

Churn Taxonomy Reference Guide

Classification reference for CSM and Sales - use alongside ChurnZero

Classificatiereferentie voor Customer Success Managers en Sales.

Te gebruiken in **ChurnZero** (line item > Churn Classification - Primary and Secondary Causes) of in **Salesforce** (line item > Churn Information) - Salesforce schrijft naar ChurnZero (eenrichtingssynchronisatie).

Voor elk churning product is minimaal een volledige Primary-classificatie vereist voor afsluiting.

DE VOLGENDE PAGINA'S BEVATTEN DE CLASSIFICATIELOGICA EN ALLE DETAIL REASON CODE.

Mandatory: for each churning product, select at least one complete classification (Category + Churn Reason + Detail Reason Code) before closure. Enter it in **ChurnZero** (line item > Churn Classification - Primary and Secondary Causes) or in **Salesforce** (line item > Churn Information) - Salesforce writes to ChurnZero (one-way sync).

HOE TE CLASSIFICEREN

Drieniveau-classificatie

NIVEAU 1

Category

Het brede gebied dat verantwoordelijk is voor de churn. In totaal 7 categorieën.

bijv. Product, Customer Relationship, Pricing & Value

NIVEAU 2

Churn Reason

Een subgebied dat gerelateerde Detail Reason Code groepeert.

bijv. Lack of Integrations, Support Issues, Pricing

NIVEAU 3

Detail Reason Code

De specifieke hoofdoorzaak. Vooraf geclassificeerd als Internal of External. Vul altijd het veld Extended Information in.

bijv. Integration Failure, Slow Support Response, Price Too High vs ROI

INTERNAL VS EXTERNAL

INTERNAL

Veroorzaakt door MotorK

Churn toe te schrijven aan een fout of gedrag van MotorK. De meeste Detail Reason Code zijn Internal.

Meerdere Internal-redenen kunnen tegelijkertijd bestaan in een churn.

EXTERNAL

Buiten de controle van MotorK

Churn veroorzaakt door factoren buiten de controle van MotorK. MotorK heeft correct geleverd.

Als je een External-code selecteert, wordt verwacht dat dit de enige reden is.

Primary, Secondary & Contributing

PRIMARY

Primary Churn Reason

Verplicht voor elk churning product. De noodzakelijke oorzaak. Verankerd de keuze aan de eigen woorden van de klant in de opzegging, het Gong-gesprek of de BCK-notitie.

"Als dit probleem niet had bestaan, had de klant dan verlengd?"

SECONDARY

Secondary Churn Reason

Optioneel. Een tweede factor die ook zonder de Primary ernstige schade zou hebben veroorzaakt.

"Zou dit probleem ook zonder de Primary aanzienlijke schade hebben veroorzaakt?"

CONTRIBUTING FACTORS

Contributing Factor 1 & 2

Optioneel. Alles wat zichtbaar is in het account maar niet zelfstandig genoeg. Tot twee per product.

Alles wat in het account naar voren komt maar niet sterk genoeg is om zelfstandig te staan.

VELD LOCATIONS

Waar de velden te vinden zijn

VELD	WAAR	
Primary	Salesforce + ChurnZero	Verplicht
Secondary	Salesforce + ChurnZero	Optioneel
Contributing 1 & 2	CZ: Churn Classification - Contributing Factors	Optioneel
Extended Info	CZ: Churn Classification - Primary and Secondary Causes	Optioneel*

*Verplicht for Primary & Secondary when present. Salesforce schrijft Primary en Secondary naar ChurnZero (eenrichtingssynchronisatie).

CATEGORY 1

Billing

Finance & Back Office

REASON COMPANY CHANGE		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Billing Entity Change EXTERNAL The customer's legal entity changed - e.g. merger, acquisition, or corporate restructuring - requiring a new contract. MotorK is not at fault.	Group brings own billing structure; M&A with entity name change	External - expect sole reason

REASON CONSISTENT BILLING ISSUES		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
MotorK Invoicing INTERNAL Recurring errors in MotorK invoices: wrong amounts, delays, misapplied credits. Creates distrust and payment disputes.	Invoice dispute; finance team complaints; repeated billing corrections	All products

