

Strategic Renewals Process Flow

Protecting recurring revenue through AI-enhanced, journey-orchestrated operations

Renewals are no longer transactional administrative tasks. They are strategic revenue retention and expansion opportunities. CGS Nexus transforms renewal operations from reactive contract management into proactive, data-driven engagement that protects recurring revenue while identifying expansion pathways. Our comprehensive 10-stage renewal process combines predictive analytics, intelligent automation, and human expertise to deliver a 10–20% improvement in renewal rates.

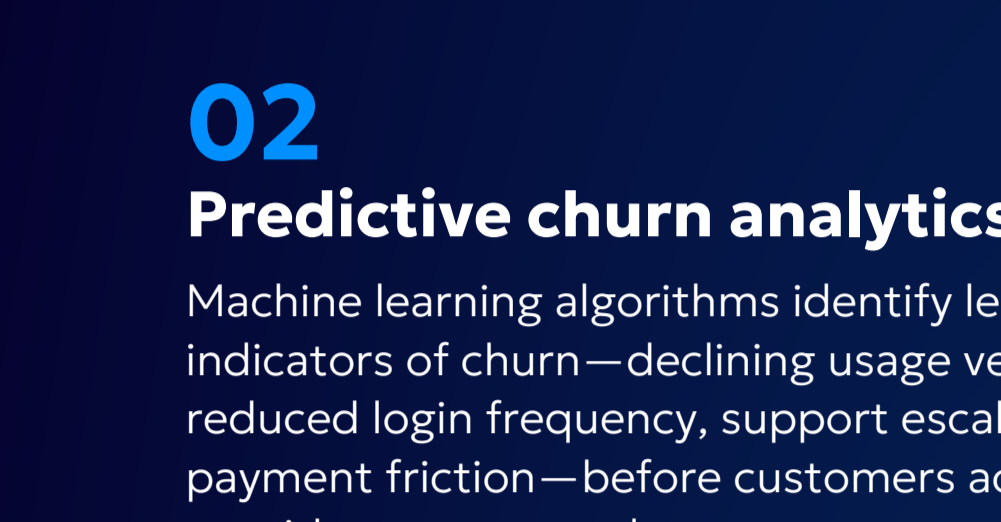
The 10-stage renewal process



01 Health score development & risk modeling

Multi-dimensional scoring evaluates product usage, support interactions, payment history, and engagement patterns to predict churn risk 90+ days in advance.

CGS NEXUS: Proprietary AI models trained on millions of renewal outcomes provide predictive insights with 85%+ accuracy, enabling early intervention.



02 Predictive churn analytics

Machine learning algorithms identify leading indicators of churn—declining usage velocity, reduced login frequency, support escalations, payment friction—before customers actively consider non-renewal.

