

The Total Economic Impact of ChurnZero



The Impact of Customer Success

1% improvement in retention increases company valuation by **12%**. 

It is **5-25x more expensive** to acquire a new customer than it is to keep a current one.

Customer Acquisition Cost
12 to 24 months of subscription revenue 

Customer Success/Support Cost
1.8 to 2.4 months of subscription revenue

The ChurnZero Impact

Email Marketing Software Vendor:  **+14% Retention Rate**

SMB Real Estate SaaS Company:  **+21% Retention Rate**

Marketing Analytics Platform:  **+5% Retention Rate**

A maniacal focus on usage will solve so many of the acquisition and retention problems we face in SaaS 

Clate Mask, CEO, InfusionSoft

The ROI Impact

Direct ROI

Reduction in Churn: The most obvious way that ChurnZero helps companies is through the reduction in customer churn. We find that companies on average see a +4% reduction in churn year-over-year.

Reduction in Human Capital: The ChurnZero system is powerful and takes significant weight off a CSM's workload. With ChurnZero, CSMs can manage more accounts at a higher level. Increasing the number of accounts that each CSM can manage saves companies hundreds of thousands of dollars in human capital costs.

Increase in Upsells: ChurnZero provides CSMs access to real-time product usage data, so they can immediately identify upsell and cross-sell opportunities. Using this data, reps can have actionable insights to know - who (user), what (product/service), when (real-time), where (in-app/email), and why (usage patterns) they should be reaching out. Never miss an expansion opportunity again.

FREE TOOL

ROI Calculator

Estimate the return that ChurnZero will provide with even a modest reduction in churn. 

Indirect ROI

Establish Advocates: ChurnZero allows you to understand who your best users are through integrated NPS, real-time usage data, and ChurnScores. Using these indicators, you can easily and accurately target users who would be more than willing to participate in an advocacy program, which will increase the customer lifetime value.

Increase Referrals: The best source for new business is a referral from a satisfied customer. The happier your customers are, the more likely they will be to recommend you to friends and colleagues. Sales opportunities originating from referrals are proven to have the highest conversion rate.

Business Effectiveness: The insights that ChurnZero provides will benefit the whole organization to become more profitable, not just the Customer Success team. For example, finance will gain valuable information around why customers aren't paying, your sales team will be able to understand what features are making the most impact, and your marketing team will gain better understanding of the ideal customer profile.



About ChurnZero

ChurnZero is a real-time Customer Success Platform that helps subscription businesses fight customer churn. For more information on how we can help you expand your current accounts, increase product adoption and optimize the customer experience, please visit us at www.churnzero.net or contact us at (703) 721-4998.