Product

Product · Engineering · Delivery

REASON UNDELIVERED			
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS	
<p>Onboarding Too Slow INTERNAL</p> <p>Onboarding phase failed to meet expectations - either go-live was delayed or required training was not delivered on time. Both delay and missing early training fall under this code. Use Extended Information to specify which factor(s) applied.</p>	<p>SLA on go-live exceeded; training not delivered during onboarding window; customer lost momentum</p>	<p>0-90 days from signature</p>	
<p>Go-Live Beyond Agreed Timeline INTERNAL</p> <p>Go-live date not met relative to expectations set during delivery - whether contractual or communicated informally. Note: responsibility may be shared with the client (e.g. slow data provision, delayed approvals). Always detail the exact causes in the Extended Information field of the churn.</p>	<p>Delivery milestone missed; shared responsibility possible - document causes in Extended Information</p>	<p>Pre Go-Live</p>	

REASON LACK OF INTEGRATIONS			
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS	
<p>Integration Failure INTERNAL</p> <p>Failed integration with DMS, OEM APIs, or third-party systems. Data sync broken, manual workarounds required.</p>	<p>Data sync broken; manual workarounds required</p>	<p>WebSpark · LeadSpark · StockSpark</p>	
<p>Data Migration Errors INTERNAL</p> <p>Data migrated incorrectly or partially lost. Trust broken early; data integrity compromised.</p>	<p>Trust broken early; data integrity compromised</p>	<p>Onboarding phase</p>	
<p>Competitor: Native System Integration INTERNAL</p> <p>Competitor has out-of-the-box integration with OEM or essential systems (DMS, etc.) that MotorK lacks. Integration advantage is decisive.</p>	<p>Competitor chosen specifically for DMS/OEM native integration</p>	<p>StockSpark · AdSpark · WebSpark</p>	
<p>3rd Party Failure EXTERNAL</p> <p>Integration failed due to a third-party (non-MotorK) system or provider. MotorK's side functioned correctly. This includes both technical failures (outage, API change) and non-technical ones such as poor collaboration or excessively long response times from the partner.</p>	<p>Partner outage, API change, poor collaboration, or long partner response times - outside MotorK's control</p>	<p>External - expect sole reason</p>	

REASON PRODUCT FEATURE NOT WORKING			
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS	
<p>Feature Gap INTERNAL</p> <p>Expected functionality is not present in the product. Log the specific missing module.</p>	<p>Log specific feature name and business impact</p>	<p>All products</p>	
<p>Poor UX / Usability INTERNAL</p> <p>Interface is difficult, unintuitive, or creates high training burden. Low adoption.</p>	<p>High support ticket volume on UX; low adoption rates</p>	<p>All products</p>	
<p>Competitor: Better Product INTERNAL</p> <p>Competitor offers features MotorK lacks. Log competitor name + specific gap.</p>	<p>Log competitor name + specific gap for Product team</p>	<p>All - log case by case</p>	

REASON LACK OF TRAINING			
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS	
<p>Insufficient Training INTERNAL</p> <p>Dealer team does not know how to use the product adequately. Use Extended Information to specify: (a) whether all contracted training was delivered and proved insufficient for the client, or (b) whether training was partially or fully not delivered, leaving the customer at a disadvantage. The distinction matters for Delivery and CS accountability.</p>	<p>Low login frequency; high support tickets; "we never learned how" - specify in Extended Information if training was fully or partially delivered</p>	<p>Post Go-Live 0-30 days</p>	

REASON OVERALL PRODUCT PERFORMANCE ISSUE		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Bug / Instability INTERNAL Recurring technical errors, crashes, or unexpected behaviour. Reproducible or reported defects.	Open bug tickets; reproducible defects	All products
Performance / Speed INTERNAL Slow loading times, unacceptable latency. UX degradation due to response time.	Load time complaints; UX degradation	WebSpark · LeadSpark
No ROI Demonstrated INTERNAL Product does not generate measurable value - MotorK never showed concrete results. No data-driven QBR; value invisible to customer.	"I do not see the results" - no data-driven QBR ever held	PredictSpark · FidSpark · CallSpark
Mobile App Issues INTERNAL Mobile app broken, missing key workflows, or absent entirely.	Key workflows unavailable on mobile; app crashes	LeadSpark · StockSpark
Product Unavailability / Downtime INTERNAL Frequent or prolonged service interruptions. SLA impacted, customer cannot operate.	SLA breached; customer cannot operate during business hours	WebSpark · LeadSpark · StockSpark

REASON CROSS-PRODUCT IMPACT		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Cross-Product Dissatisfaction Spillover INTERNAL Churn triggered by dissatisfaction with another MotorK product, resulting in loss of trust in the overall MotorK ecosystem.	Dissatisfaction with Product A triggers churn of Product B	All products
Add-on Churned Due to Main Product Churn INTERNAL Add-on or secondary product churned as a direct consequence of the main product churning - not due to standalone dissatisfaction. The examples below are illustrative only; apply the logic to any add-on or secondary product that has no independent reason to churn.	e.g. StockSpark App churns because StockSpark churns; cookie widget churns because WebSpark churns - apply logic to any dependent product	Add-ons · Secondary products

