

CASE STUDY heyDATA

PREDICTING CUSTOMER CHURN WITH AI-POWERED SCORING

THE COMPANY

heyData is a Berlin-based compliance software provider, offering SMEs digital solutions for data protection, compliance and risk management.

PROBLEM STATEMENT

heyData needed to identify potential churners in their customer base. They previously relied on a rule-based scoring system, which lacked predictive accuracy.

GEMMA ANALYTICS x heyData

GEMMA SOLUTIONS:

AI-powered Churn Score

Machine learning model predicts each customer's churn probability within the next year – outperforming the previous rule-based system.

Dashboard Integration

Risk scores integrated into the account management dashboard for real-time visibility and proactive engagement.

Customer Prioritization

Helps teams focus on high-risk customers and tailor retention actions efficiently.

2X accuracy in identifying top churners