



Prepared for Northwind Logistics - modelled from public signals - 4 August 2026

01 WHAT WE SAW

- 1 Northwind Logistics is hiring a Head of Customer Success to own UK renewals.

WORKABLE JOB POSTING · 28 JUL 2026 · JOBS.WORKABLE.EXAMPLE
- 2 Northwind Logistics raised a 12m GBP Series B led by Pennine Ventures.

PRESS RELEASE · 11 JUN 2026 · LOGISTICSWEEKLY.EXAMPLE
- 3 G2 reviewers praise tracking accuracy but call onboarding slow and support hard to reach.

G2 REVIEW · 19 MAY 2026 · G2.EXAMPLE
- 4 Northwind Logistics launched a shipper portal showing delivery exceptions in real time.

COMPANY PRESS RELEASE · 2 JUL 2026 · PRESS.NORTHWIND-LOGISTICS.EXAMPLE
- 5 Glassdoor reviewers report three departures from the customer team in six months.

GLASSDOOR REVIEW · 23 APR 2026 · GLASSDOOR.EXAMPLE

02 TOP 3 CHURN RISKS FOR B2B SAAS

01 Renewal ownership sits with nobody A first customer success leadership hire usually means renewals were being covered by sales or founders until now. TRIGGERED BY Signal 1: Northwind Logistics is hiring a Head...	02 New commitments outrunning delivery Funding brings enterprise targets, and contractual promises tend to land before the team that has to keep them. TRIGGERED BY Signal 2: Northwind Logistics raised a 12m GBP Series...	03 Onboarding is the churn window Most cancellations are decided in the first ninety days, before the customer has seen the outcome they bought. TRIGGERED BY Signal 4: Northwind Logistics launched a shipper...
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03 REVENUE AT RISK

ANNUAL REVENUE AT RISK, B2B SAAS MODEL

£1.2m to £2m



Assumes 120 staff, 110k GBP revenue per employee, about 943 accounts at 14k GBP ACV, and 9% to 15% annual logo churn (B2B SaaS benchmark). Staff count from Companies House filings; the rest are segment benchmarks, not measured figures for this company.

04 ONE PLAY TO RUN THIS WEEK

1 Pull every account renewing in the next 90 days into one list.	2 Name a single owner beside each one, and tell them today.	3 Call the three largest this week and ask what nearly went wrong.
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