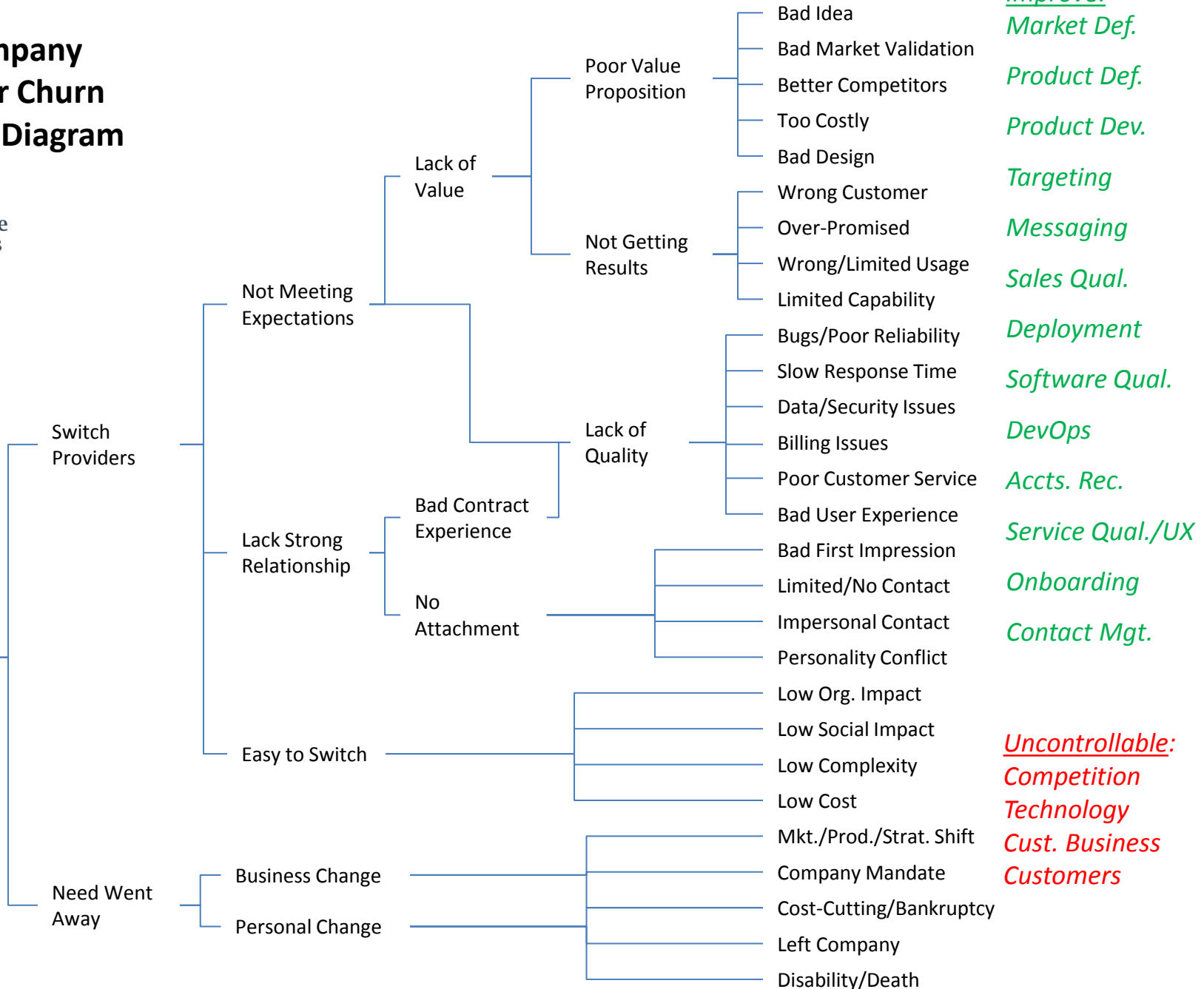


SaaS Company Customer Churn “5 Why” Diagram

April 2014



Why Do Customers Churn?



*Improve:
Market Def.*

Product Def.

Product Dev.

Targeting

Messaging

Sales Qual.

Deployment

Software Qual.

DevOps

Accts. Rec.

Service Qual./UX

Onboarding

Contact Mgt.

Uncontrollable:

Competition

Technology

Cust. Business

Customers