

# Churn risk identification and intervention

Automatically identifies customers at risk of churning using behavioral data and engagement metrics, then triggers targeted intervention campaigns to improve retention. Reduces churn rates by proactively addressing customer health issues before they escalate.

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## WORKFLOW TRIGGER

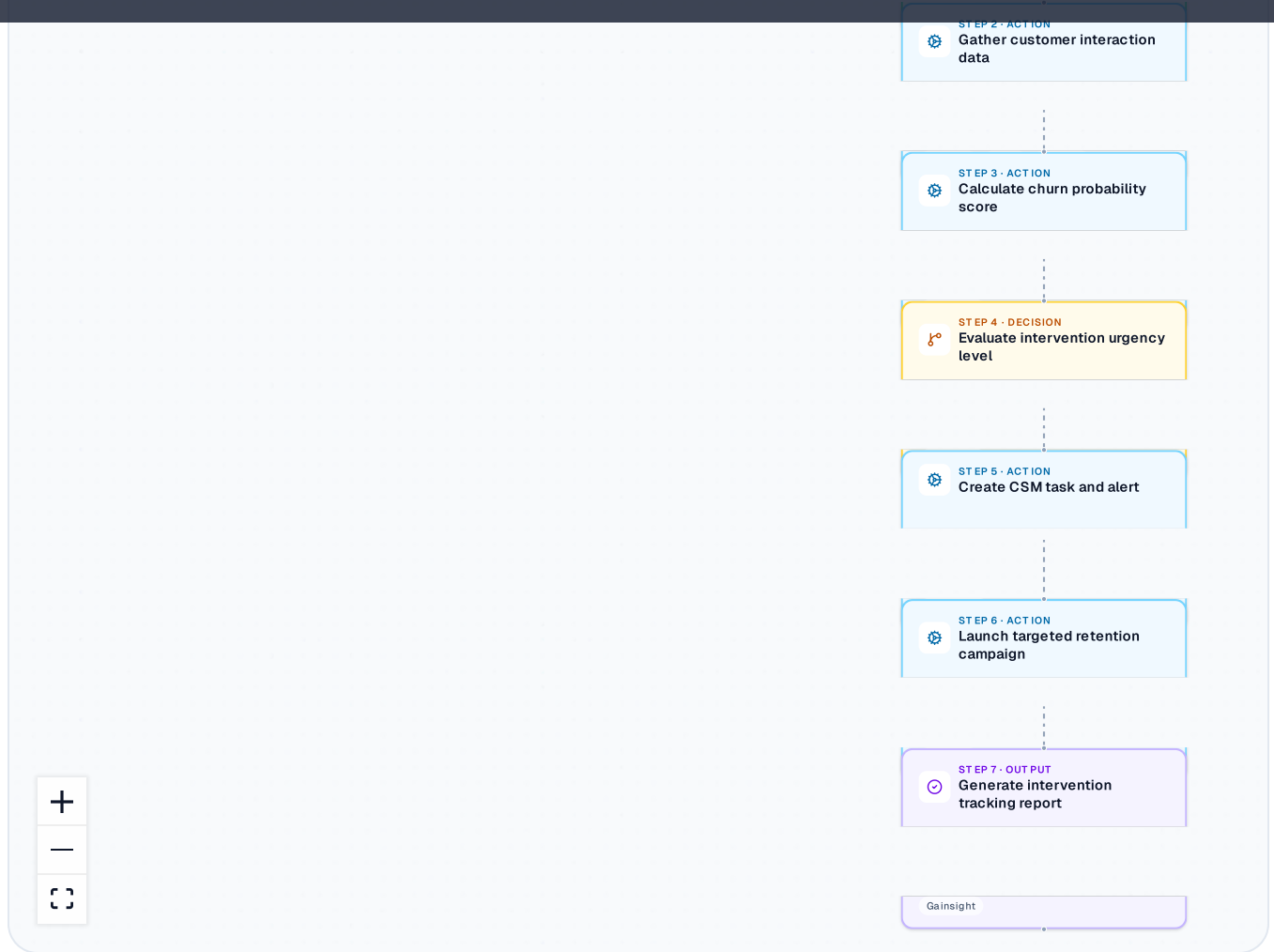


Customer's health score drops below threshold or shows negative engagement trends

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Customer health score alert

Gainsight detects a customer health score dropping below 70% or significant decrease in product usage metrics. Triggers automated churn risk assessment workflow.

Gainsight

2

 ACTION

### Gather customer interaction data

Pulls recent support tickets, billing history, and communication logs from multiple systems. Consolidates data to build comprehensive customer risk profile.

Zendesk

Stripe

Intercom

3

 ACTION

### Calculate churn probability score

ChurnZero analyzes aggregated customer data using ML algorithms to generate precise churn probability percentage. Assigns risk level classification based on behavioral patterns.

ChurnZero

4

 DECISION

### Evaluate intervention urgency level

Routes customers based on churn probability: high risk (>80%) gets immediate CSM outreach, medium risk (50-80%) gets automated email sequence, low risk gets monitoring only.

ChurnZero

5

### Create CSM task and alert

For high-risk customers, automatically creates priority task in Salesforce for Customer Success Manager with customer context and suggested intervention strategies. Sends immediate Slack notification.

Salesforce

6

ACTION

### Launch targeted retention campaign

Initiates personalized email sequence through Intercom based on customer segment and identified pain points. Includes product tips, success stories, or discount offers as appropriate.

Intercom

7

OUTPUT

### Generate intervention tracking report

Creates comprehensive report in Gainsight documenting churn risk assessment, intervention actions taken, and sets 30-day follow-up reminders. Updates customer timeline with all automated activities.

Gainsight



## Outputs

- Churn risk assessment report with probability scores
- Automated CSM tasks for high-risk accounts
- Triggered retention email campaigns
- Updated customer health scores and timelines



## Key Metrics

- Churn rate reduction percentage
- Customer health score improvement
- Intervention response rates
- Revenue saved from prevented churn



## Tools & Integrations

- Gainsight
- Zendesk
- Stripe
- Intercom
- ChurnZero
- Salesforce

## AI Business OS

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