

Retool for SaaS

Build internal tools, self-serve portals, and AI-powered workflows faster.

Overview
Real-time overview of your SaaS business.

May 12 - Jun 11, 2024

- MRR: **\$1.26M** (↑ 12.4% vs Apr 12 - May 11)
- Active Customers: **2,341** (↑ 8.7% vs Apr 12 - May 11)
- Churn Rate: **2.1%** (↓ 0.6pp vs Apr 12 - May 11)
- LTV / CAC: **4.7x** (↑ 0.9x vs Apr 12 - May 11)

MRR Over Time

Top Plans by MRR

Pro	\$620K	49%
Business	\$410K	33%
Team	\$180K	14%
Enterprise	\$50K	4%

Recent Customers

Customer	Plan	MRR	Status	Joined
Northbeam Inc.	Business	\$2,400	Active	Jun 10, 2024
Acme Analytics	Pro	\$1,200	Active	Jun 9, 2024
Volt Solutions	Team	\$600	Active	Jun 8, 2024
Peak Labs	Pro	\$1,200	Active	Jun 7, 2024

Jane Smith Admin

Welcome back, Taylor
Manage your account, billing, and usage.

Current Plan: Business
\$499 / month
Renews on Jun 20, 2024

Usage This Month: 78%
6.2M / 8M API calls

Billing: Next Invoice **\$499.00** (Jun 20, 2024)

Payment Method: VISA **** 4242 (Expires 06/27)

Recent Invoices:

May 20, 2024	\$499.00	Paid	View
Apr 20, 2024	\$499.00	Paid	View
Mar 20, 2024	\$499.00	Paid	View

AI Assistant Beta

How can I help you today?
Ask about your business, customers, or data.

Which customers are at risk of churning this month?

