

Cutting Surprise Churn: How a Vertical SaaS Leader Reduced Churn by 90%

Introduction

Founded in 2016, this vertical SaaS leader provides essential tools to help small businesses succeed in a digital marketplace. With thousands of small business customers across North America, it has become vital for companies aiming to improve their online presence, streamline operations, and expand their customer base.

This company was experiencing alarming customer losses despite rapid growth, with a 20% annual churn rate costing millions in recurring revenue.

The customer success team struggled with diverse small business customers with unique usage patterns, and severe resource constraints as each CSM managed over 350 accounts—making personalized attention impossible and leaving them unable to identify why customers were leaving.

Key Outcomes

90%

Reduction in surprise churn:

80%

Reduction in false alerts:

65%

Increase in CSM capacity

100K+

Activities tracked

Challenge

- 20% annual churn rate causing millions in lost revenue
- Health scores were inaccurate (40% accuracy), based on guesses about what counted as good usage rather than real data.
- Reliance on lagging indicators like CSAT and NPS surveys
- CSMs struggled to effectively manage 350+ accounts each without reliable data to guide their efforts.

Requirements



Detect churn early by analyzing both product usage and conversations



Improve health score accuracy using actual churn indicators instead of human bias



Replace lagging indicators with real-time early warning signals



Reduce CSM workload by prioritizing accounts that truly need attention

Solution

- Implemented FunnelStory's AI-driven churn prediction platform
- FunnelStory's AI analyzed 100K+ activities monthly across usage, support, and communications for coming up with an accurate health score
- Detected specific "needle movers" like competitor mentions and pricing concerns
- Provided AI-driven churn confidence tags highlighting which accounts needed immediate attention

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FunnelStory's AI and ML models were able to analyze all of our usage and conversational data and predict churn risk with high accuracy. This completely replaced the static and unreliable health scoring we previously had. My CSMs are now able to effectively manage the hundreds of accounts they are each responsible for

~ Chief Customer Officer

The Problem with Traditional Methods

The company's legacy customer success tools relied on basic usage data and manually configured health scores, which created several problems:

- **Biased Assumptions:** Health scores were based on what CSMs thought "good usage" looked like, often reflecting bias rather than actual churn indicators.
- **Limited Data:** The system only considered product usage metrics, completely ignoring conversational intelligence and business context.
- **Reactive Posture:** The team relied on lagging indicators like CSAT and NPS surveys, which only revealed problems after customer sentiment had significantly declined.

Implementing FunnelStory's Churn Prediction

The company turned to FunnelStory to change their approach to customer success:

Data Integration: FunnelStory integrated data from 5 different sources, analyzing over 100K activities per month across product usage, support interactions, and customer communications. The platform tracked 9K+ conversations monthly to automatically determine patterns of successful customer journeys.

AI-Powered Health Scores: Unlike static rule-based scoring systems, FunnelStory's health scores continually improved through machine learning, incorporating both product usage and customer conversations to provide a complete picture of customer health and reducing false positives and negatives over time.

Early Warning System: The platform detected specific "needle movers"—signals like competitor mentions, pricing concerns, or feature requests that strongly indicated churn risk—providing truly actionable intelligence.

Root Cause Analysis: By combining product usage data with qualitative information from customer interactions, the platform revealed the true drivers of churn, allowing for targeted intervention

The Implementation of FunnelStory

- **90% reduction in surprise churn:** Monthly unexpected cancellations dropped from approximately 100 accounts to just 10.
- **80% reduction in false alerts:** CSMs could now focus their limited time on accounts that genuinely needed attention.
- **65% improvement in CSM efficiency:** Through prioritized account management, the team could do more with the same resources.
- **100K+ activities tracked constantly:** This comprehensive monitoring enabled predictive churn modeling and strategic resource allocation.

With improved visibility into customer health and the ability to intervene before problems escalate, the company is now positioned to protect millions in recurring revenue and sustain their growth trajectory.