

zenskar

Market Research Analysis and Study

Prepared by Shreya Gupta



Zenskar automates billing. But revenue health is still reactive.

zenskar

After researching Zenskar product, one gap stands out: the platform knows when an invoice fails, but not when a customer is about to reduce spend before it hits the MRR waterfall.

Avg. time from usage drop to churn detection

47 days

Revenue lost during detection lag per customer

\$8,200

Finance teams that catch contraction before renewal

14%

CS teams using billing data to preempt churn

31%

Billing data is a lagging indicator

Zenskar surfaces failed payments and DSO; both are signals the damage is already done. A customer with dropping API usage in week 2 will not show in any Zenskar report until week 6.

Finance and CS work in silos

Finance sees invoices and ARR; CS sees usage and tickets. Neither team has a unified view that triggers action at the right moment. Zenskar sits on all this data but does not bridge the gap.

No proactive intervention surface

Zenskar Agents Marketplace can automate billing tasks, but there is no agent that says "Acme Corp is 68% likely to downgrade in 30 days. Assign to CS now."

Three signal streams. Zero synthesis.

zenskar

Zenskar has all the ingredients (usage data, payment history, contract metadata) but they are not combined in a predictive layer. Each stream sits isolated.

Usage Signals

- API call volume dropping
- Feature adoption narrowing
- Seat utilization below 40%
- Session frequency declining
- Credit burn slowing

Already ingested by Zenskar • Not scored

Payment Signals

- Invoice dispute rate rising
- Payment term extensions
- DSO trending up
- Partial payments pattern
- Early payment history

Already in Zenskar AR • Not scored

Contract Signals

- Renewal < 60 days (no touch)
- Downgrade amendments filed
- Minimum commitment at risk
- Prepaid credits stalling
- Expansion contract opened

Already modeled as objects • Not scored

The synthesis gap

Combining all three into a single Revenue Health Score per customer would make Zenskar the first billing platform that tells finance teams who to call before the contract is at risk, not after.

Proposed feature: Revenue Health Score

A proactive AI-scored layer inside Zenskar that combines usage, payment, and contract signals into a per-customer health score and surfaces intervention recommendations to the right team.

Score Engine

- Weighted signal model (configurable)
- 0 to 100 health score per customer
- Score updated daily, not on-demand
- Segment benchmarking by ARR tier
- Confidence interval shown

Alert Layer

- Score drop > 15 points triggers alert
- Routes to Finance or CS (configurable)
- Slack and email via existing agent
- Intervention recommendation attached
- JIRA or Linear ticket auto-create

Forecasting Layer

- 30/60/90 day revenue at risk
- Churn probability per customer
- Contraction ARR forecast
- Feeds existing MRR waterfall
- Exportable to CFO dashboard

