Category

Commercial Excellence

Customer Health Scoring & Renewal Risk Management Playbook

Building a health score that predicts churn early enough to actually save the account

- Practitioner
- Intermediate
- Template Included

- Administrator
- 14 August 2023
- 4 minute(s)

Overview

A framework for customer health scoring and renewal risk management — designing health scores grounded in genuine predictive signals with sufficient lead time for intervention, connected directly to specific save-play actions, rather than a health score that looks sophisticated but doesn't translate into earlier or more effective renewal risk intervention.

If a customer health score is technically sophisticated, is it

automatically useful for renewal risk management? Not automatically — a health score needs to be grounded in genuine predictive signals with sufficient lead time for intervention, and connected to specific save-play actions, to actually translate into earlier or more effective renewal risk management, regardless of its underlying technical sophistication.

What's the most common gap between having a customer health score

and genuinely managing renewal risk? The health score exists and is calculated, but isn't connected to specific, defined save-play actions that customer success teams actually execute when a score drops — the score becomes informational rather than genuinely operational.

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