Agenda

1. Revenue forecasting challenges
2. Importance of renewal & expansion forecasting
3. Answers you can have at your fingertips!

Ron Stephens
Account Executive @ ChurnZero
Challenges CS teams face

• Difficulty accessing and activating revenue data
• Lack of correlation between inputs and outputs
• Lack of cross-department visibility into efforts
• Disconnect in how finance and CS teams forecast
• Difficulty measuring outcomes (and sharing across the org)

Can you relate to any of these pain points?
Importance of forecasting

- Resource allocation
- Cash flow management
- Investor/board relations
- Strategic planning

Become BFFs with Finance!
Questions Renewal Hub can answer

- Can you accurately predict retention and expansion rates six months from now? Twelve months from now?
- Are customers more likely to renew if certain activities occur during the customer journey?
- Does a certain number of accounts managed per CSM yield differentiated outputs?
- What impact does Time to Value have on renewal rates? On upsells?
- Are there particular customer cohorts that are especially at risk?
- Adoption of which product features or set of features correlate to increased renewal likelihood?
Poll: Do you currently correlate customer behaviors relative to revenue recognition?

- Yes
- No
Questions?

Ron Stephens
Account Executive
Rstephens@churnzero.net