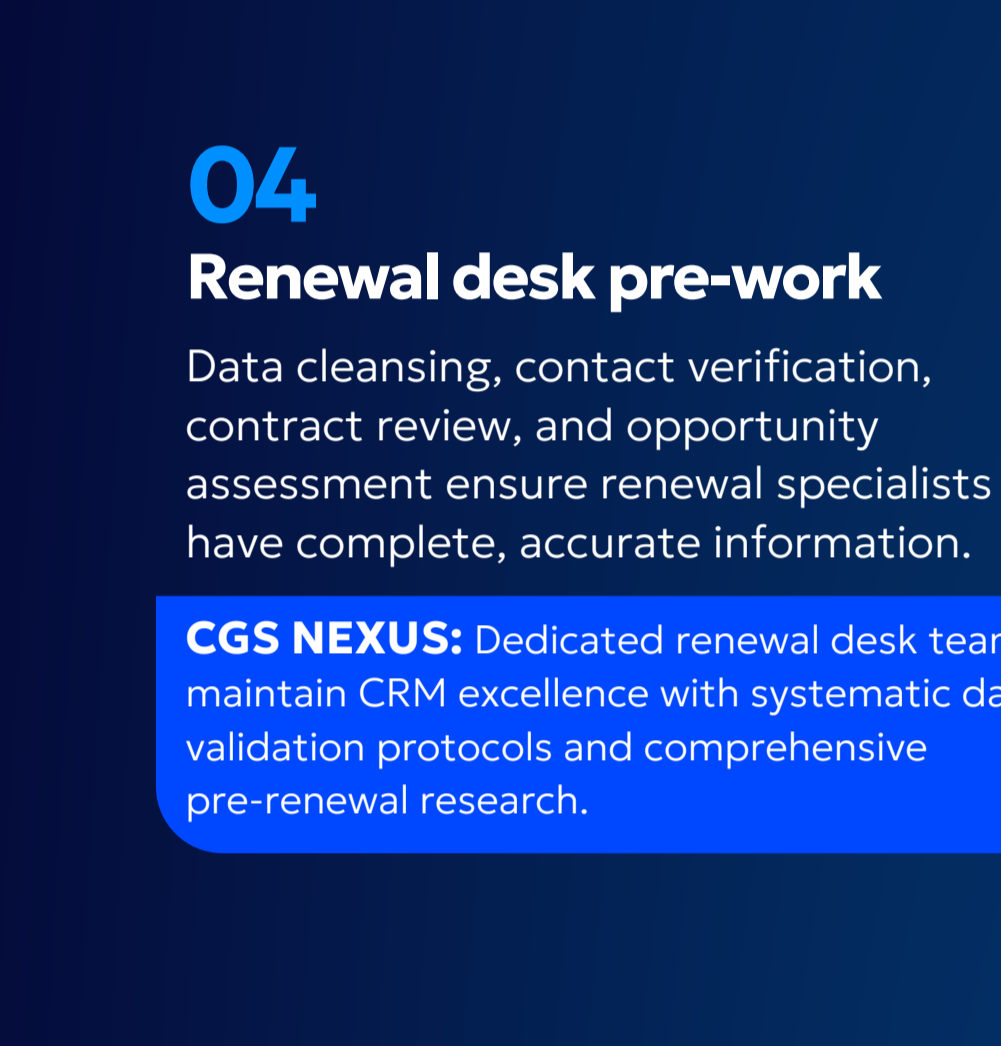
CGS NEXUS: Real-time dashboards surface at-risk accounts with recommended intervention strategies, automated alert triggers, and historical pattern analysis.



03 Usage & sentiment monitoring

Real-time tracking of product adoption, feature utilization, and communication sentiment provides early indicators of satisfaction and opportunity.

CGS NEXUS: Usage analytics combined with AI-powered sentiment analysis across voice, email, and chat interactions for comprehensive customer insights.



04 Renewal desk pre-work

Data cleansing, contact verification, contract review, and opportunity assessment ensure renewal specialists have complete, accurate information.

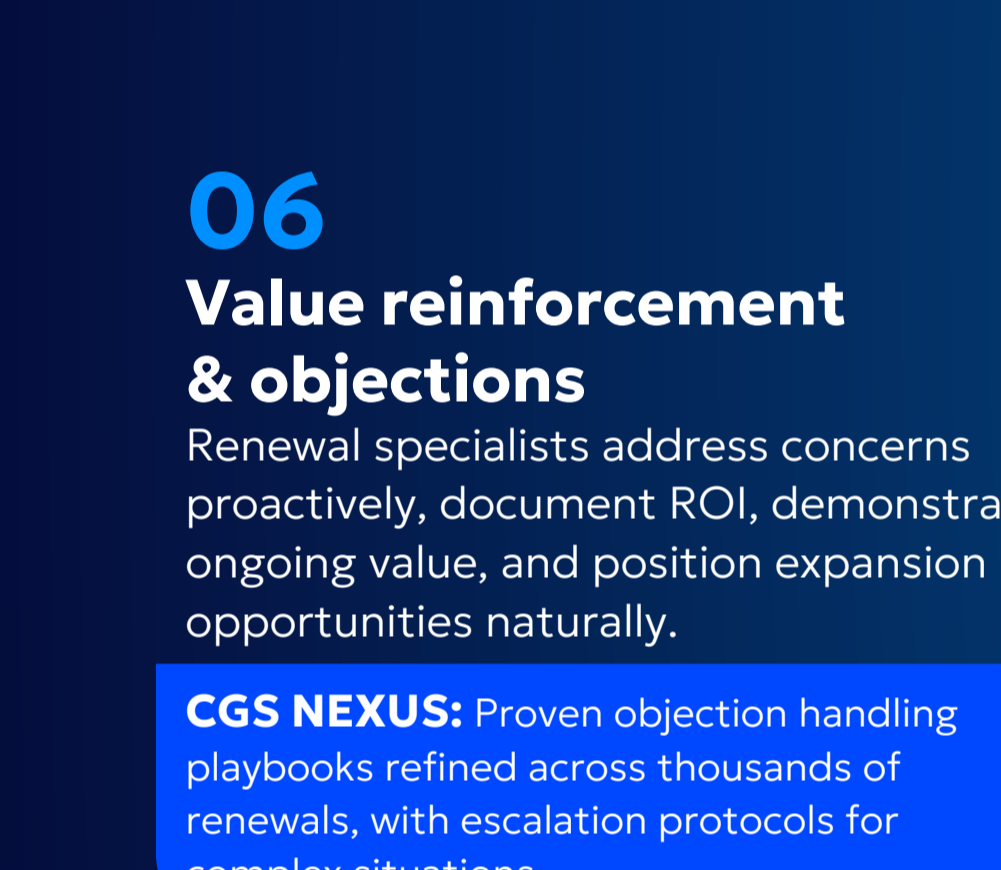
CGS NEXUS: Dedicated renewal desk teams maintain CRM excellence with systematic data validation protocols and comprehensive pre-renewal research.



