

FROM CHURN RISK TO RETENTION WIN

AI-Driven Membership Retention | Top-tier Tech Company



INFLECTION POINT

- Reactive forecasting - no predictive layer | 0 pre-cancellation interventions
- Data siloed, no unified view | 3+ fragmented sources
- Churn signals undetected | 100% early warnings missed
- No intercept mechanism | Millions in MRR at risk

EXIQO™ ENGINEERED FIX

OptimaAI Platform: Real-time churn scoring | Every subscriber scored continuously

Context Engineering: Unified behavioral & macro signals | 280+ predictive variables

AI SDLC Playbook: Automated model lifecycle | Team 100% on intervention

AI-EV Program: Aspirant-to-Builder pathway → engineers progressed from prompt basics to building production ML scoring pipelines | Compressed onboarding, retention ops owned internally

70%

Precision & Recall — outreach hit only genuine at-risk subscribers

Millions

in MRR Protected — churners intercepted before cancellation