

## Churn Risk in SPP

### What is it

SPP now generates a churn risk score for every active NBE subscription in the renewal window. The score estimates the probability that a subscription will not be renewed at its next renewal date. It is calculated automatically by a statistical model based on the subscription and customer data available in SPP.

### Why it matters

---

*The churn risk score enables your team to work smarter by identifying the subscriptions that are most likely to require intervention, ensuring valuable time is spent where it can make the biggest difference*

---

Subscription losses rarely happen overnight. The churn risk score identifies at-risk subscriptions early in the renewal cycle and provides insight into the factors driving that risk. This allows your team to engage customers proactively, address concerns, and improve the likelihood of renewal before the situation becomes urgent.

### Where to find it

The churn risk score is available in the **Subscription List** views in SPP. Look for the **Churn Risk** column, where each subscription displays:

- **Risk band** – Ranges from **Very Low** to **Very High**
- **Score** – The predicted likelihood of churn expressed as a percentage (for example, 60% indicates a 60% chance of churn and a 40% chance of renewal)
- **Explanation** – Hover over or click the score to view the key signals contributing to the risk assessment

## What signals drive the score

The churn risk score is calculated using a wide range of signals derived from the subscription's history and current context. Some of the most influential factors include:

- **Account history** – such as past renewal behaviour, payment history, and length of the customer relationship
- **Subscription history** – including renewal patterns, product changes, and lifecycle events
- **Usage history** – trends in product engagement and activity over time
- **Current quote status** – including the state and progress of the ongoing renewal process

The model evaluates not only individual signals but also how they interact with one another. For example, a subscription with Auto-Renew enabled (ON), but with a history of payment issues, may be assessed as higher risk than a subscription with Auto-Renew enabled and a consistent record of on-time payments.

By analyzing hundreds of signals and their combined effects, the model can identify risk patterns that may not be obvious when looking at any single factor in isolation.

## How to read the signals

The churn risk score is based on hundreds of underlying signals. To make the results easier to understand, SPP highlights only the most influential signals and categorizes them by three distinct impact levels:

- **Dominant** – represented by three filled circles
- **Moderate** – represented by two filled circles
- **Minor** – represented by one filled circle

RENEWAL CHURN RISK

**67%** HIGH  
High churn risk

Calculated  
Jun 7, 2026

CHURN FACTORS

- No quote on record
- Auto-renew OFF
- Subscription age

RETENTION FACTORS

- Account seats

Signals can contribute either **positively** (supporting renewal) or **negatively** (indicating churn risk). Signals should always be interpreted in context.

For example, account seats may be shown as a positive signal for one subscription, indicating a higher likelihood of renewal, while appearing as a negative signal for another. The model evaluates signals together, not individually, so the impact of any single signal depends on the overall customer and subscription profile.

## What it does not do

- **It is not a verdict** – A high churn risk score does not mean a subscription will churn. It simply indicates that the observed data pattern is associated with a higher risk and deserves attention.
- **It does not know everything** – The model only evaluates data available in SPP. Important factors such as customer relationships, offline conversations, organizational changes, or other external events are not included
- **New accounts and subscriptions have less history** – With less available data, predictions may be less reliable
- **Scores are not updated in real time** – Churn risk scores are refreshed on a scheduled basis and therefore may not reflect the latest changes. The explanation panel includes a **Calculated Date** showing when the score was last updated

The churn risk score should be used as a decision-support tool, not a replacement for customer knowledge. The model provides the data-driven perspective; you provide the business context.

## Call to action

---

*Use the churn risk score as your starting point. Let the score and key signals guide your attention, and investigate the detailed data when additional insight is needed*

---

The SPP churn risk score does not tell you what action to take, but it helps identify where action may be needed. In the example above, the strongest churn signals stem from the current renewal process rather than underlying issues such as low usage, suggesting that proactive engagement may still improve the renewal outcome.

## Questions?

The model learns from data, but your experience matters too. If a score appears inconsistent with your knowledge of the customer, please provide us with your feedback so we can continue refining and improving the model.

Contact: [staffan@proxydev.se](mailto:staffan@proxydev.se)