

## How to start using data and signals in Customer Retention



Start with 20-30 high-value customers where you're uncertain about health. Create a simple spreadsheet tracking payment timing, usage levels, communication responsiveness, and any organizational changes you notice.



Document what "normal" looks like for each customer. Spend 30 minutes per customer reviewing their last 12 months: typical payment window, usual usage patterns, standard email response times, regular meeting attendance.



Track deviations from their baseline weekly. Payment extends 50% beyond normal timing, usage drops 30%+ for two weeks, response time doubles, or key contacts stop attending meetings.



Respond to signals with investigation, not assumptions. When patterns change, call within 48 hours asking "What's changed in your business?" Listen for internal shifts, priorities, or challenges that explain the behavior.



Combine multiple signals before taking major action. Single signal = monitor closely. Two signals = investigate. Three+ signals = immediate intervention with senior stakeholders.

### Stop the standard playbook approach

Use actual customer behavior data to understand individual situations and respond accordingly—less effort per customer, better retention and expansion results.

#### Catch churn early – before it hits revenue

pure bont spots deviations in customer behavior and triggers clear follow-ups with scoring and alerts, so you respond fast and retain more accounts.



Less guesswork, faster intervention, higher retention.

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