For COOs and Heads of Customer

Churn surfaces on the renewal call because the signals sat in four systems nobody joined.

Join them once; these four decisions follow.

Decision	Evidence to supply	Check before action
01 / Capacity **Which teams are overloaded or idle**	Hours or tickets per person by team and week, last quarter, with the SLA each team carries.	Team leads confirm the picture before anyone is moved.
02 / Saves **Which accounts to save first**	Renewal date, usage trend, open tickets and last contact per account, on one account ID.	The account owner picks the action and can overrule the rank.
03 / Onboarding **Where onboarding wastes the customer's time**	Timestamps per onboarding step and account, last two quarters, with the step owner.	Cut or automate one step, then measure the next cohort.
04 / The Snapshot **The weekly page for the exec pack**	SLA attainment, backlog, a satisfaction measure, cost to serve and the alerts from the three above.	Every alert carries an owner or stays flagged as unowned.

Join the systems once.

Define the account ID that links tickets, usage and CRM. Reuse the join each week and keep unmatched records visible, so the review starts from traceable signals.

A churn score with no signals.

A ranked list is only useful when each row shows the evidence that put it there. Require the signals per account and let the owner overrule the rank.

The account owner decides. The model joins the signals and ranks the list. Who gets a call, a credit or a changed plan is decided by the person who knows the account.

Measure the workflow: Saves from the flagged list · days to first value · SLA attainment by team · hours from signal to action.

See the churn signal before the renewal call.
Bring one account list and its systems. We can define the join, the review and the first run.

Sample output on page 2. Companion prompt and downloads.

COO / Save list

Save list

Illustrative / Synthetic · Northstar Workflow · 21 September 2026 review

Gaps first / TO AGREE

A31 is excluded from ranking: usage is missing, last contact is 1 July and the owner is unknown. Refresh evidence before deciding priority.

01 A11 / Review first

Renewal 15 Oct; annual value €180k. Usage index fell 100 → 62 week on week (-38%); four open tickets, oldest 3 Sep; contact 16 Sep. [O01]

Owner: Customer success lead. Proposed review: confirm the blocker, agree a recovery call, then set a seven-day usage check. Action dates TO AGREE.

02 A24 / Review next

Renewal 1 Nov; annual value €120k. Usage index 100 → 81 (-19%); two open tickets, oldest 10 Sep; contact 17 Sep. [O01]

Owner: Growth success lead. Proposed review: inspect onboarding friction, resolve the oldest ticket, then agree the next usage milestone. Dates TO AGREE.

Why this order

A11 has the earlier renewal, larger usage decline and more open tickets. This is a transparent review order, not a churn probability. Owners may overrule it and record why.

Usage + tickets + CRM
Join on account ID

→

Customer success
Confirm the signals

→

Account owner
Choose the action

Capacity gate

Support demand 220h / 200h available = 110%. Team lead confirms coverage before any recovery promise. [O02]

What would count as progress

A11: blocker confirmed, ticket closed, next weekly usage measured. No saved revenue is claimed.

Synthetic evidence: O01-O02. Usage weeks ending 11 and 18 Sep 2026. Values are annual contract values, not a forecast of churn or cash.