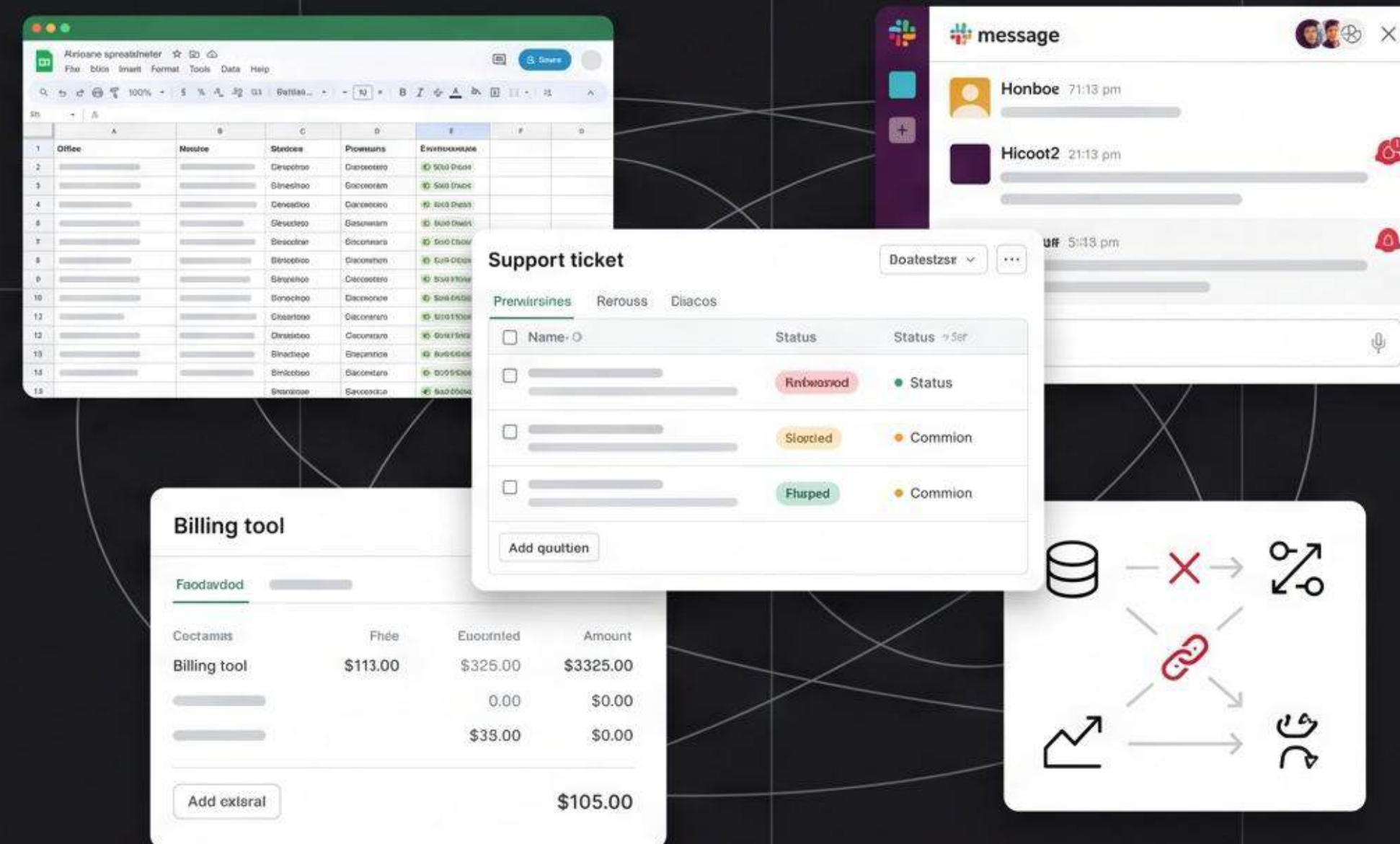
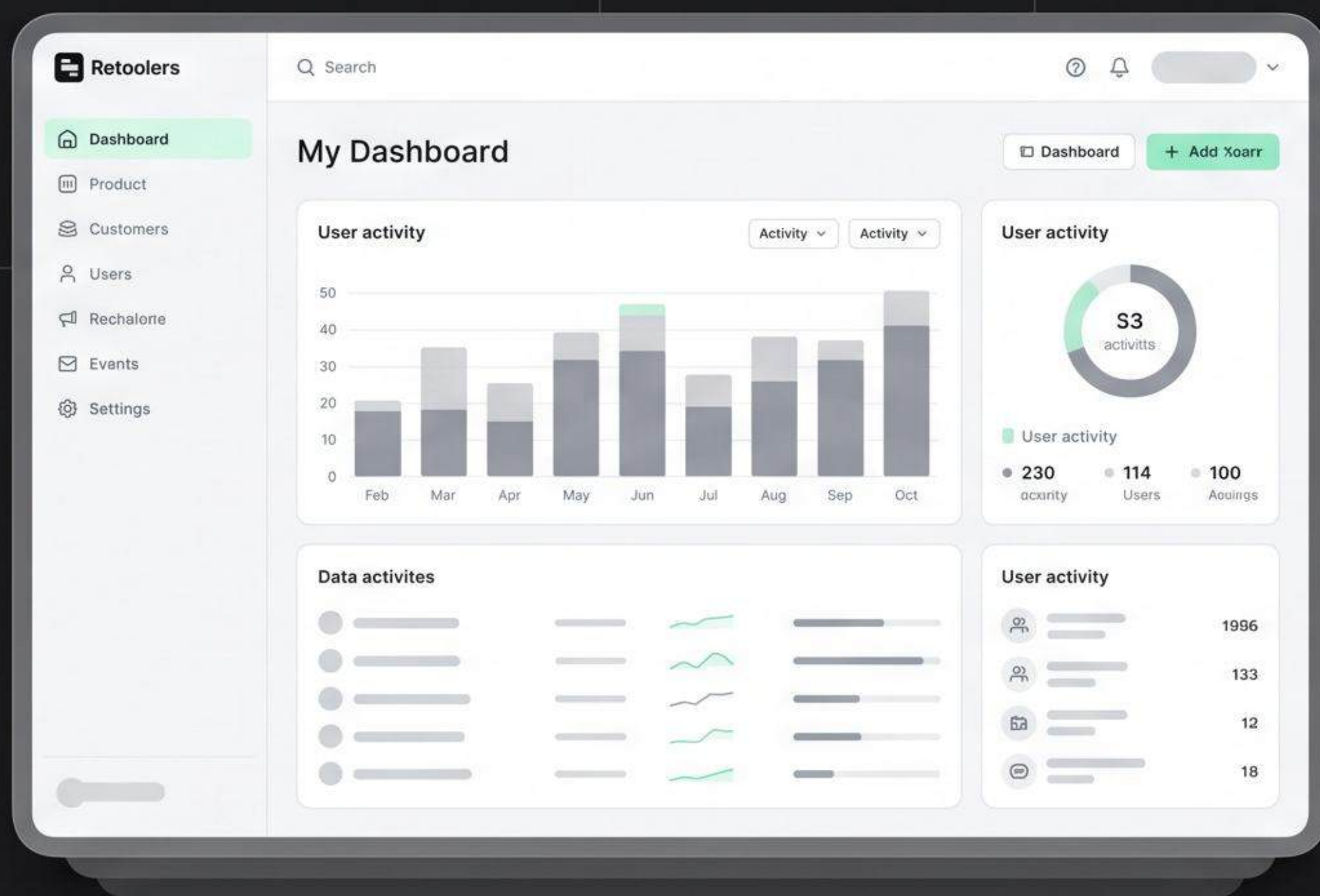
Here are 5 customers at highest risk of churning this month.