05 Proactive outreach cadence

Multi-touch engagement campaigns begin 60–120 days before renewal, building relationships and reinforcing value through strategic touchpoints.

CGS NEXUS: Orchestrated 8–12 touch campaigns across email, phone, and video—personalized by customer segment and engagement level—in 22+ languages.



06 Value reinforcement & objections

Renewal specialists address concerns proactively, document ROI, demonstrate ongoing value, and position expansion opportunities naturally.

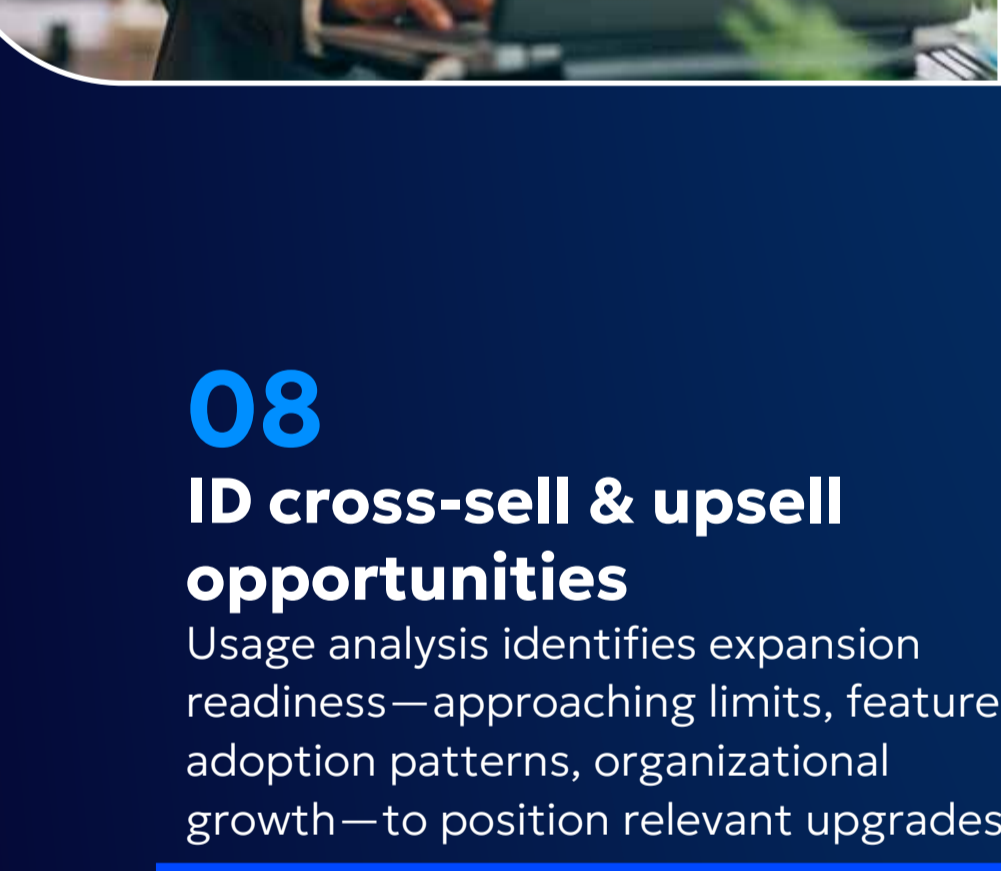
CGS NEXUS: Proven objection handling playbooks refined across thousands of renewals, with escalation protocols for complex situations.