For finance teams

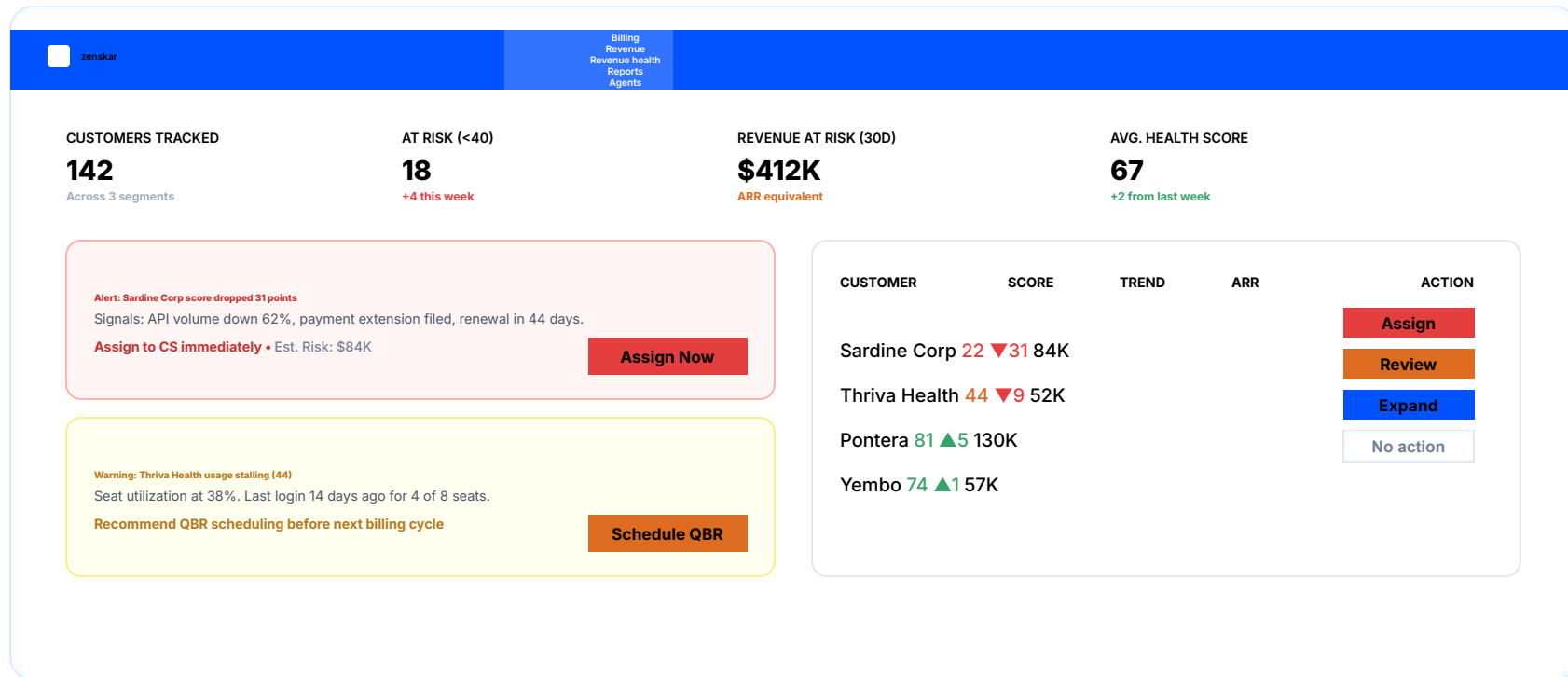
"Show me customers with score < 40 and renewal in 60 days."
Actionable collection and renewal prep.

For CS teams

"Acme health score dropped 22 points this week (usage signals & payment extension)." Call now. Proactive, not reactive.

What it looks like inside Zenskar

A new Revenue health section in the Zenskar navigation giving finance and CS a unified real-time view of at-risk accounts with score trend and one-click intervention.



Why build this now and what it unlocks for Zenskar

Revenue Health Score turns Zenskar from a billing platform into a revenue intelligence platform directly expanding TAM, improving retention, and creating a new expansion surface.

NRR improvement estimate

+8 to 12%

from early intervention

ACV uplift (new ICP)

+15%

RevOps buyers added

Engineer hours required

~6 weeks

no new data infrastructure

Competitive moat

First

Chargebee, Maxio lack this

Phase 1: Score foundation

Weeks 1 to 3

- Define signal weighting model
- Build scoring pipeline on existing data
- Revenue health tab in Zenskar UI
- Basic alert: score drop > threshold

Phase 2: Intervention layer

Weeks 4 to 7

- Slack agent for health alerts
- CS team routing and assignment
- Intervention playbook templates
- Score in MRR waterfall context

Phase 3: Forecasting surface

Weeks 8 to 12

- 30/60/90 day revenue at risk view
- Churn probability model
- CFO ready export & Marketplace agent
- A/B test intervention vs no-touch

Why this is a PM-level opportunity, not an engineering ticket

The signal data and infrastructure already exist in Zenskar. The gap is product thinking: defining the right scoring model, alert thresholds, routing logic, and the UX that makes this actionable for both Finance and CS teams simultaneously. That is the PM job.