

Decoding Customer Health

The Anatomy of a Customer Health
Score System.

The Enterprise Early Warning System



Calibrating the Telemetry Inputs

The Hard Data (Quantitative)

94%

Product Usage Frequency

71%

Feature Adoption Rates

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Customer Support Ticket Volume

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Billing History

The Human Element (Qualitative)



Net Promoter Score (NPS)



Customer Satisfaction Surveys



Direct Feedback

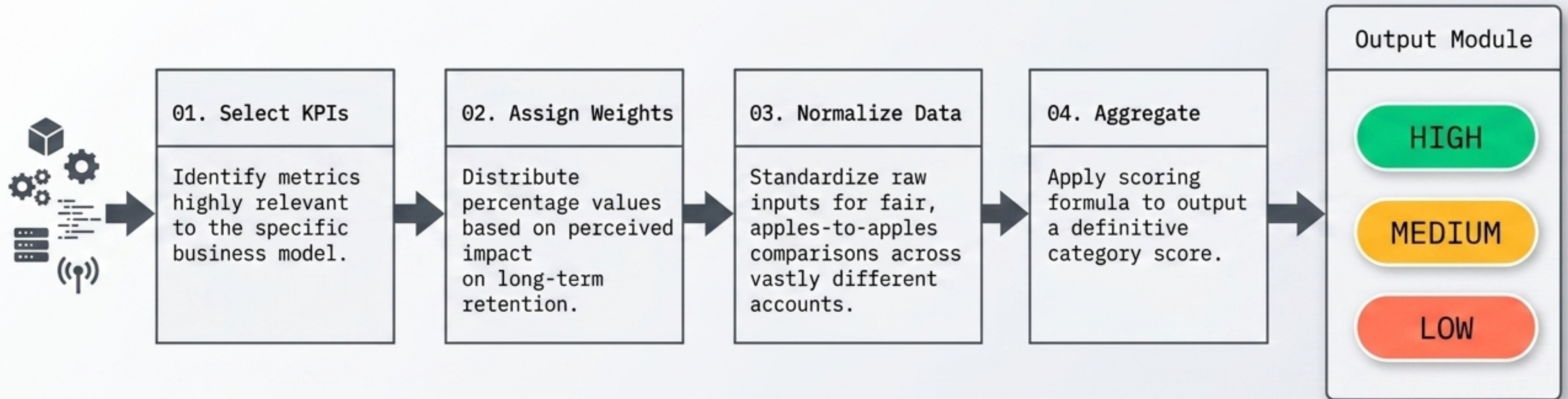


Economic & Market Conditions



Blindspot Warning: High usage + Low satisfaction = Hidden Risk.

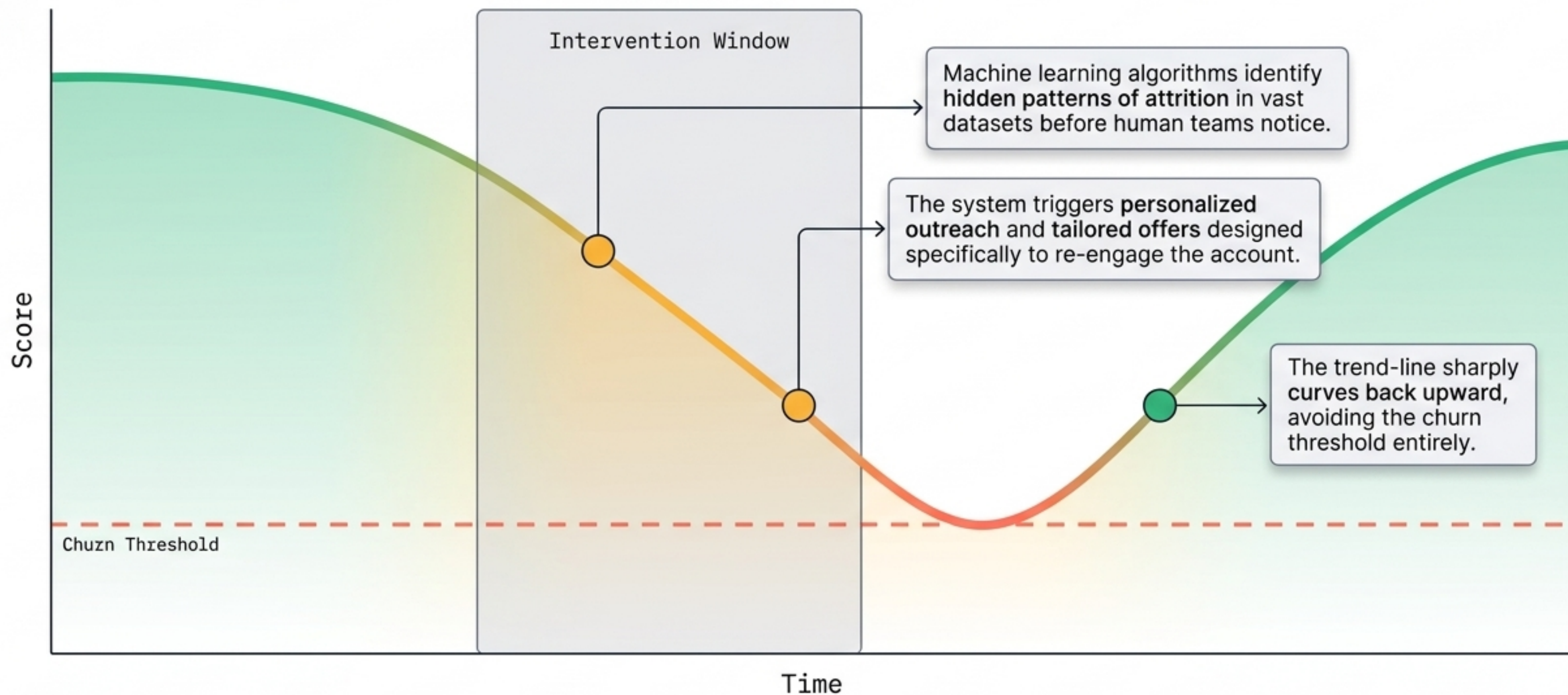
The Calculation Engine



Context is Critical for Interpretation

	Initial Assumption	Hidden Context	Recommended Action
 High Score	Healthy, strong engagement.	Approaching end of contract; significant executive turnover.	Shift from retention to proactive value reinforcement and expansion.
 Medium Score	Stagnating.	High satisfaction but low feature utilization.	Deploy targeted educational resources to drive deeper product adoption.
 Low Score	Imminent Churn.	Opportunity for engagement; temporary economic constraints.	Do not write off. Initiate personalized, high-touch outreach to uncover root friction.

The Intervention Window



Three Pillars of Score Recovery



Listen (Feedback Loops)

Regularly solicit targeted feedback through surveys and direct channels to pinpoint precise pain points and inform product adjustments.



Educate (Empowerment)

Deploy webinars, tutorials, and comprehensive knowledge bases. Customers who navigate the product confidently are significantly more likely to derive consistent value.



Connect (Transparency)

Establish regular check-ins. Use the CHS score openly as a conversation starter to demonstrate commitment to the customer's success before issues escalate.

An Organizational Operating System



System Guardrails and Pitfalls

Don't: Rely entirely on quantitative metrics.



Data



Do: Integrate qualitative context; neglecting the human element guarantees missed opportunities.

Don't: "Set it and forget it."



Maintenance



Do: Continuously reassess metrics and **refine the scoring model** to adapt to **shifting market conditions** and **product evolution**.

From Lagging Indicator to Predictive Engine