Customer	Risk Score
Northbeam Inc.	High
Dataful Corp.	High
Metric Labs	Medium
Summit Co.	Medium
Bluefin LLC	Medium

Ask a follow-up question...

AI responses can make mistakes. Verify important information.

Your product scales. Your operations often do not.



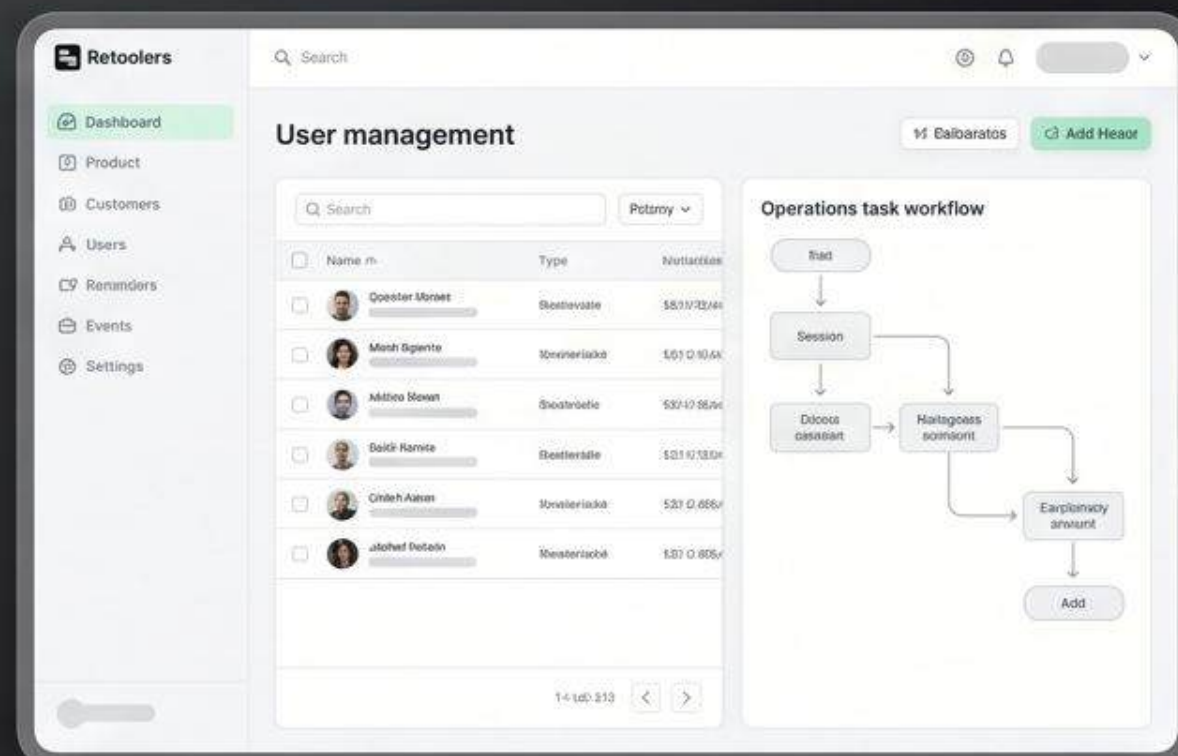
- Support depends on engineering
- Data is scattered across tools
- Customers want self-service
- AI is hard to connect to real systems

Most SaaS teams need 3 layers.



