Customer Churn Prediction & Mitigation Using **Agentic AI**

From Reactive Churn Response to **Proactive Account Protection**

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PROTECTING LONG TERM VALUE IN A MULTI-PRODUCT PLATFORM

The client is a high-tech company providing an AI powered platform for physical operations across trucking, construction, logistics, and field service. Its platform supports fleet management, driver safety, equipment monitoring, and automated compliance for more than 120,000 companies worldwide.

For this business model, customer value compounds over time. Long term profitability depends on multiyear adoption across multiple modules. When customers churn early, the impact is not limited to lost subscriptions. It disrupts expansion of revenue, weakens lifetime value, and increases acquisition pressure.

As the platform scaled, churn drivers became more complex and cross functional. Declining usage, poor onboarding experiences, unresolved support issues, and unmet value expectations lived in different systems and teams. Without a unified and predictive view of risk at the account level, customer-facing teams only reacted after cancellation signals appeared.

The challenge was not lack of data.
It was a lack of **FORESIGHT & COORDINATED ACTION.**

FROM FRAGMENTED SIGNALS TO MEASURABLE IMPACT

Rather than separating challenges & outcomes, this engagement is best understood by examining what fundamentally changed in how churn risk was identified and managed.

ACCOUNT MANAGEMENT AREA	BEFORE MYRIDIUS	AFTER MYRIDIUS
Churn detection	Reactive, based on late-stage signals	Continuous predictive churn scoring
Data visibility	Signals fragmented across teams & systems	Unified account level view in Data Cloud
Root cause analysis	Manual & inconsistent	AI generated churn reasons with timelines
Mitigation actions	Ad hoc & unprioritized	Standardized AI recommended playbooks
Account research	Manual, time intensive	Deeply automated research using internal & external data
Service quality audits	Large manual review teams	AI driven audits with human exception handling
Customer save motion	Reactive firefighting	Proactive, prioritized intervention

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WHY MYRIDIUS? TURNING AI INTO ACTION

The client selected Myridius because they needed more than predictive models. They needed AI that could operate inside real customer success workflows & drive consistent action across teams where myridius brought -

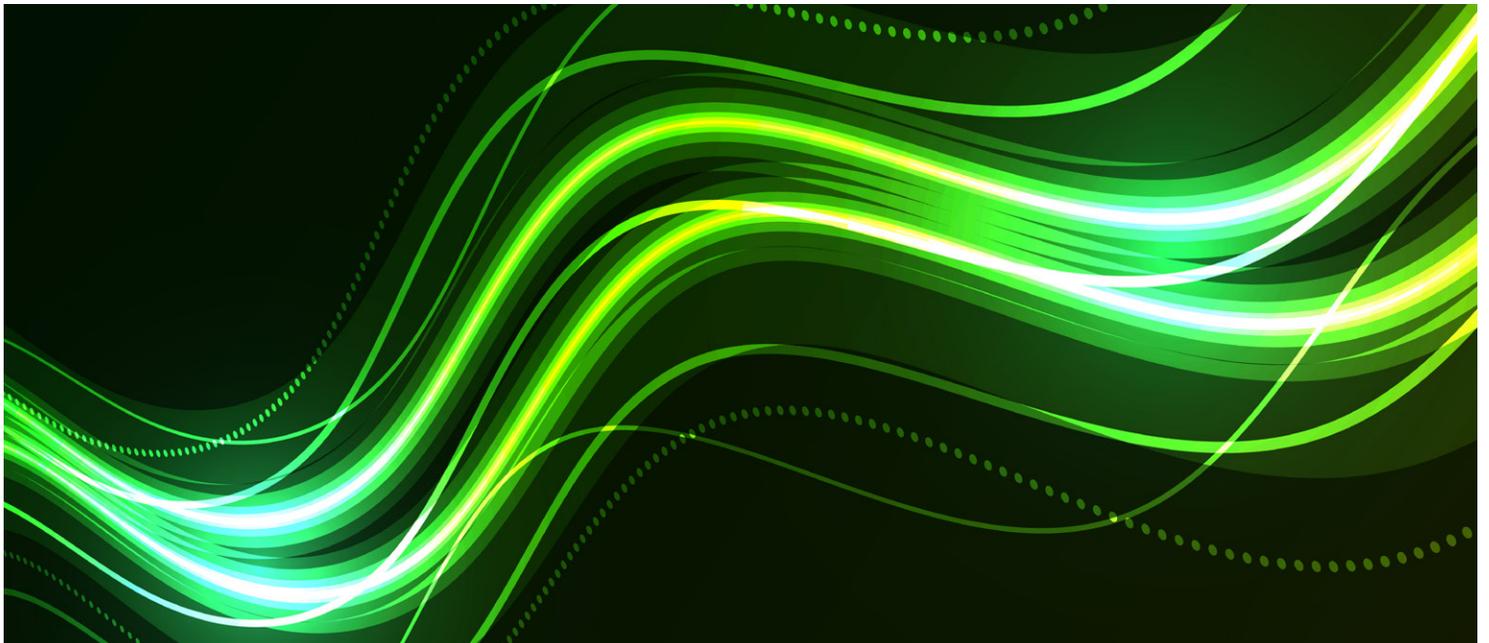**Strong understanding** of SaaS customer lifecycle & churn dynamics

