

Technology and Software

RevOps and Churn Prediction for SaaS Organisation





Problem Statement

Our client, a fast-growing SaaS company offering a suite of CRM tools, had seen a steady influx of leads, averaging **2,500 new leads per month**, and maintained a customer base of over **10,000 users**. However, despite this growth, they struggled to optimize their **lead conversion rate**, which hovered around 12%, far below the industry benchmark of 20%.

Additionally, their average **Customer Lifetime Value (CLTV) remained at \$1,200**, with significant room for improvement given their pricing structure and market potential. A major challenge had been **accurately predicting churn**, with their models only achieving **60-65%** accuracy, leading to reactive rather than proactive retention strategies.

Challenges

- **Low Lead Conversion Rates** lacked the ability to analyze historical lead data.
- **Limited Upselling and Cross-Selling** struggled to identify the right opportunities
- **Churn Prediction** was difficult to predict which customers were at risk of churning

Solution Overview

Our analytics product, powered by Explainable AI (XAI), was deployed to address these challenges. The solution comprised of three key components:

1. Lead Conversion Optimization

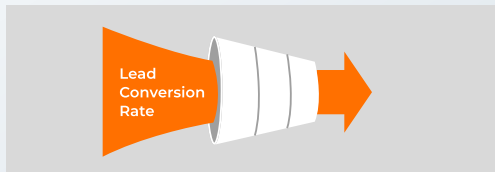
2. Upselling and Cross-Selling Enhancement

3. Churn Prediction and Prevention

► Lead Conversion Optimization

Our product used XAI to analyze historical lead data, uncovering key factors behind successful conversions, such as industry, company size, and engagement level.

This provided actionable insights that helped the client refine lead nurturing strategies and target high-potential leads with personalized messaging and offers.



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1. Lead Conversion Optimization

2. Upselling and Cross-Selling Enhancement

3. Churn Prediction and Prevention

▶ Upselling and Cross-Selling Enhancement

Our AI-driven platform analyzed customer interaction data and purchase history to identify upselling and cross-selling opportunities.

By segmenting customers based on usage patterns and preferences, it recommended relevant products or services, boosting average order value and enhancing customer satisfaction through personalized offerings.

Up-sell



Cross-sell



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1. Lead Conversion Optimization
2. Upselling and Cross-Selling Enhancement
- 3. Churn Prediction and Prevention**

► Churn Prediction & Prevention

Our solution analyzed usage patterns, customer behavior, and support interactions to predict customers at risk of churn. The XAI component provided clear explanations for each prediction, helping the client understand the reasons behind churn risk.

This enabled them to implement targeted retention strategies, including personalized outreach, special offers, and proactive support, to retain at-risk customers.



Business Impact

Improved Business Outcomes:



Lead conversion rate
Increased by 19%



Customer Lifetime Value
9% Growth



Customer Churn
20% Reduction



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