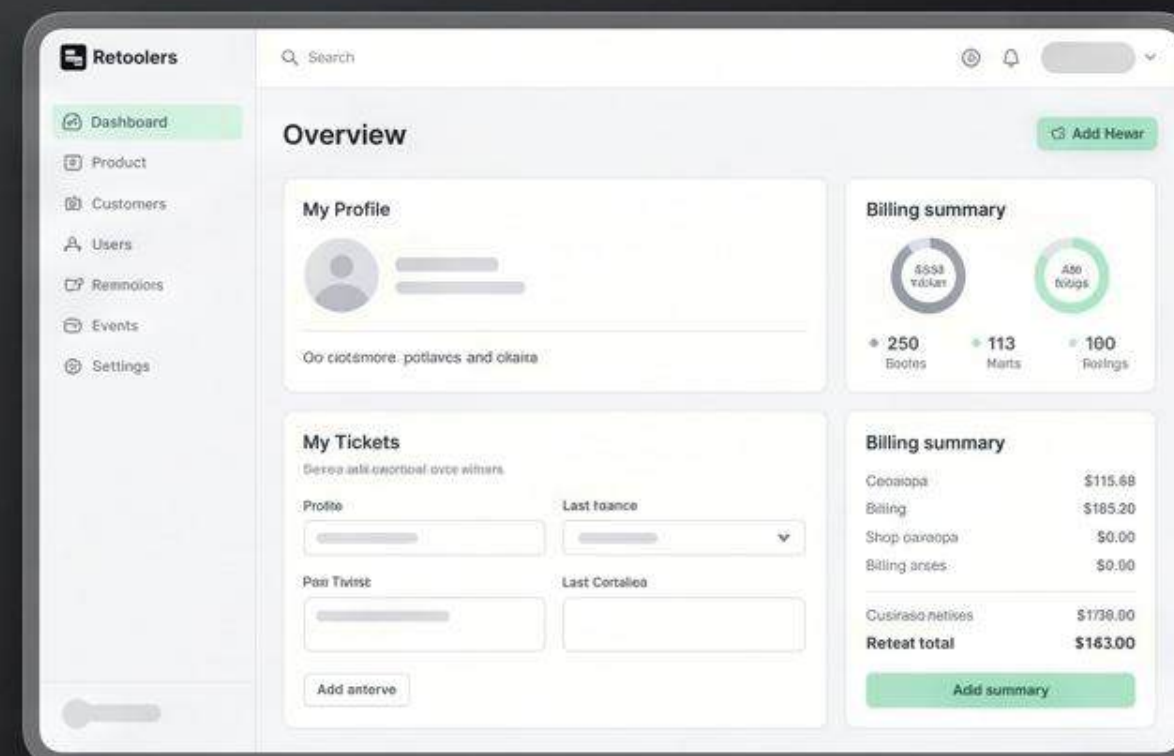
Internal Tools

For ops, support, finance, and product teams



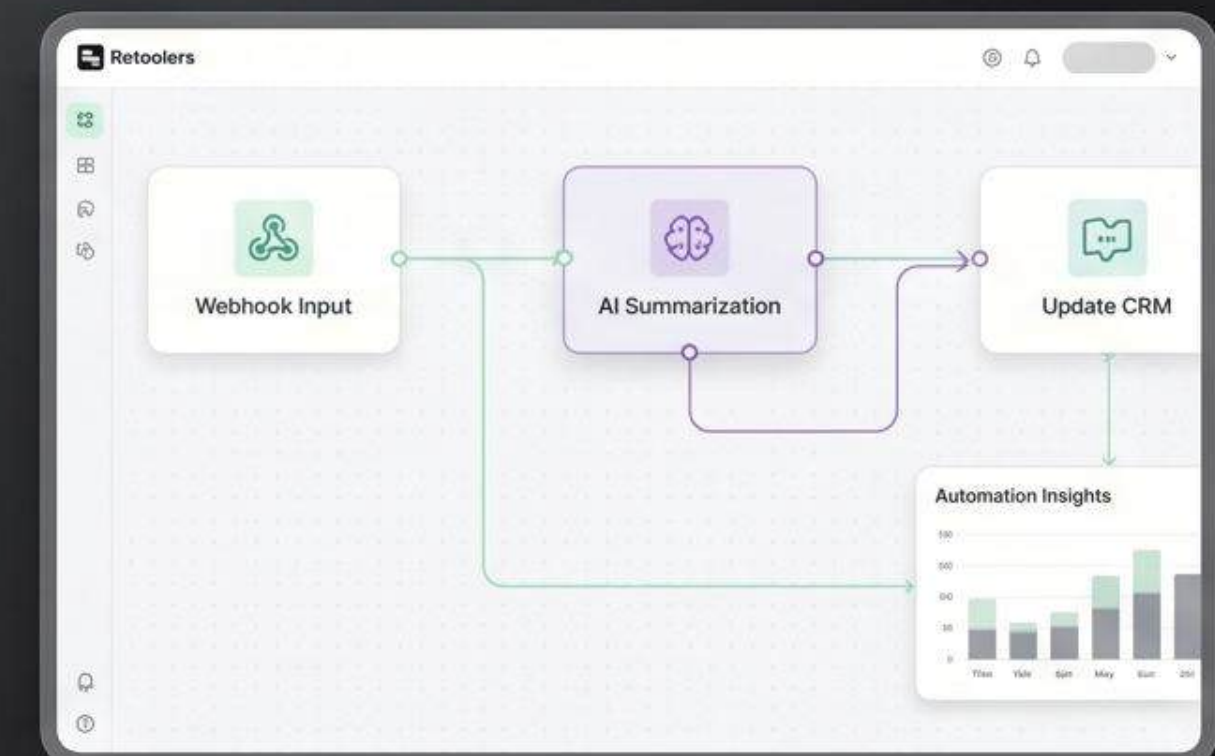
