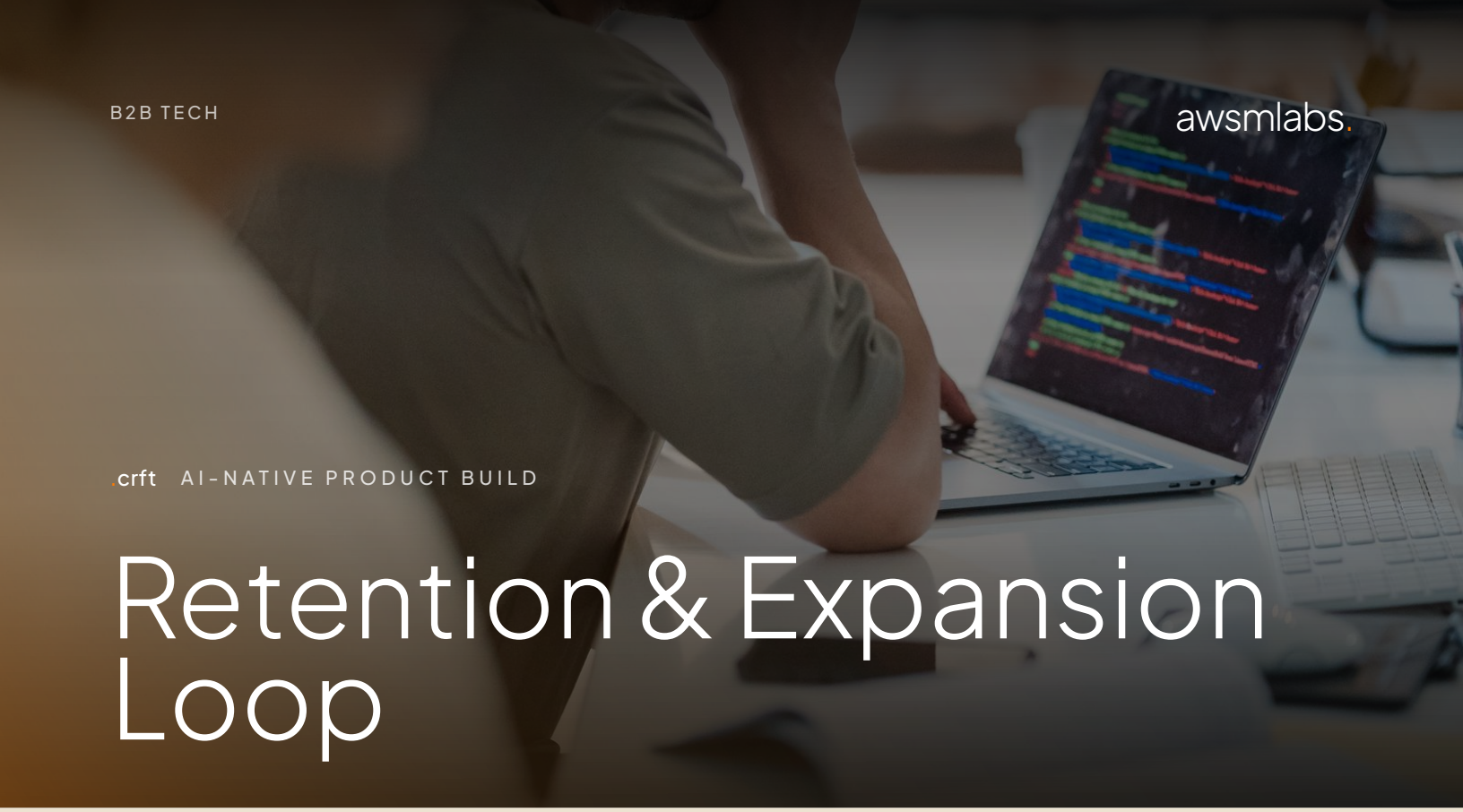

.crft AI-NATIVE PRODUCT BUILD

Retention & Expansion Loop

THE SITUATION

Churn shows up at renewal, when the decision has already been made. Usage decay, support friction and sentiment were all visible months earlier, in systems nobody watches together — so the save play arrives too late to be a save.

THE SOLUTION

An AI agent watches usage, support tickets, and NPS to predict churn around 90 days out and trigger retention plays automatically — a closed loop where every save teaches the next. Expansion revenue compounds while CAC holds flat.

01 HOW CRFT WORKS

01

Validate the core workflow in a short prototype sprint

02

Build the production-grade, owned system end-to-end

03

Hand off source, credentials, docs, and a 90-day roadmap

02 WHY IT MATTERS

- Churn predicted ~90 days early
- Every save teaches the next cycle
- Retention plays triggered automatically
- Expansion compounds; CAC holds flat

> *CRFT engineers the agent, integrations, and action layer end-to-end.*

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.	◔	◑	●	◔	◕
ROI guarantee Who carries the risk if it underperforms.	○	◔	◔	○	●
On-the-ground integration Whether it fits your stack, data and workflow.	◕	◑	◔	◔	●
Gets smarter with use Whether run 50 beats run 1.	◔	◔	◔	○	●
Tells you where to start Scored opportunities, not a debate.	◔	◔	◑	◑	●
Change management Roles, trust and adoption designed in.	◑	○	◔	◑	●
You own it outright Code, prompts and data in your accounts.	●	●	○	◔	●

04 B2B TECH — THE OPPORTUNITY IN NUMBERS

90 days
target: earlier churn prediction from usage signals

100%
code & IP owned at handoff

3x [1]
target ROI within 90 days

1. AWSM LABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for B2B Tech.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

awsmlabs.ai/industries/b2b-tech