

The Health-Score Model.

An early-warning system that tells you which accounts need you this week, before the customer tells you with a cancellation. This preview shows the model. The full product is the working spreadsheet that scores it for you.

The signals and weights

Score each customer on five signals, weight them, and sum to a score out of 100.

SIGNAL	WHAT YOU ARE READING	WEIGHT
Product usage	Active users and core-action frequency versus their own baseline	30
Breadth of adoption	How many seats and use cases are live, not just one champion	20
Value realised	Are they hitting the goal set at kickoff? Can they name the return?	20
Relationship	Champion engaged and in role. Exec sponsor reachable	15
Support and sentiment	Ticket volume, severity, and tone. A spike in friction is a flag	15

The bands, and the play for each

70 TO 100**Green**

Healthy. Protect and grow. This is where expansion belongs.

40 TO 69**Amber**

Drifting. Intervene this week on the specific signal that slipped.

0 TO 39**Red**

At risk. Escalate now, with an honest plan and dates.

A worked example

Northwind, a core account. Usage down on baseline, only one active seat, the kickoff goal not yet hit, but the champion is responsive and support is quiet. The model returns a score of **61**, which is Amber.

The play is not a generic check-in. It is specific to the two signals that are down: single-seat adoption and an unmet goal. Book a working session to onboard a second team and move the original goal forward, then re-score next month and watch the direction.

THE FULL VERSION

A working spreadsheet that does the maths for you.

Enter a score for each signal and the spreadsheet calculates the total, sets the band, and colours it red, amber, or green.

A built-in portfolio summary shows how much of your revenue sits in each band, so you can see next quarter's renewals at a glance.

£39 in the Toolkits at rilaconsulting.co.uk

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