REASON DEPRECATED MOTORK PRODUCT		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Product Deprecated INTERNAL MotorK has discontinued or sunset this product. The product is being phased out - either replaced by a newer solution or discontinued.	Product announced as end-of-life by MotorK	Add-ons · Secondary products
Forced Migration (Legacy) INTERNAL Customer is on a legacy version being sunset. Migration to new stack was not smooth or accepted.	Legacy platform sunset; customer unwilling or unable to migrate	Legacy products

Contractual Changes

Finance & Back Office - Legal

REASON COMPANY CLOSURE		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Dealer Closed, POS Closure EXTERNAL Bankruptcy, retirement, or ceased operations. Dealer permanently closes down.	Family-owned dealership closing; market crisis; retirement	External - expect sole reason

REASON PRODUCT CHANGE		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Re-contractualization INTERNAL Customer re-contracts under different terms - e.g. switching product tier or bundle - resulting in a churn of the original contract.	Customer downscales or restructures contract; bundle change	All products

REASON DEALERSHIP NETWORK EXIT		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Market / Regulatory EXTERNAL Regulatory change, market exit, or franchise loss forces the churn. This also applies when a MotorK product does not comply with country-specific regulations (e.g. GDPR, local data residency, or sectoral rules), making continued use legally or commercially impossible for the dealer.	Dealer loses OEM licence; market exit; local regulation change; MotorK product non-compliant with country-specific rules	External - expect sole reason

REASON SERVICE DISCONTINUE		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Dealer Discontinued Product Line EXTERNAL Dealer voluntarily exits a specific business line, making the product irrelevant for that activity.	Dealer closes rental division; exits fleet management; discontinues a product segment the tool was purchased for	External - expect sole reason

REASON COMPANY ACQUISITION		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
M&A / Ownership Change EXTERNAL Dealer acquired by a group imposing different software. New owner brings own tech stack.	Group acquisition; merger; new owner imposes group CRM/DWS	External - expect sole reason

Agreements

Finance & Back Office - CS - Legal

REASON NATURAL CLOSURE - MOTORK ISSUE		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Contract Inflexibility INTERNAL Contract does not allow necessary adjustments. Customer needs to downsize, restructure, or modify payment terms but MotorK's contractual conditions are rigid - including inflexible payment schedules or inability to adapt instalment frequency.	Downsize request refused; volume locked; inflexible payment terms or instalment schedule	All products
SLA Breach INTERNAL MotorK violated contracted service levels. A contractual obligation was not met.	Contractual SLA missed; customer exercises exit clause	All products

REASON NATURAL CLOSURE - CUSTOMER ISSUE (CONTRACT REACHED NATURAL END OF TERM)		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Customer Regulatory Constraint EXTERNAL Customer faces regulatory pressure preventing continuation of the contract. Not MotorK's fault.	GDPR ruling; country-specific regulation blocking product use	External - expect sole reason
Customer Insolvency / Financial Distress EXTERNAL Customer is insolvent or in severe financial distress. No budget to continue regardless of product value.	Bankruptcy filing; receivership; verified severe financial distress	External - expect sole reason

REASON NO TACIT RENEWAL		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Non-recurring Product EXTERNAL Product was sold as a one-time or project-based engagement, not a recurring subscription. No renewal was expected.	One-time implementation or campaign; no recurring contract	External - expect sole reason

Customer Relationship

Customer Success · Support

REASON SALES SUPPORT			
DETAIL REASON CODE		DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
CSM Not Proactive INTERNAL		"We had not spoken in months" - S2+ with no touchpoint > 60 days	Full customer lifetime
Only reactive contact; no proactive outreach. Customer feels unsupported between problems.			
No QBR / Business Review INTERNAL		S2+ account with zero QBRs in full contract history	Full customer lifetime
No formal results review ever held. Value never demonstrated; relationship never deepened.			
Stakeholder Not Managed INTERNAL		Churn following turnover of client contact; new champion not identified	Full customer lifetime
Contact change at dealer not caught; new contact not onboarded. New decision-maker has no relationship with MotorK.			
Renewal Handled Too Late INTERNAL		"I have already signed with someone else" - renewal conversation started too late	Renewal phase
Renewal discussed less than 30 days before expiry. No runway to negotiate or address concerns.			
High CSM Turnover INTERNAL		"I do not know who my contact is" - 3+ CSM changes in 12 months	Full customer lifetime
Customer changed CSM multiple times. Lost relational continuity; trust must be rebuilt repeatedly.			
No Post-Sale Follow-Up INTERNAL		Churn within first 6 months; customer reports no point of contact post-signature; no formal Sales-CSM introduction made	0-90 days from signature
No proper Sales-to-CSM handover after signing. Sales should introduce the assigned CSM to the customer shortly after contract signature - if this step is skipped, the customer starts without a named contact and MotorK's ownership is never established. Primary accountability: Sales.			

