Multi Product

Why Product-Level Visibility is *Non-Negotiable* for Missing Risk

Scaling revenue growth requires a deep understanding of how customers engage with each product. However, looking at an aggregated customer health score can be misleading if different products within an account have vastly different engagement levels.

Without a product-level breakdown, you may overestimate account health, miss cross-sell opportunities, or fail to spot an impending churn risk that not only affects one customer, but their relationship with your entire organization. When your financial strategy depends on these insights, this isn't a mistake you can afford to make.

Introducing Multi Product

Pinpoint Risk Per Product
Identify if a customer is healthy overall or if one product is at risk while another thrives.

**Enable Targeted Customer Success Actions**
Tailor engagement strategies per product instead of applying a one-size-fits-all approach.

Improve Forecasting & Retention Strategies
Understand which products are driving renewals and where attrition is occurring.

Uncover Cross-Sell & Expansion Opportunities
Identify customers successfully using one product who may benefit from another.
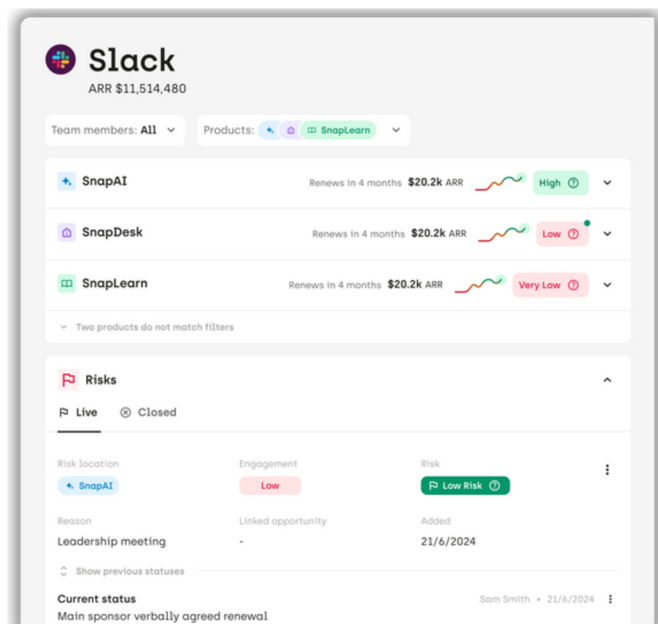
A strong multi-product strategy relies on a granular breakdown of:

✅ **Contract & Renewal Data**
e.g. do different products have separate renewal cycles?

✅ **Account & Buying Teams**
e.g. are different decision-makers involved for each product?

✅ **Usage Trends**
e.g. how is adoption shifting across products over time?

Without a multi-product approach, organizations risk:

❌ Missing early warning signs of churn such as overlooking product-specific disengagement

❌ Over or under-estimating financial projections, leading to inaccurate revenue forecasts

❌ Misallocating team resources by focusing effort on accounts that seem healthy but contain at-risk products