

Renewals Led Growth

What is RLG?

Pioneered by Renewtrak, RLG is a SaaS growth strategy that **uses the renewal event as an opportunity to sell additional products that are relevant to the customer to drive expansion**. This is done by using automation to include relevant upsell and cross-sell opportunities as part of the renewal reminder quote.

Renewtrak's RLG Platform



Renewals as Catalysts for Growth

Turn every renewal into a growth opportunity with Renewtrak. Using automated renewal reminders that plant the seed and introduce options for an expansion at renewal



Predict Renewal Likelihood Using AI

Our propensity to renew scores empower sales and customer success teams to prioritize their time and increase efficiency. These scores are based on action not emotion unlike customer health scores.



Frictionless Customer Engagement Process

Renewtrak empowers customers, decision-makers, and buyers with interactive quotes, reducing quoting friction and frustration. This enhances satisfaction, expedites decision-making, and accelerates On Time Renewal



Shifting from Order Takers to Growth Enablers

Instead of waiting for customers to initiate action, Renewtrak empowers sales and customer success teams to be proactive growth drivers by streamlining the quoting process. This allows companies to proactively engage customers with interactive and shareable quotes

Boost Net Revenue Retention (NRR)

Boosting Expansion (Expansion RR)

Renewtrak's platform does this through a smart blend of automation and human intervention, identifying which deals need a personal touch to grow and which can expand through automation.

Reducing Churn (Churned RR)

By placing a great emphasis on initiating renewal discussions earlier in the game, Renewtrak's platform helps reduce Churned RR. Through automated engagement, it ensures every customer receives timely attention, enabling them to decide and renew well ahead of schedule.

$$\text{NRR} = \frac{(\text{Starting RR} + \text{Expansion RR}^* - \text{Churned RR}^{\text{end}})}{\text{Starting RR}}$$