

# The Top Reasons Why SaaS Customers Churn

*This is an extra resource to go along with the original article:*  
[7 Ways to Identify Churn-Risk SaaS Customers](#)

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*Here are the leading reasons why SaaS customers churn:*

**Lack of onboarding** - After getting access to your app, your new customers don't know what to do first. Always introduce your product and provide a tour to familiarize your customers with the product.

**Bad customer service** - If a customer reaches out to you, they should meet a friendly and approachable representative. Otherwise, it will create a negative impression of your business that could lead to churn.

**Not a good fit** - Are you attracting the wrong types of customers? While getting a lot of customers may seem like a good idea, it becomes a problem when you can't help them meet their goals. Only go after customers who you are confident that your product can help.

**Lack of ongoing education** - Don't forget about your customers after you've gotten their business. Continue to provide value. Share tips on how they can use your product to meet their goals.

**Payment failure** - Are you doing everything in your power to prevent involuntary churn? Be sure to use a dunning and pre-dunning software that reaches out to customers before their payment fails. Try our Stunning software for free here.