Deep experience in agentic AI and Salesforce platform architecture

A **focus** on measurable outcomes, not experimentation

Proven ability to operationalize AI into daily account workflows

Rather than building dashboards alone, Myridius designed AI agents that actively participated in account management.

AGENTIC AI EMBEDDED IN CUSTOMER OPERATIONS

Myridius unified customer data using Salesforce Data Cloud and deployed a set of purpose-built AI agents using Agentforce. Each agent addresses a specific gap in churn prediction, research, or intervention.

PROACTIVE INTELLIGENCE FOR RETENTION, GROWTH & SERVICE EXCELLENCE

CUSTOMER CHURN AGENT

This agent continuously analyzes product usage, sales data, service interactions, and customer communications to identify churn risk. It produces structured reports that include churn reasons, timeline analysis, customer citations, sentiment scores, and prioritized mitigation recommendations.

ACCOUNT DEEP RESEARCH AGENT

This agent combines internal data from sales, service, and customer success with external signals such as news, events, and organizational changes. It identifies account level risks and generates actionable engagement plans for account owners.
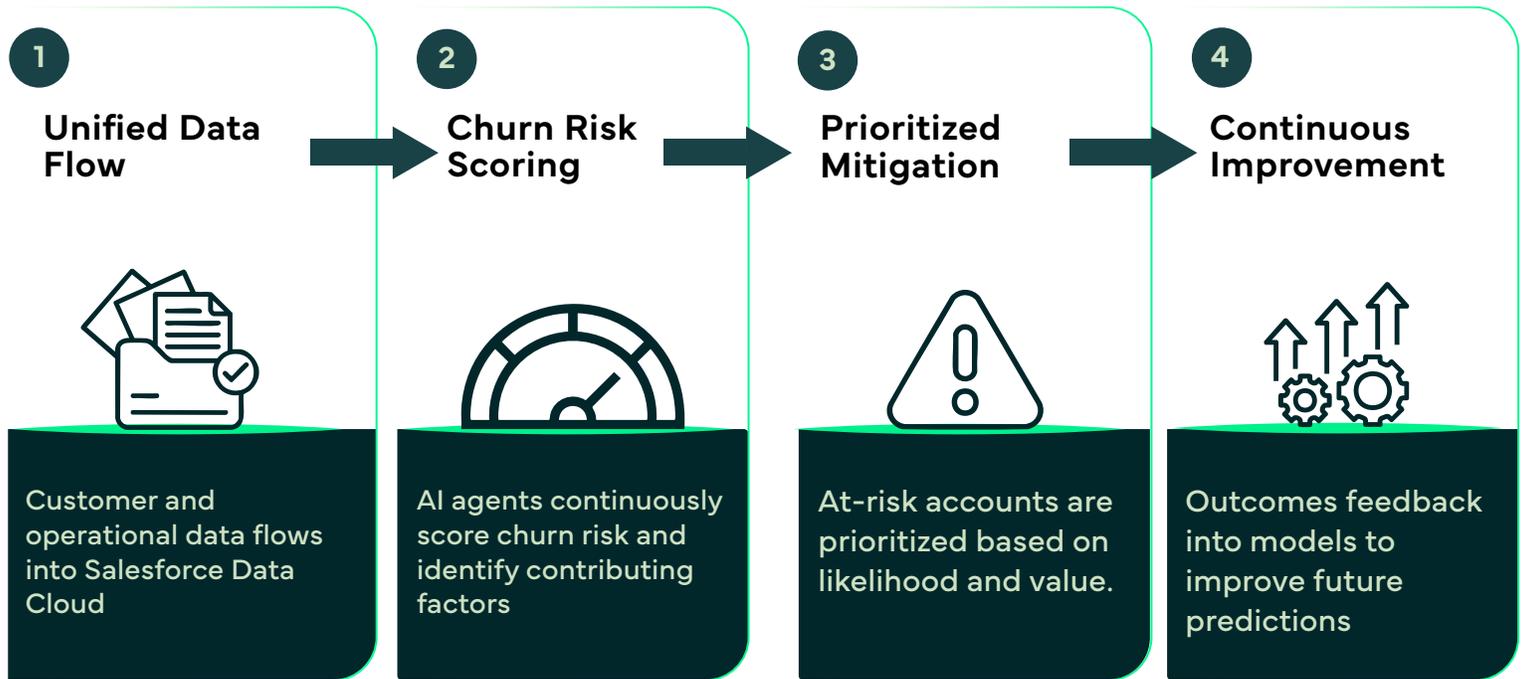
SERVICE AUDIT AGENT

