



# Driving Net Revenue Retention

**Rapid expansion through acquisitions led to customer churn risk...and opportunity.**

A case study on transforming post-sale revenue at a PE-backed InsureTech leader.

# The Challenge: Retention During Rapid Growth



## Inconsistent Processes

Fragmented retention strategies across customer segments created operational gaps.



## Acquisition Integration

Frequent acquisitions added 500+ customers, requiring complicated transitions, which led to customer pain.



## Limited Insights

Insufficient data analytics hampered churn prediction capabilities.



## Undefined Growth Paths

Customer expansion opportunities remained largely untapped.





# Strategic Approach



## Retention Framework

Established GRR and NRR as north star metrics with segment-specific strategies.



## Cross-Functional Alignment

Created executive sponsorship program for top 10% of customers.



## Acquisition Integration

Harmonized customers' success metrics based on outcomes and quantifiable value.

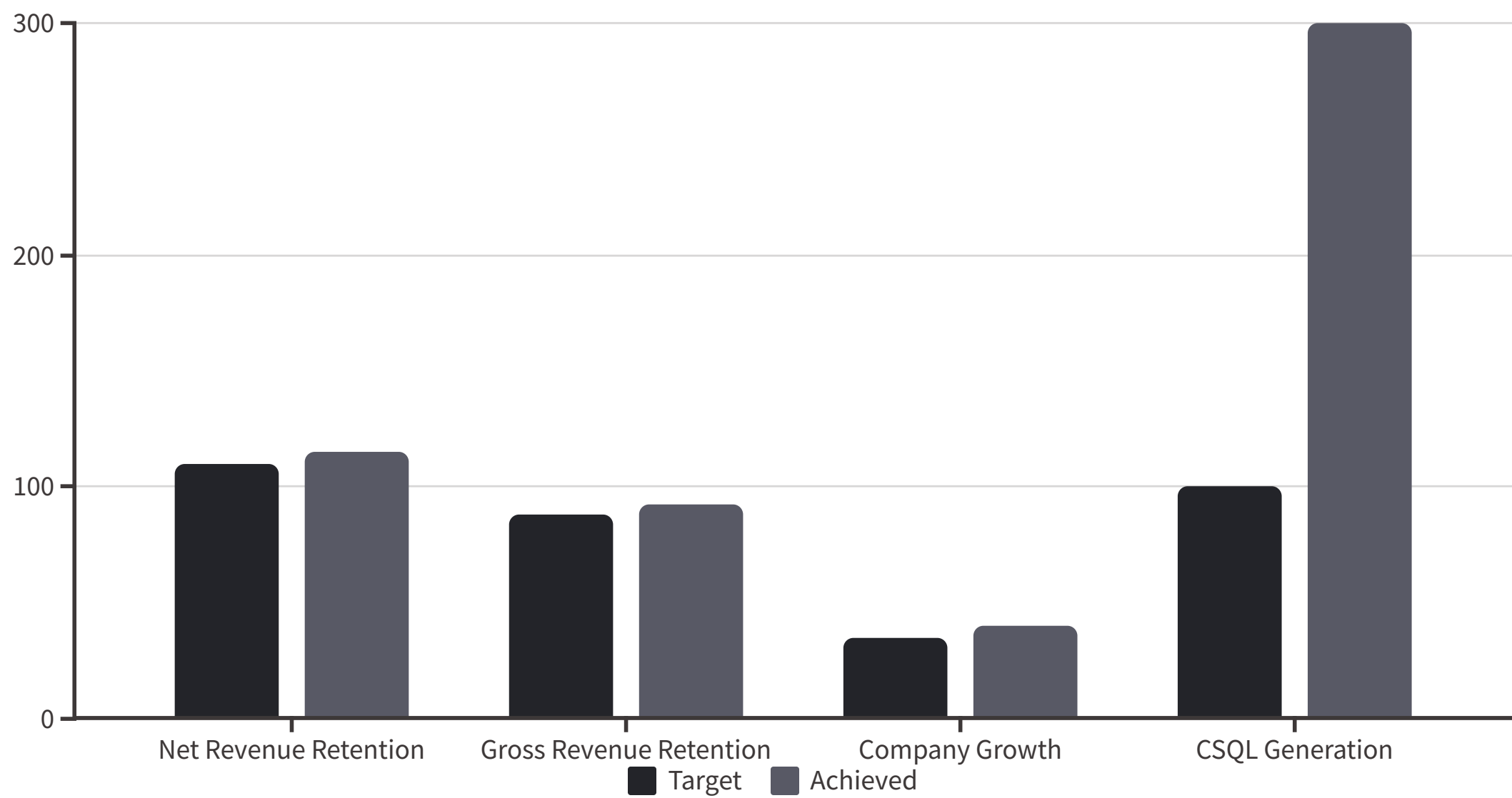


## Expansion Opportunity

Developed data-driven qualified lead generation process through adoption milestones.



# Results in the First Year



## Key Learnings

- Successful Net Revenue Retention combines swift churn prevention tactics (i.e. focusing on customers' desired outcomes and measurable value) with proactive expansion strategies
- Implementing data-driven processes ensures predictable retention outcomes even during periods of rapid growth
- Effective acquisition integration balances necessary standardization while preserving the unique strengths of acquired companies
- Cultivating executive-level relationships proves essential for securing renewals from strategic accounts
- Establishing clear metrics and defined accountabilities maintains organizational focus during accelerated growth and change

