

Usage analytics and health scoring

Automatically collects customer usage data, calculates health scores, and triggers targeted interventions to prevent churn and identify expansion opportunities.

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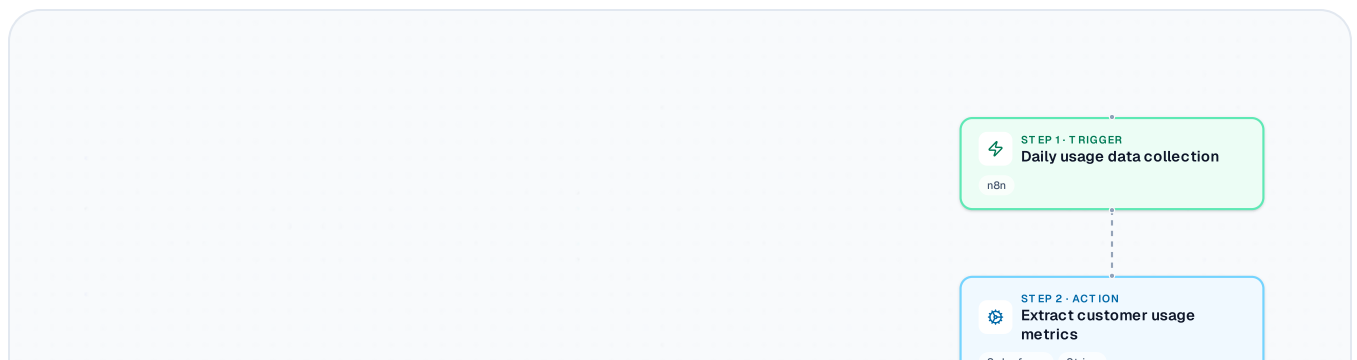
WORKFLOW TRIGGER

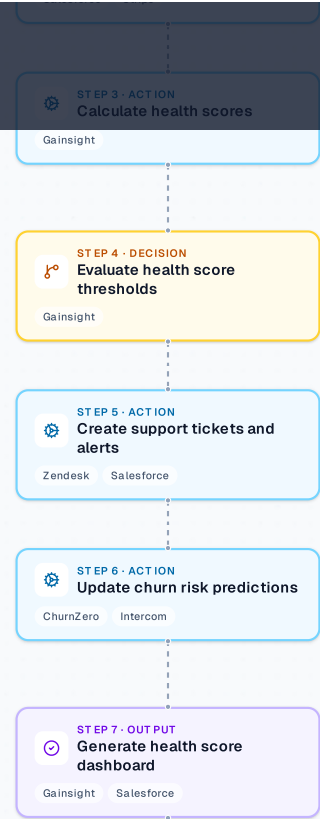


Daily scheduled run at 6 AM to analyze customer usage patterns from the previous 24 hours.

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

Daily usage data collection

Scheduled trigger runs daily to initiate the health scoring process for all active customers. Pulls usage metrics from the previous 24 hours across all customer accounts.

n8n

Extract customer usage metrics

Retrieves feature usage, login frequency, API calls, and user activity data for each customer account. Combines this with subscription and billing information to create comprehensive usage profiles.

Salesforce

Stripe

3

 ACTION

Calculate health scores

Processes usage data through algorithms to generate health scores based on feature adoption, engagement trends, and usage compared to similar accounts. Assigns scores from 0-100 for each customer.

Gainsight

4

 DECISION

Evaluate health score thresholds

Determines next action based on calculated health score ranges. Routes high-risk customers (score <40) to churn prevention, healthy customers (score >80) to expansion tracking, and moderate customers to monitoring.

Gainsight

5

 ACTION

Create support tickets and alerts

Generates automated support tickets for at-risk customers and sends alerts to customer success teams. Creates expansion opportunity tasks for high-health score accounts showing growth potential.

6

 ACTION

Update churn risk predictions

Feeds health score data into churn prediction models and updates customer risk levels. Triggers automated email sequences or in-app messaging campaigns based on risk categories.

ChurnZero

Intercom

7

 OUT PUT

Generate health score dashboard

Compiles all health scores, risk assessments, and recommended actions into executive dashboards and customer success reports. Updates customer records with latest health metrics and intervention status.

Gainsight

Salesforce



Outputs

- Updated customer health scores in CRM
- Automated support tickets for at-risk accounts
- Executive dashboard with health score trends

- Triggered retention/expansion campaigns

AI Business OS



Key Metrics

- Customer health score distribution
- Churn prediction accuracy rate
- Time to intervention for at-risk customers



Tools & Integrations

- n8n
- Salesforce
- Stripe
- Gainsight
- Zendesk
- ChurnZero
- Intercom

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