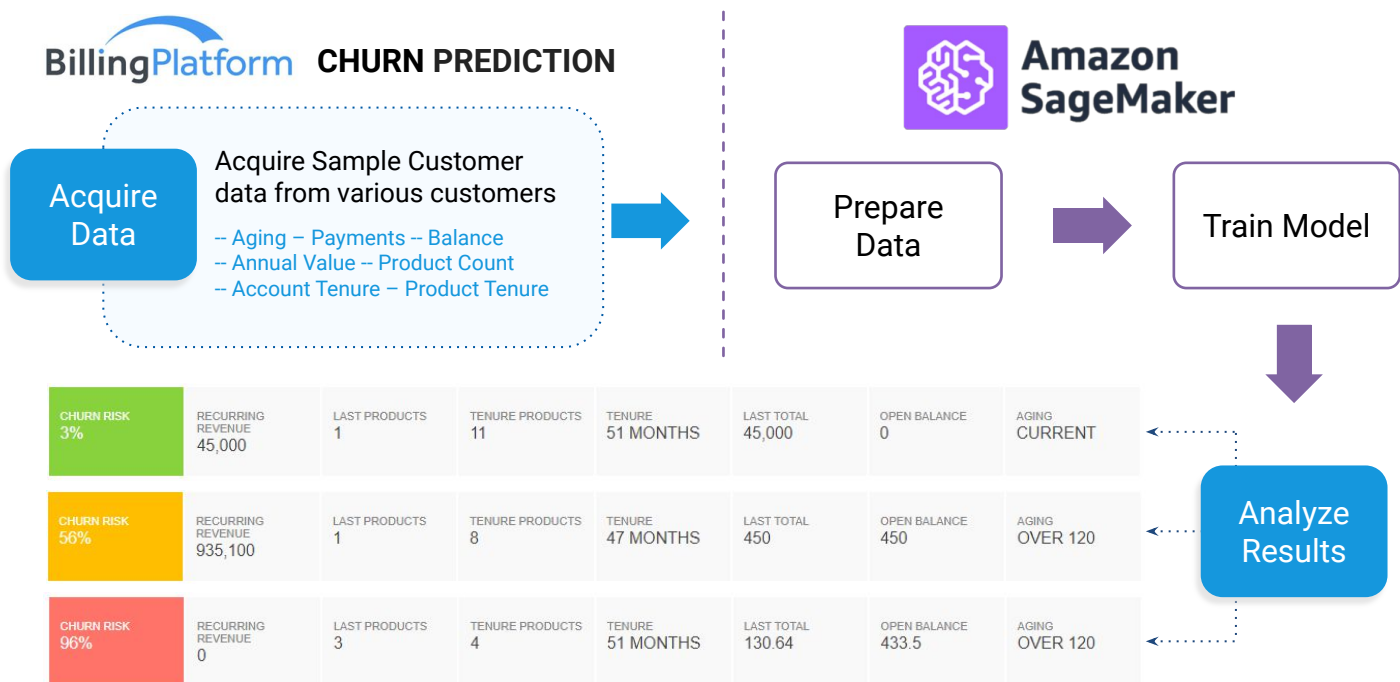BILLINGPLATFORM INNOVATION LAB

BillingPlatform

AI Churn Detection

Proactive Customer Retention and Churn Prevention Powered by AI/ML

The AI Churn Detection from BillingPlatform Innovation Labs helps companies be proactive about customer retention and churn prevention using powerful Artificial Intelligence and Machine Learning from Amazon Sage Maker.
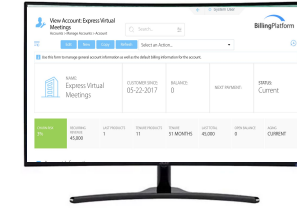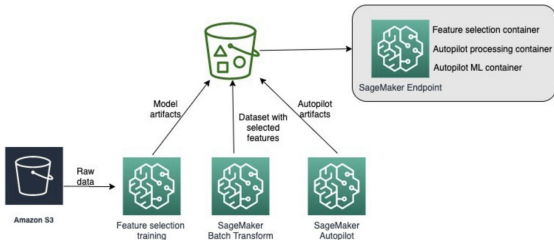
✔ View customer churn probability directly on the Customer Record

✔ Take action using automated workflow to trigger actions at predefined thresholds

✔ Track Churn Risk probabilities per customer or across customer segments

✔ Integrate churn detection with aging, open balances, product usage and other systems like Salesforce to provide critical, actionable information at the right time
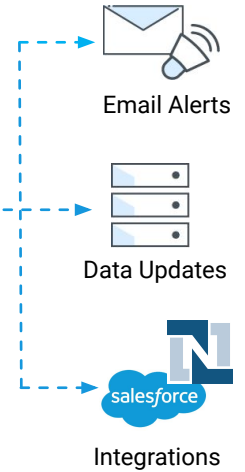
BillingPlatform **CHURN PREDICTION**

Amazon SageMaker

Acquire Data

Acquire Sample Customer data from various customers

-- Aging – Payments -- Balance
-- Annual Value -- Product Count
-- Account Tenure – Product Tenure

Prepare Data → **Train Model**

Analyze Results

CHURN RISK 3%	RECURRING REVENUE 45,000	LAST PRODUCTS 1	TENURE PRODUCTS 11	TENURE 51 MONTHS	LAST TOTAL 45,000	OPEN BALANCE 0	AGING CURRENT
CHURN RISK 56%	RECURRING REVENUE 935,100	LAST PRODUCTS 1	TENURE PRODUCTS 8	TENURE 47 MONTHS	LAST TOTAL 450	OPEN BALANCE 450	AGING OVER 120
CHURN RISK 96%	RECURRING REVENUE 0	LAST PRODUCTS 3	TENURE PRODUCTS 4	TENURE 51 MONTHS	LAST TOTAL 130.64	OPEN BALANCE 433.5	AGING OVER 120

Learn more about BillingPlatform's Innovation Lab: www.billingplatform.com or contact us innovation-lab@billingplatform.com

AI Meets BillingPlatform

Amazon SageMaker

AI/ML Processing & Predictive Outcomes

BillingPlatform

- Augmented Application
- UI Alerts
- Reporting
- Dashboards

Platform Automation

Email Alerts

Data Updates

Integrations

With AI Churn Detection from BillingPlatform, put the power of Amazon and AI/ML at your fingertips to protect your most valuable asset—your customers.