

What AI Sees, *You Don't*: 8 Signs of Churn



1. Declining Product Usage

What to watch for: Adoption dropping, decline in usage of key features and overall patterns of behaviour that have led to churn historically

How AI helps: Machine learning can identify patterns of behaviour ahead of a renewal or churn event and use those patterns to spot risk in your current customer base, quicker than a CSM



2. No Executive Engagement

What to watch for: No engagement or relationship with senior stakeholders such as stakeholders missing from meetings or disengaging from QBRs.

How AI helps: Monitors meeting notes, contact activity, and stakeholder sentiment, and alerts you when engagement is low



3. Support Volume Spike or Customer Dissatisfaction

What to watch for: A surge in tickets or escalations and also repeat issues that are critical to that customer's success.

How AI helps: Detects pattern changes in support logs and flags accounts with rising noise, for example in support tickets.

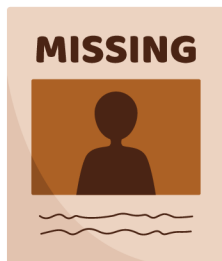


4. Unclear Value Realization

What to watch for: Customer not hitting key metrics that are proven to lead to business outcomes

How AI helps: Measures time-to-value and milestone progress against peers.

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5. Customers Going Dark

What to watch for: No engagement near renewal, delays in contract decisions or even in the implementation period.

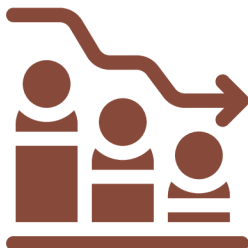
How AI helps: Predicts likelihood of renewal based on past engagement patterns.



6. Verbal Signs of Risk

What to watch for: Phrases like “We’re evaluating alternatives/competitors” or “Budget is tight.”.

How AI helps: Uses NLP to detect red-flag language in calls, emails, and notes, transcripts and support tickets.



7. Low Product Breadth

What to watch for: Account only using a fraction of available features.

How AI helps: Identifies underutilization based on ideal usage profiles.



8. Team Turnover

What to watch for: Champion leaves or CS contact changes frequently.

How AI helps: Alerts you to key contact changes with automated CRM intelligence.

Let AI Do the Heavy Lifting

Your CSMs have enough on their plate – tracking these signals shouldn’t slow them down. Hook AI pinpoints and explains risks automatically, so your team can stop guessing and start acting.

Ready to turn insight into action?