



Suhas Bhairav

AI Customer Renewal and Churn Alert System

Proactive renewal alerts using AI to protect revenue.

Enable proactive renewal actions by surfacing at-risk accounts and triggers for timely engagement.

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Data Plan for Renewal Alerts

This page defines the data sources, automation boundaries, and where human review is required. It distinguishes what to automate, what to monitor, and who approves.

Key move **Require executive sign-off before any auto-action triggers in production.**

PRACTICAL CHECKLIST

- 01** Data sources: usage telemetry, login frequency, feature adoption, last activity date, and session duration.
- 02** Renewal signals: contract end date, renewal window, pricing tier, and discount eligibility.
- 03** Customer feedback signals: negative emails, support sentiment metrics, CSAT/NPS notes.
- 04** Data quality & privacy: data freshness, accuracy, PII handling, and access controls.
- 05** Tools & integrations: CRM (Salesforce/Dynamics), telemetry platform, email monitoring, AI platform, and automation orchestrator.
- 06** Roles & review: automated triggers vs human review; escalation chain; who approves thresholds.
- 07** Data refresh cadence: near real-time for usage; daily for support; weekly for contracts.

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AI Workflows for Renewals

Define what the AI does versus what humans review. Provide concrete steps to implement early wins.

Key move Always validate AI outputs before sending to customers.

PRACTICAL CHECKLIST

- 01** Low usage rule: if last login >14 days and feature usage <20% of plan, flag.
- 02** Negative email rule: sentiment score below threshold triggers alert and summary.
- 03** Renewal window: schedule outreach when 90-120 days to contract end.
- 04** Draft outreach templates: AI to propose personalized renewal emails, subject lines; human edits required.
- 05** Task creation: auto-create CRM task for AE with context and recommended actions.
- 06** QA & governance: weekly review by Sales Ops, monthly policy update, and approvals.

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Adoption Plan and Ownership

Follow a weekly-increment rollout with defined guardrails. Assign clear ownership for data, automation, and outcomes.

Key move Document failures and adjust thresholds quarterly.

PRACTICAL CHECKLIST

- 01** Week 1: Map sources, secure approvals, and build initial dashboards.
- 02** Week 2: Implement ETL pipelines and CRM integrations; test data freshness.
- 03** Week 3: Enable internal review alerts (no customer outreach yet).
- 04** Week 4: Draft auto-outreach templates and require sign-off.
- 05** Week 5: Pilot with 2-3 accounts; gather feedback and adjust thresholds.
- 06** Week 6: Expand to more accounts; confirm ownership: Sales Ops (workflow); CRM Admin (data); Exec sponsor.
- 07** Week 7: Measure success: renewal rate, engagement, time-to-engage, false-positive rate.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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