This agent reviews calls, chats, emails, and cases to evaluate service quality across sixteen parameters. It automates quality audits that previously required large manual teams and generates inferred CSAT scores to compensate for low survey response rates.

HOW IT WORKS
PREDICT, PRIORITIZE, INTERVENE, LEARN

1 Unified Data Flow

Customer and operational data flows into Salesforce Data Cloud

2 Churn Risk Scoring

AI agents continuously score churn risk and identify contributing factors

3 Prioritized Mitigation

At-risk accounts are prioritized based on likelihood and value.

4 Continuous Improvement

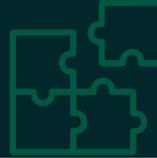Outcomes feedback into models to improve future predictions

The result is a closed loop churn management system that improves every interaction.

FROM CHURN REDUCTION TO REVENUE RESILIENCE

This transformation delivered value well beyond a single metric.

15% reduction in customer churn

Earlier identification of at-risk accounts across the portfolio

Approximately 60% reduction in manual quality auditing effort

More focused & effective customer success interventions

Greater consistency in service quality and account engagement

Most importantly, customer teams gained time and clarity to focus on saving and growing the right accounts.

AGENTIC AI AS THE
NEW CUSTOMER DEFENSE LAYER

In high growth SaaS platforms, churns are rarely caused by a single event. It emerges from patterns that are easy to miss without predictive intelligence. This case shows how agentic AI, when embedded directly into customer operations, can protect revenue by acting before value is lost.

This was not an analytics upgrade.
It was a shift to proactive,
AI assisted account protection.

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Bringing Genius Together.

WHAT'S NEXT?

If your organization is struggling to predict churn, prioritize save efforts, or scale customer success consistently, Myridius can help you turn AI into daily action.

About Myridius

Myridius, formerly RCG Global Services has been at the forefront of helping enterprises transform through technology. Today, we are shaping the next era of digital engineering—an AI-native era where success is defined not by scale alone, but by speed, intelligence, and measurable business outcomes. Myridius brings together deep domain expertise, modern engineering, and AI-first innovation to help organizations move beyond experimentation and achieve real impact. We partner with clients in Financial Services, Healthcare, Travel, and Manufacturing to modernize core systems, unlock data-driven insights, and create new digital business models that drive growth and resilience. Anchored in more than 50 years of industry heritage and powered by a future-focused mindset, Myridius is the partner of choice for enterprises seeking to reinvent themselves with confidence—delivering not just digital transformation, but business transformation at scale.

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