

EXECUTIVE BUSINESS CASE · CUSTOMER SUCCESS

The cost of inaction in customer success

Slow churn-saves, thin survey response, and late outage calls are renewals and trust quietly leaking away.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

The high-leverage CS motions — NPS, churn-save, outage comms — get cut first when headcount tightens. Cancelled subscribers aren't called back in time, surveys go unanswered by email, and incidents erode enterprise trust.

What one quarter of waiting costs

Hidden cost	What it means in customer success
Slow churn-save	Cancelled subscribers aren't reached inside the save window.
Low survey response	Email NPS and CSAT get a fraction of the response.
Late incident comms	Outages handled slowly cost enterprise trust.
Manual outreach	CS motions don't scale without more headcount.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another

quarter.

Build the customer success business case — book a demo at www.hirefinn.ai/bookademo

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