Self-Serve Portals

For customers, partners, and clients



AI Workflows

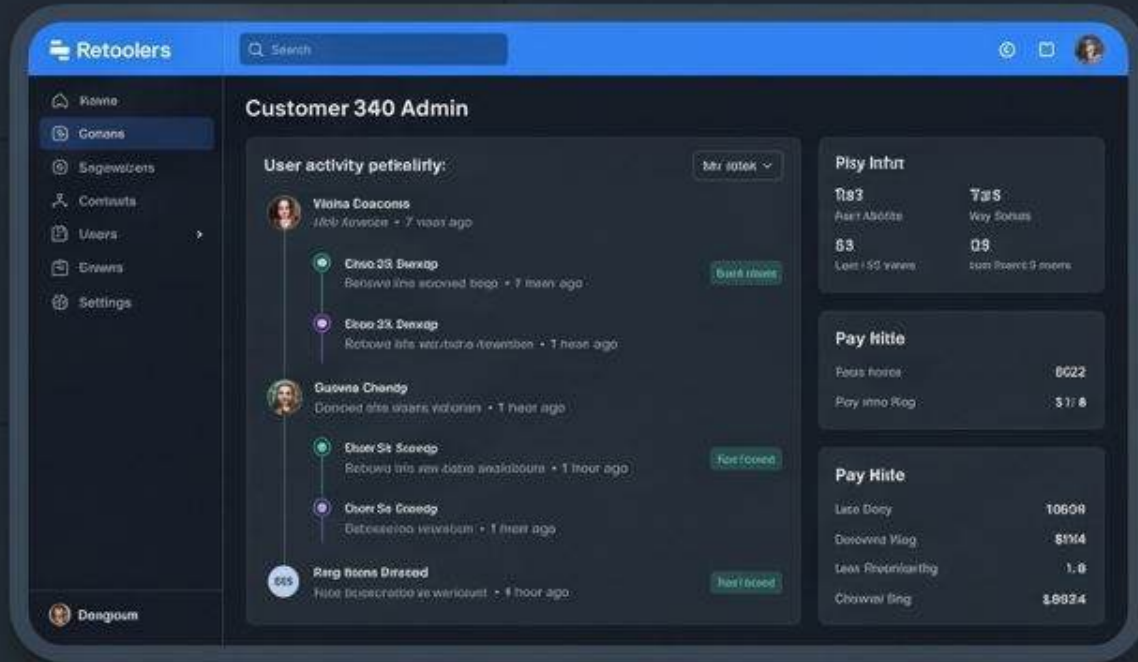
For automation, insights, and decision support



