

ACCELERATING ADOPTION, REDUCING CHURN, AND DRIVING EXPANSION THROUGH JOURNEY INSIGHTS

BUSINESS PROBLEM

A fast-growing SaaS company offering workflow automation software was facing a troubling trend: users were signing up but not sticking around.

While acquisition was strong, activation and expansion were lagging—hurting renewal revenue and growth projections.

Problems:

- Low product adoption and feature utilization rates
- Disconnected onboarding, success, and support teams
- Limited visibility into where customers were losing momentum
- Rising churn within the first 90 days of subscription



"We were watching customers churn after onboarding and couldn't tell where we were losing them. We needed clarity on what success looked like from the customer's side, not just ours."

— Senior Customer Success Manager, SaaS Company

SOLUTION

The company implemented JourneyTrack to map the complete subscription journey, from onboarding and adoption to renewal and expansion. JourneyTrack's Journey AI and Persona AI helped identify usage patterns and behaviors that distinguished long-term customers from those at risk of churn.

The platform provided teams with a shared view, aligning on measurable experience KPIs.

Insights AI pinpointed where friction emerged while Recommendations AI guided them toward the most impactful changes.

Key Benefits for the Team:

- Centralized, data-driven journey management across lifecycle stages
- AI-driven insight into feature adoption and renewal predictors
- Shared CX metrics connecting user experience to revenue outcomes
- Faster collaboration between product, marketing, and success teams

RESULTS



Impact of Utilizing JourneyTrack:

- 27% improvement in early-stage activation, after redesigning onboarding based on journey insights.
 - 21% reduction in churn within the first 90 days of subscription.
 - 15% increase in expansion revenue from customers identified as “ready for upsell”
- Higher product engagement scores across all active users, improving time-to-value perception.
 - 1.6x improvement in revenue retention performance year-over-year, compared to previous retention initiatives.

“

JourneyTrack gave us the visibility and precision we needed to move from reactive retention to predictive growth. Now, we’re not just preventing churn, we’re expanding our base with confidence.”

— VP of Customer Experience,
SaaS Company

BOTTOM LINE

JourneyTrack transformed fragmented lifecycle data into a predictive, revenue-driving CX engine. By connecting onboarding, adoption, and retention insights, the SaaS company created a measurable link between user experience and financial performance, reducing churn, boosting customer lifetime value, and accelerating sustainable, scalable growth.