

Kana Customer Engagement

The Challenge

Even after deploying a range of technologies and tools to help with customer tracking and retention, you still don't have sufficient information to indicate or predict when a customer will churn, so you can't prevent it.

- Churn shows up too late. Standard reports tell you what happened (renewals are down), but rarely give you the behavioral warning signs to intervene while the customer is still salvageable.
- You see lagging indicators, but miss the behavioral and experience drivers such as feature adoption drop-offs, friction points, bad experiences, or shifting engagement.
- Because you cannot easily diagnose why specific segments are leaving, retention strategies rely on generic "win-back" campaigns and blanket discounts. This wastes margin on customers who didn't need an incentive and fails to save the customers who needed a specific, relevant nudge.

As a result, customer churn triggers a compounding cycle of lost revenue and increased operational costs. Beyond the immediate disappearance of recurring income, high churn rates force businesses into a reactive treadmill where they must spend significantly more (about 5-25x as much) to acquire new customers than they would have spent to retain existing ones. Constant turnover erodes profitability, stifles long-term growth, and damages brand reputation.

The Solution

Kana Customer Engagement is an AI-powered loyalty strategist that helps growth and customer teams prevent churn before it happens. It connects to your CRM, loyalty, and marketing automation systems to spot at-risk customers early, explain why they may churn, and recommend the right personalized intervention (message, channel, timing, and offer) while keeping humans in control via review/approval.

Solution Overview: Kana Customer Engagement

How It Works

Predictive Behavioral Scoring: Kana doesn't just track who left; it predicts who will. By continuously analyzing lifecycle patterns such as activation, frequency, and spend, it can assign real-time risk scores, surfacing "at-risk" cohorts weeks before they churn.

Root Cause Diagnosis: Kana correlates drop-off signals with specific friction points such as price sensitivity, support issues, or lack of key feature adoption, so teams can intervene with precision rather than guesswork.

Always-on Journey Anomaly Detection: Kana acts as an always-on monitor, automatically flagging deviations in healthy usage patterns so your team can intervene immediately.

Uplift & Impact Modeling: Validate your strategy before you launch. The Agent forecasts the potential revenue impact of saving specific cohorts and tracks the actual retention lift from your experiments, turning retention into a compounding learning loop.

Personalized Intervention Recommendations ("Next Best Action"): Recommends targeted actions by risk level and value: re-engagement sequences, loyalty bonuses, calibrated incentives, relevant product/content offers, or support outreach; different customers, different plays.

How You Benefit

Shift from Reactive Repair to Proactive Prevention: Shrink the insight-to-intervention cycle from weeks to hours, allowing you to address and stop churn before it's too late.

Maximize Customer Lifetime Value (LTV): By identifying high-value at-risk segments and deploying targeted interventions, you directly protect recurring revenue.

Maximize Retention Spend Efficiency: Replace blanket win-backs with precision targeting. By ensuring incentives go only to customers who actually need them to convert, you preserve margin and stop subsidizing customers who were going to return anyway.

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Solution Overview: Kana Customer Engagement

A Continuous Learning Loop: Operationalize a repeatable retention testing agenda. Every re-engagement campaign adds to a cumulative understanding of what keeps your customers engaged and loyal.

Scale Strategy Without Headcount: Automate the heavy lifting of cohort analysis and root-cause diagnosis, freeing your analysts to focus on crafting superior customer experiences and strategy rather than manually building churn reports.

Why Kana?

For decades, you've been forced to choose between rigid off-the-shelf software or slow, expensive custom builds. Kana represents the third way. We employ faster, AI-native engineering methodology to deliver high-precision software that is inherently fluid. We engineer the product around your unique customer journey, **giving you the precision of a custom build with the scale of enterprise SaaS.**

Our technology connects your disparate data points and adapts to your specific brand requirements in real-time, enabling you to automate your specific experimentation and optimization workflows at a fundamental level.

Here are a few more ways in which we're proud to be unique:

Agentic AI Built by MarTech Architects: Our founding team has spent decades at the intersection of AdTech and MarTech

Data Governance and AI Policy Management: Centralized data governance and policy enforcement provides a layer of trust, satisfies AI security audits.

Insane Velocity Provides You With Speed to Action: We deploy instantly into your existing stack and move you from raw data to revenue-generating insights in minutes.

No Assembly Required: We eliminate the technical tax of AI by providing the builders, the logic, and the execution layers as a unified service.

Future-Proof Architecture: As your business changes, the agentic layer evolves to meet new challenges.

Ready to begin your agentic marketing era? [Get started today.](#)



www.kana.ai

Last updated February, 2026