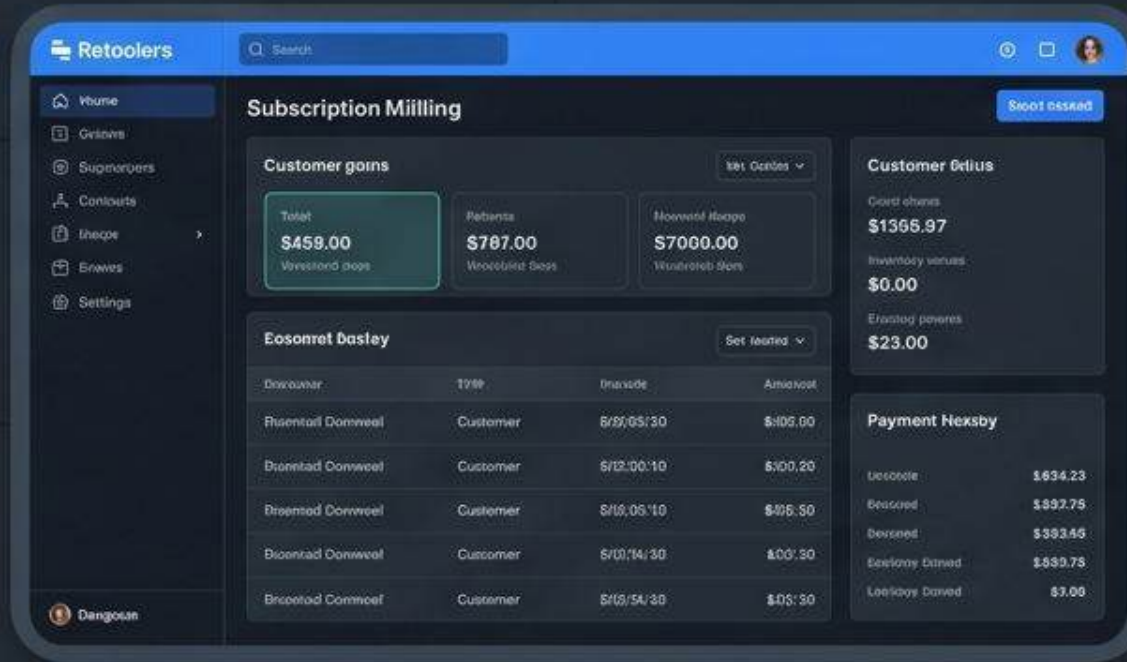
Run your SaaS with better internal tools.

Give every team the interface they need to operate faster.