07 Automated reminders & workflows

Intelligent automation handles renewal reminders, document generation, digital self-service workflows, and contract execution tracking.

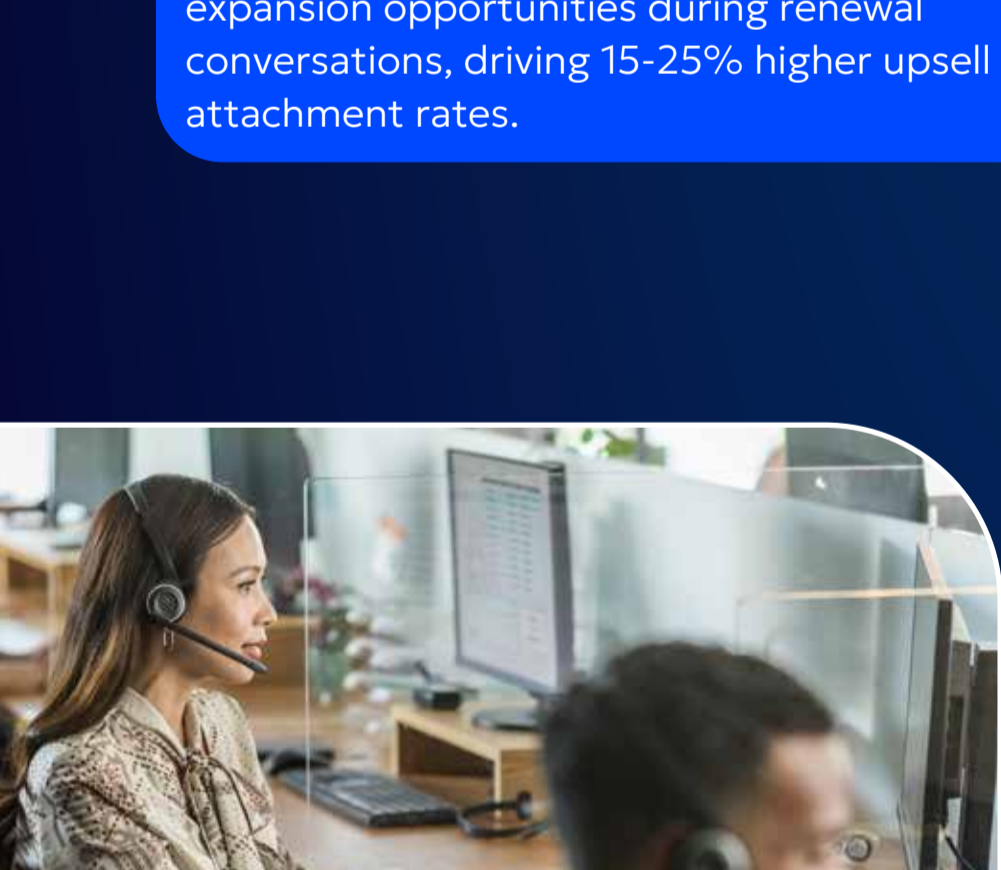
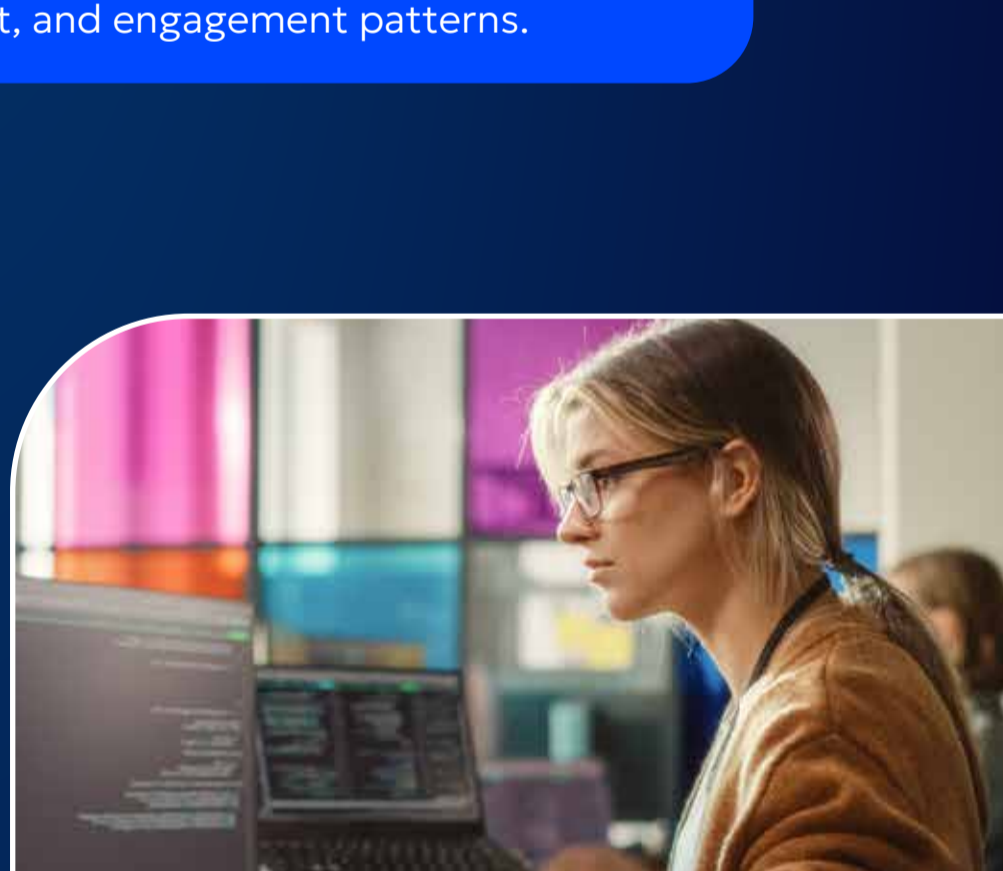
CGS NEXUS: Sophisticated renewal automation that adapts timing and messaging based on customer behavior, segment, and engagement patterns.



