

Renewals Management Services



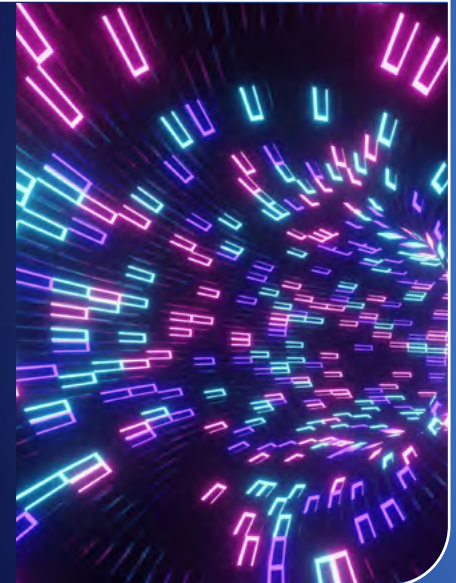
SERVICE OVERVIEW

Renewals management protects current revenue, strengthens customer loyalty, and drives business growth. Secure, predictive, journey-orchestrated renewals operations reduce churn while supporting recurring revenue and expansion.

Convert renewals into a predictable, protected growth engine

Recurring revenue models demand precision. Many organizations struggle with inaccurate forecasts, inconsistent outreach, siloed or incorrect insights, and missed expansion opportunities at renewal.

- Incorrect, insufficient or siloed customer insights
- Delayed or inconsistent renewal outreach
- Missed expansion opportunities
- Manual quote and contract processes
- Inadequate visibility into customer health signals



CGS Nexus applies a Total Experience (TX) renewals model that unifies Success, Support, Sales, Product, and Operations. By combining AI automation, journey orchestration, multilingual renewal specialists, and secure contract workflows, CGS Nexus transforms renewals from an administrative process into a strategic retention and expansion engine.



Services across the renewals lifecycle

Our renewals services combine proactive outreach, back-office rigor, and deal governance to make every renewal predictable, compliant, and expansion-ready.

- 01 Renewals Support:** Proactive, multi-channel outreach from multilingual specialists who manage timelines, quoting, and follow-ups so no renewal is missed.
- 02 Contact Creation & Preparation:** End-to-end support for contracts, amendments, and renewals documentation, including data validation, approvals packaging, and compliance checks.
- 03 Deal Desk & Commercial Governance:** Structured workflows for pricing, discounts, term changes, and exceptions, with secure quote orchestration through CPQ and audit-ready approvals.
- 04 Auto-Renewals & Lifecycle Cadence:** Fully automated renewal reminders, notifications, and escalations, orchestrated across email, voice, chat, and SMS to keep every account on schedule.

Together, these services support predictable retention and turn renewal moments into consistent opportunities for upsell and cross-sell.

Measurable impact on recurring revenue

Across subscription and contract portfolios, CGS Nexus renewals programs consistently deliver double-digit improvements in conversion, retention, and forecast accuracy.

10–20%

improvement in renewal conversion

across subscription and contract portfolios.



- 01 Higher retention and customer lifetime value** via proactive, personalized, multi-channel renewal contact.
- 02 Fewer missed renewals and 95%+ contracts renewed** before expiration due to structured cadences, journey orchestration, and automated follow-up.
- 03 Reduced manual workload for sales, success, and finance teams** through quote, contract, and billing automation.
- 04 Stronger forecast and cash-flow accuracy** with predictive analytics, health scoring, and renewal funnel visibility.
- 05 Increased upsell and cross-sell at renewal** driven by Total Experience insights and renewal-stage engagement.

CGS Journey Orchestration

CGS Nexus uses real-time journey orchestration to manage the renewals lifecycle from onboarding through expansion, continuously monitoring user behavior, product adoption, support trends, financial signals, and satisfaction indicators. What CGS Nexus Journey Orchestration enables in renewals:

- **Predictive churn indicators** triggered by sentiment, product adoption, or inactivity
- **Renewal cadences** dynamically adjusted based on customer behavior
- **Proactive outreach** when customers show risk or expansion indicators
- **Full historical context** for renewal specialists
- **Smart routing** for complex renewals requiring deal desk support
- **End-to-end lifecycle visibility** from onboarding → success → renewal → expansion

Renewals management platform

Our renewals platform brings together AI Agents, AI Copilots, analytics, and workflow automation in a single environment built for precision and scale.

01

Automation & workflow intelligence

- Automated renewal reminders, notifications, and follow-ups
- Contract expiration tracking with proactive outreach
- Routing based on renewal complexity, value, and customer tier

02

Commercial governance (deal desk)

- Approval workflows for discounts, term changes, and concessions
- Secure quote orchestration through CPQ integrations
- Audit-ready pricing decisions and exception handling

03

Analytics & insights

- Renewal funnel analytics
- Health scoring + churn prediction
- CSAT/NPS trend analysis
- Lifecycle mapping across customer tiers

04

Omnichannel engagement

- Voice, email, chat, SMS renewal interactions
- Multilingual renewal specialists in 18 languages
- CRM and subscription platform integrations

Security & compliance

Renewals operations run on a secure, audited environment designed for regulated, contract-intensive industries, our environment or yours.

Core security controls (all CGS Nexus services)	Renewals management-specific security requirements
Zero Trust access governance	Encrypted contract and commercial data storage
SOC 2 Type II, ISO 27001	Controlled approval workflows for deal desk
24x7 SOC + SIEM monitoring	Secure handling of pricing, terms, and renewal documentation
MFA + RBAC	Restricted access to renewal history and billing data
Data encryption (transit + rest)	CRM + CPQ integrations with tokenized permissions
Secure VPN/SASE endpoints	Regional data residency compliance for renewals
Audit logs + activity tracking	Full audit trails for renewal actions, approvals, and escalations
Data minimization + privacy	Secure contract archive governance

Global delivery & language coverage

CGS Nexus delivers renewals management through a unified global delivery network designed for scale, resiliency, and multilingual excellence across every region.

Countries

United States • Romania • India
• Israel • Chile • Colombia



Languages

English, Arabic, Bulgarian, Danish, Dutch, French, German, Greek, Hebrew, Hindi, Hungarian, Italian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Telugu, Tamil, Turkish, plus 22 regional dialects of India.

Flexible commercial models



CGS Nexus offers flexible commercial models that align renewals operations to your revenue goals, risk profile, and growth stage.

- Per-renewal engagement
- Shared success / revenue-aligned models
- Deal desk surge models
- Hybrid renewal + expansion programs



Make renewals predictable,
proactive, and profit-positive.

NexusSolutions@cgsinc.com

cgsnexus.com

People first.
Outcomes driven.
Aligned for success.