Customer 360 Admin



Subscription & Billing Management



Support Escalation Console



Onboarding Tracker



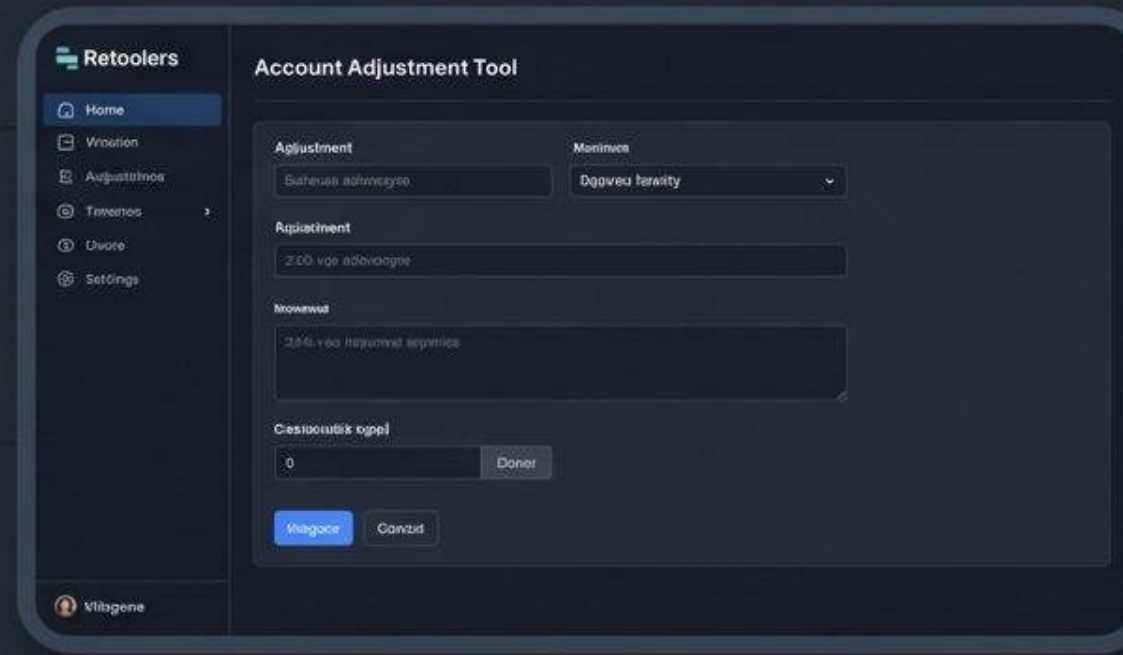
Feature Flag Manager



Usage Dashboard



Account Adjustment Tool



(An additional relevant interant tool like)



Give customers a **portal** to **manage** their own account.

Self-service for users, without losing control.

HR SaaS
Leave request form and employee list

Fintech SaaS
Financial statements and approval workflow

Healthcare SaaS
Scheduling calendar, reporting data table

Customer portal | Dashboard | Settings

Login / Settings

Email address: natlev@gmail.com

Password: [masked]

Remember meal

Billing overview

Month	Base	Tax	Summary
Billing 2023	\$350.00	\$130.30	+\$50.58
Billing 2023	\$100.00	\$130.58	+\$50.58
Billing 2023	\$100.00	\$30.00	+\$59.58
Billing 2023	\$100.00	\$14.58	+\$46.55

Summary chart

Usage metrics

Reports

Name	Status	Last Date	Price
Reports 2014	Final management	Dec 12, 2023	+300.00
Reports 2012	Final management	Dec 13, 2023	-300.00
Reports 2013	Final management	Dec 13, 2023	-300.00
Reports 2014	Final management	Feb 13, 2023	-300.00

Request submission form

Form: [input type="text" value="Roreff"]

Email: [input type="text" value="Widgtst"]

Message: [input type="text" value="Firne your message here..."]