REASON SUPPORT ISSUES			
DETAIL REASON CODE		DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Slow Support Response INTERNAL		Support SLA missed; customer escalates to CSM or management	Full customer lifetime
Tickets not handled within SLA; long response times. Perceived abandonment; escalation to churn.			
Issue Not Resolved INTERNAL		Same ticket re-opened multiple times; issue open > 30 days	Full customer lifetime
Open problem for weeks/months without resolution. Chronic frustration; trust erosion.			
Competitor: Better Support / Service INTERNAL		Customer mentions competitor CSM model or response speed during exit conversation	All products
Competitor has local CSMs, faster response times, or higher perceived reactivity.			

Pricing & Value

CS · Finance · Sales

REASON PRICING		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Price Too High vs ROI INTERNAL Customer does not perceive enough value for the cost. Value gap: cost outweighs perceived benefit.	Low NPS + "too expensive" + regular usage - value not communicated	All products
Hidden Costs / Unexpected Add-Ons INTERNAL Extras not disclosed at signing. Surprise billing erodes trust.	Invoice dispute; surprise at renewal; "I did not know this was extra"	All products
Usage Too Low to Justify Cost INTERNAL Customer does not use the product enough. Low adoption making cost feel unjustifiable.	Login frequency below threshold for 60+ days; low feature activation	All products
Competitor: Better Price INTERNAL Competitor made a more competitive offer. Log competitor name + price delta.	Log competitor name + price delta for Sales/Finance review	All - log case by case
Discount Withdrawn INTERNAL Previous discount not renewed; increase felt as punitive. Customer perceives penalty for loyalty.	Churn at renewal with new full price; customer references previous discount	All products
Price Increase INTERNAL MotorK applied a price increase not accepted by the customer.	Customer refuses renewal after price increase notification	All products

REASON MIS-SELL / EXPECTATION GAP		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Oversold Expectations INTERNAL Sales promised non-existent features or unrealistic timelines. Gap between sold promise and delivered product.	"They told me I could do X" - low NPS from Month 1	0-6 months from signature
Wrong Product Sold INTERNAL Customer had different needs; product was not a fit. Discovery was insufficient or misrepresented.	"It does not do what I need" - low usage from day one	0-6 months from signature
Use Case Mismatch INTERNAL Product exists but not for this dealer type or market. Product scope does not match the customer's workflow.	"It does not fit our process" - product used in unintended context	0-6 months from signature

HQ & External Decisions

External - no MotorK root cause

REASON HQ DECISION		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Group / Owner Decision EXTERNAL A decision imposed at group or ownership level - not by the individual dealer. The dealer has no autonomy in the choice. Covers acquisition, merger, and any situation where the group/ HQ mandates a different technology or vendor.	Group mandate after acquisition; new ownership imposes group CRM/DWS; HQ technology standardisation	External - expect sole reason
OEM Mandate EXTERNAL OEM mandates a specific platform. Dealer has no choice regardless of satisfaction with MotorK.	OEM mandatory platform rollout; country-specific OEM programme	External - expect sole reason
Genuine Budget Cut EXTERNAL Verified financial hardship at group level, unrelated to perceived value of the product. Often driven by broader automotive market conditions (e.g. market downturn, OEM production cuts, electrification transition costs) rather than dissatisfaction with MotorK.	Automotive market downturn; OEM cuts impacting dealer revenue; structural group-level cost reduction	External - expect sole reason

REASON VOLUNTARY DOWNSIZING		
DETAIL REASON CODE	DESCRIPTION / WHEN TO USE	SIGNAL / PRODUCTS
Less Rooftops Needed EXTERNAL Dealer network voluntarily downsizes - closes branches or reduces footprint. Fewer sites need the product.	Dealer closes branches; network reduction programme	External - expect sole reason
Less Licenses Needed EXTERNAL Dealer retains all rooftops but needs fewer seats/licences - headcount reduction or restructuring.	Headcount reduction; team restructuring reduces licence need	External - expect sole reason