

# Rapid Churn Remediation

**Churn is a symptom of a problem you'd have fixed already if you knew what the root cause was...and how to fix it.**

ICS helps you identify why your customers are not experiencing their expected outcomes and offers solutions that can be deployed quickly! Our proven approach begins with a *Discovery & Assessment* phase to help us understand the *real* reasons you're losing customers. From a prioritized list of opportunities, together, we select a set of initial projects and begin work on new/revised goals, strategies, processes, roles & responsibilities, tools and metrics. The result is a Customer Success function that ensures customers are realizing expected value, leading to improved retention, contract expansion, better NRR and higher company valuation.

## Why ICS?

**Experience** – With 75+ years of collective experience, our leadership hails from Big Four consulting, B2B SaaS, systems integrators, start-ups, MarTech / SalesTech leaders and more. We've led customer success, sales, marketing, professional services and product development teams, as well as whole companies. We understand the limitations of current CS 'best practices' and seek to move beyond them. Our experience across different business functions in many industries informs our solution design and service delivery...what's common to all and specific to one.

**Know-how** – ICS was founded to help ambitious technology leaders achieve their business objectives. We design and/or uplevel customer success functions to align with the particular requirements of their company's stage-of-growth, solution complexity, competitive ecosystem, readiness, etc. We understand the limitations of current CS 'best practices' and seek to go beyond them. Our proven framework can quickly diagnose systemic and structural problems and lead us to solutions that will continue to yield value over time.

## Who Is This For?

Retained revenue organizations (primarily SaaS) where churn has become an inhibitor to sustainable operations and growth.

**Company Stage:** Primary – Series A through C rounds. Secondary – Mature companies growing through acquisition, pivoting or seeking customer-centric innovation.

**Leaders:** CxO's and CS teams who are time poor but recognize the value of CS and need help to immediately and holistically diagnose the issues and fix the root causes of lower than expected customer retention, revenue expansion, CS ROI, etc.

## Next Steps...

Whether you are an early-stage SaaS start-up, or a rapidly growing or scaling business, a modern and fully integrated customer success function is essential to sustainable, profitable growth. Contact us to see how we can help you evolve your post-sales disciplines and remediate your churn quickly and sustainably.

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