

Analyzing SaaS Churn Worksheet

1. Gather Churn Data

Collect data from various sources:

- Exit surveys: Use tools like SurveyMonkey or Typeform to create and send exit surveys to churning customers.
- Customer interviews: Conduct one-on-one interviews with churning customers to gather in-depth qualitative feedback.
- Support tickets: Analyze support tickets using help desk systems like Zendesk or Help Scout to identify recurring issues and customer complaints.
- Product usage data: Use analytics tools like Mixpanel, Amplitude, or Google Analytics to track user behavior and identify patterns of disengagement.

2. Categorize Churn Reasons

Group churn reasons into relevant categories:

- Product-related (e.g., lack of features, usability issues, bugs)
- Pricing-related (e.g., too expensive, lack of value, unfavorable pricing model)
- Support-related (e.g., poor customer service, slow response times, unhelpful resources)
- Competition-related (e.g., switched to a competitor, found a better alternative)
- Other (e.g., company downsizing, changed business needs)

3. Segment Customer Base

Analyze churn rates for different customer segments:

- Demographics (e.g., company size, industry, location)
- Behavior (e.g., usage frequency, feature adoption)
- Subscription tier (e.g., free, basic, premium)

4. Identify Trends and Patterns

Analyze churn data to identify:

- Common reasons for churn across all customers.
- Specific churn drivers for different customer segments.
- Trends in churn rate over time (e.g., increasing, decreasing, seasonal fluctuations).
- Correlation between specific product usage patterns and churn.

5. Develop Actionable Insights

Translate your analysis into actionable steps:

- Prioritize addressing the most common and impactful churn drivers.
- Develop targeted retention strategies for different customer segments.
- Implement product improvements, pricing adjustments, or support enhancements based on identified needs.
- Continuously monitor churn rate and adjust your strategies as needed.

By diligently analyzing your SaaS churn data and taking proactive steps to address the underlying causes, you can improve customer retention, increase customer lifetime value, and drive sustainable business growth.