

Anchor

The renewal process on autopilot, so your team can focus on closing, not chasing.

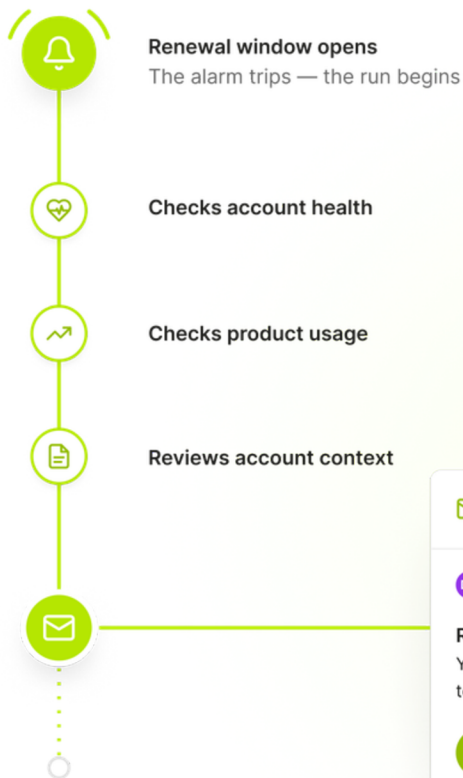
Renewals shouldn't mean pulling manual reports, checking contract criteria one by one, and working out who to notify and when. Our renewal notification agent, Anchor handles the entire first phase of renewal: notifications, first-touch outreach for negotiations, and routing, so your team arrives at the conversation, not the admin.

Two Types of Renewals, Managed Automatically

AUTO-RENEW CUSTOMERS

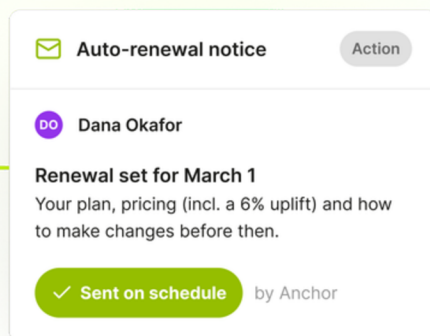
Anchor identifies who's approaching their notice window, pulls the right package, price, and any contract-specific details from your CRM, and sends the notification to auto-renew customers, on time, without anyone on your team having to touch it. If a customer responds to opt out during their notice period, it routes them to the right RM/CSM. Otherwise, the renewal closes itself.

THE RENEWAL RUN



NEGOTIATED RENEWALS

For contracts that aren't scheduled to roll over automatically, Anchor opens the conversation with the right context: package, price increases, notice period, etc. For healthy accounts, it can suggest moving straight to an order form. For at-risk accounts, it starts the conversation early, with a value story baked in, and hands off to the RM/CSM with everything they need to negotiate.



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