08 ID cross-sell & upsell opportunities

Usage analysis identifies expansion readiness—approaching limits, feature adoption patterns, organizational growth—to position relevant upgrades.

CGS NEXUS: Systematic identification of expansion opportunities during renewal conversations, driving 15–25% higher upsell attachment rates.



09 Final renewal & close

Contract finalization, signature collection, payment processing, and billing system updates complete the renewal cycle efficiently.

CGS NEXUS: Procurement coordination, contract exceptions, and executive escalations—maintaining 95%+ on-time renewal completion rates.



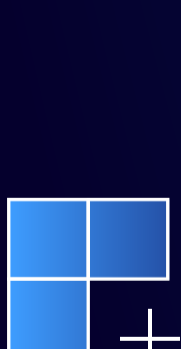
10 Handoff to Customer Success

Seamless transition back to Customer Success teams with comprehensive documentation, insights, and expansion opportunities for continued value delivery.

CGS NEXUS: Total Experience approach ensures smooth handoffs with detailed renewal insights, customer feedback, and recommended next actions.



Why CGS Nexus?



Boutique renewal operations

Customized renewal programs designed around your specific customer segments, business model, and growth objectives, not one-size-fits-all templates.



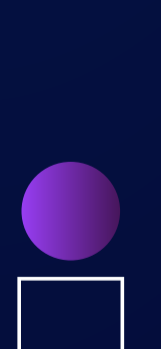
AI + human excellence

Predictive analytics and intelligent automation enhanced by experienced renewal specialists who bring empathy, strategic thinking, and relationship expertise.



Global reach, consistent quality

Delivery across 6 countries in 22+ languages with 24/7 follow-the-sun support, maintaining boutique-level quality at enterprise scale.



Total experience (TX) philosophy

We orchestrate Customer, Employee, and Partner experiences into one unified ecosystem—ensuring every renewal touchpoint supports retention and growth.



Proven methodologies

Refined renewal playbooks developed through thousands of successful renewals for growth-stage and mid-market SaaS companies.



Enterprise-grade security

SOC 2 Type II and ISO 27001 certified operations with zero-trust architecture and comprehensive data protection frameworks.

Ready to transform your renewal operations?

Explore how CGS Nexus can strengthen your renewal outcomes and drive predictable revenue growth.

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PEOPLE FIRST. OUTCOMES DRIVEN. ALIGNED FOR SUCCESS.