Outailer Road Singapore

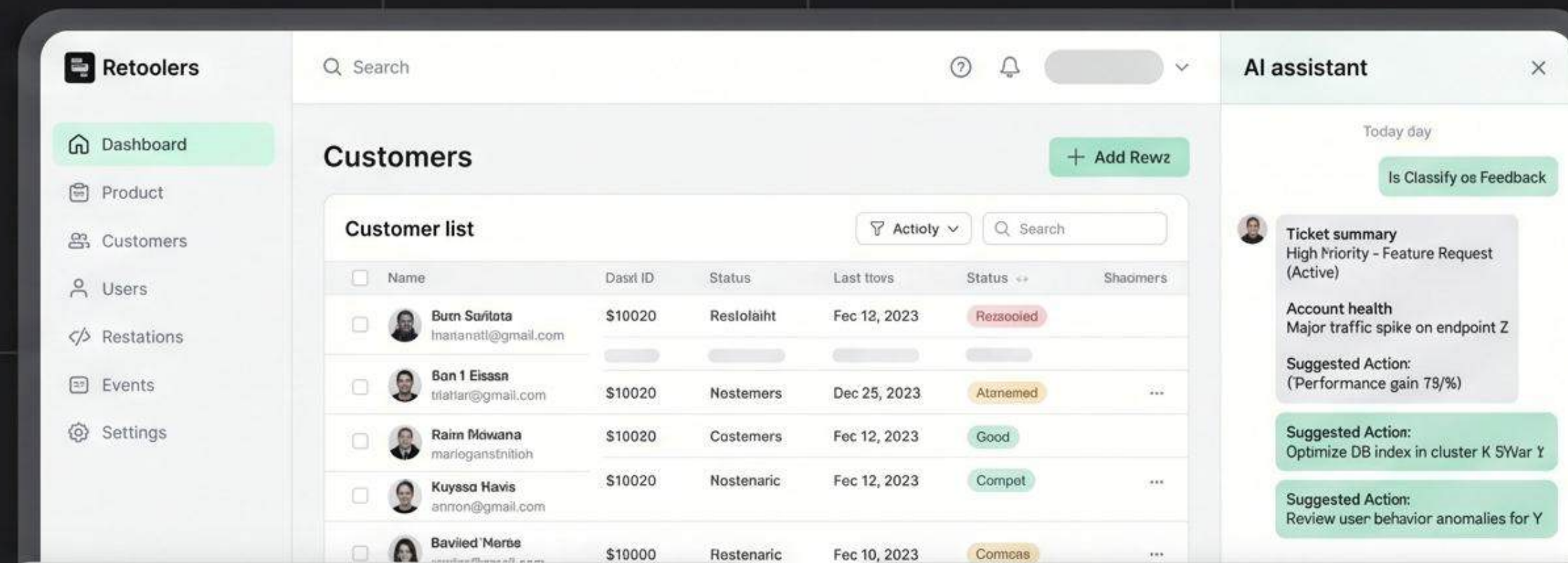
Legal SaaS
Document management list

D2C SaaS
Merchant order list, campaign analytics

Operations SaaS
Job dispatch list, inventory stock

Add AI where it actually helps.

AI works best when connected to your real systems.



Ticket

Ticket summary
High Priority - Feature Request (Active)

Account health
Good

AI Support Assistant

AI Ops Copilot

Suggested Action
Optimize DB index in cluster X (Performance gain 15%)

Suggested Action
Review user behavior anomalies for User Y

AI Ops Copilot

AI Workflow builder

Classification Routing

Classify as Feedback → Route to Product Team

↓

Identify Urgent Issue → Route to Escalation

↓

AI Workflow Automation

Churn Risk
Low (7%)

Account Health
88/100

Anomaly Detected
Major traffic spike on endpoint Z

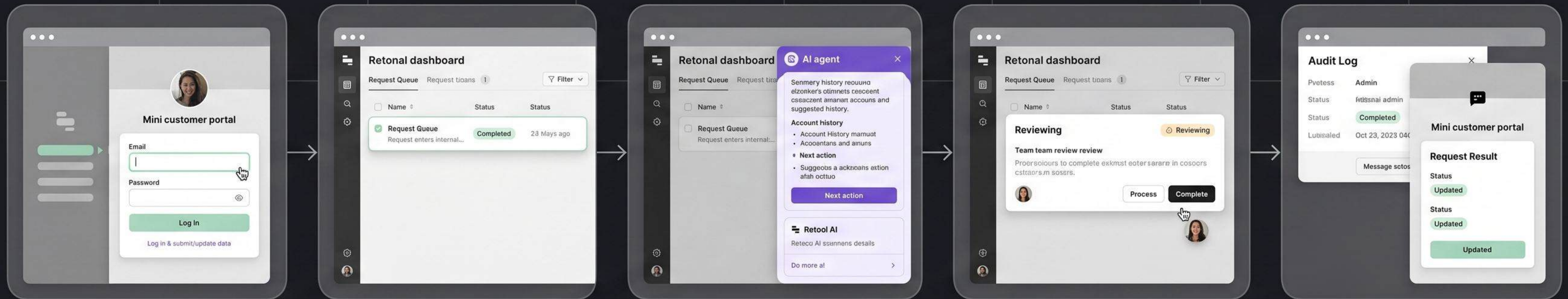
AI Insights



How It Works Together

One platform for teams and customers.

Self-service for customers. Control and visibility for your team.



Step 1: Customer Action

Log in & submit/update data.

Step 2: Internal Routing

Request enters internal panel

Step 3: AI Analysis

AI summaries & suggests action

Step 4: Ops Review

Ops/Support team completes task

Step 5: Confirmation

Action logged, customer notified.

Build the next layer of your SaaS with Retool.

•  Internal tools •  Self-serve customer portals •  AI-assisted workflows



Book a free consultation with Retoolers.