

Risk Recovery Plan

Triggered when an account moves to At-Risk. 30-day recovery cycle led by CSM + Exec sponsor.

Trigger Criteria

- Health score < 60 for 2 consecutive weeks, OR
- Churn signal detected (missed payment, competitive RFP, exec change), OR
- Sev-1 incident with unresolved root cause > 72 hrs.

Immediate Actions (Day 0-3)

1. CSM opens Risk Recovery ticket; notify VP Customer Success + assigned exec sponsor.
2. Diagnose root cause: product, clinical, commercial, or relationship.
3. Schedule executive alignment call within 5 business days.

Section 1 — Root Cause

SYMPTOM	ROOT CAUSE	CATEGORY
—	—	Product / Clinical / Commercial / Relationship

Section 2 — Recovery Commitments (30 days)

COMMITMENT	OWNER	DUE	SUCCESS METRIC
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Section 3 — Executive Sponsorship

- Weekly 20-min check-in between CloudHealth exec sponsor and client counterpart.
- Direct Slack channel opened for real-time issues.

Section 4 — Exit Criteria

Account exits Risk status when health score ≥ 75 for 3 consecutive weeks AND all Section 2 commitments are marked complete.