explanation and Recommendation Engine

Unlike simple scoring systems, Reef AI's solution provides:

- Detailed risk explanations showing exactly why a customer scored as high risk
- Suggested mitigation actions tailored to specific risk factors
- Confidence intervals and timing predictions

04

System Integration and Delivery

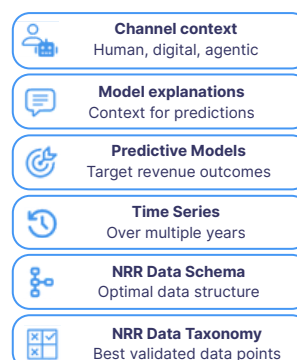
- Seamless integration with existing tools (Salesforce, Looker, CSP)
- Automated recommendation delivery to customer success teams
- Built-in tracking for recommendation engagement and subsequent actions



Bonus: Braze's NRR Intelligence Graph

- The ideal combination of data signals from multiple customer systems
- Organized into a clean, longitudinal dataset
- Augmented with scores, trending, and detailed explanations

NRR Intelligence Graph



HOW BRAZE AND REEF AI PARTNERED TO DEPLOY NEXT GENERATION AI-POWERED CHURN PREVENTION

THE RESULTS: MEASURABLE REVENUE IMPACT

STRATEGIC BUSINESS OUTCOMES

"Reef delivers an end-to-end recommendation experience that is very light touch for my team but gives them the context to know they can trust the scores. It enables us to track recommendation follow-through and, more importantly, the revenue impact of Customer Success."

—James Manderson, SVP Customer Success, Braze

Proactive vs. Reactive Customer Management

- Shifted from fire-fighting mode to strategic intervention
- 6-9 month advance warning enables meaningful relationship rebuilding
- Customer success teams can focus on high-impact activities

Enhanced Customer Success Team Effectiveness

- Clear prioritization based on predictive risk scores
- Detailed explanations build confidence in recommendations
- Measurable revenue impact validates team efforts

Scalable Growth Foundation

- ML models improve continuously with new data
- Expanding to additional churn types (partial churn/downgrades)
- Framework established for future predictive initiatives

THE TECHNICAL DIFFERENTIATOR: EXPLAINABLE AI

BEYOND SIMPLE SCORING

While many solutions provide basic risk scores like "95" or "high risk," Reef AI's approach includes:

DETAILED RISK EXPLANATIONS

- Specific factors contributing to churn risk
- Relative importance of each risk factor
- Historical patterns that led to the prediction

ACTIONABLE RECOMMENDATIONS

- Suggested intervention strategies
- Timing recommendations for outreach
- Success probability for different approaches

TRUST BUILDING

- Transparent methodology
- Validation against historical outcomes
- Continuous model performance monitoring

HOW BRAZE AND REEF AI PARTNERED TO DEPLOY NEXT GENERATION AI-POWERED CHURN PREVENTION

KEY TAKEAWAYS

The Braze and Reef AI partnership offers a playbook for leaders looking to unlock meaningful revenue outcomes with predictive AI.



Predictive AI Delivers Early, Actionable Insights

Reef AI's models provided 6–9 months of advance warning on churn risk giving Braze the ability to intervene before issues escalated. This proactive shift enabled more confident planning and customer engagement.



Partnering Accelerates Time-to-Value

Rather than build internal models from scratch, Braze fast-tracked results by partnering with Reef AI gaining access to proven infrastructure, explainable predictions, and specialized expertise.



Explainability Drives Adoption Across Teams

The platform didn't just predict churn, it explained why each customer was at risk and what to do about it. That clarity led to fast adoption among customer success teams, with minimal change management.



Revenue Impact Must Be Measurable

With \$5M+ in incremental ARR potential identified, Reef AI's recommendations directly tied to bottom-line results. This validated the investment and laid the groundwork for broader AI expansion.



Foundational Best Practices for Implementation

- **Define clear success metrics:** revenue goals, churn recovery targets, and validation benchmarks
- **Ensure data readiness:** prioritize CRM, support, and product usage data with at least 2 years of history
- **Communicate the “why”:** leadership buy-in and user training helped drive alignment and usage
- **Choose experienced partners:** operationalization matters more than just model-building

Ready to explore AI-powered churn prediction for your organization?

Contact sales@reef.ai to learn how predictive customer scoring can transform your retention strategy and drive measurable revenue growth.