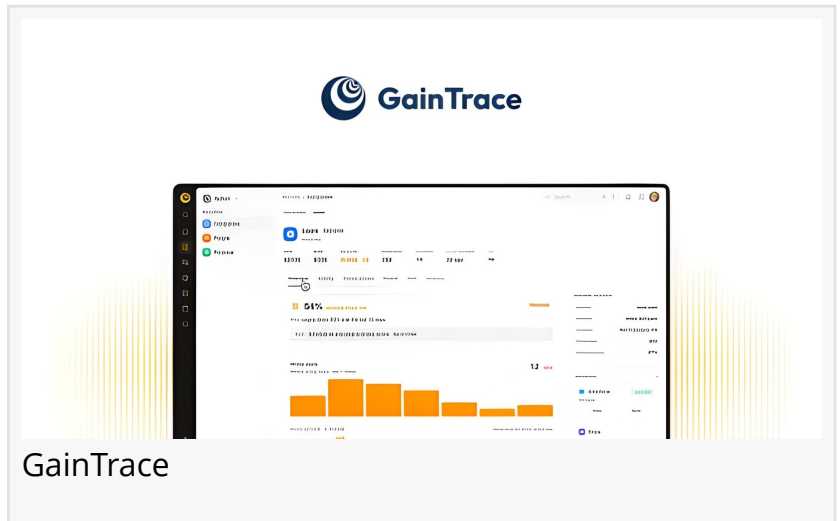


GainTrace Launches AI Customer Success Platform as SaaS Retention Falls to 84%

Median SaaS gross revenue retention fell to 84%. GainTrace scores every account automatically; early customer Saleshandy says it saved \$17K in week one.

AHMEDABAD, GUJARAT, INDIA, August 19, 2026 /EINPresswire.com/ --

GainTrace today opened general availability of its [AI customer success platform](#) for B2B SaaS revenue teams, built on a premise that separates it from the rest of the category: the software is designed to be run by a customer success manager, not by a dedicated CS operations hire.



The launch arrives as retention deteriorates industry-wide. The 2026 Aleph x Benchmarkit SaaS & AI Performance Benchmarks, published June 1, 2026 and drawn from 342 B2B SaaS and AI-native companies, put median gross revenue retention at 84 percent for full-year 2025, down from 88 percent a year earlier. The 75th percentile slipped from 95 percent to 91 percent. Because the decline appeared at every measured percentile, the report treats it as a market-level shift rather than a cluster of execution failures. On a \$10 million ARR base, four points is roughly \$400,000 of recurring revenue lost each year before a single new logo closes.

“

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Anil Salvi, Chief Revenue Officer, Saleshandy

GainTrace's argument is that the churn signal was never

missing. It was scattered. Salesforce holds the account record, Stripe holds the failed invoice, Intercom holds the frustrated support thread, and Mixpanel holds the login curve that flattened six weeks ago. A customer success manager covering 60 accounts cannot reconcile ten dashboards every morning, so the first legible summary of an account often arrives during the renewal call itself.

One score, assembled from every system.

The platform connects more than 20 sources — among them Salesforce, HubSpot, Stripe, Paddle, Intercom, Zendesk, Jira, Slack, Gmail, Mixpanel, Amplitude, PostHog, Snowflake and BigQuery — into a single live account timeline. Trace AI, the platform's scoring agent, reads product usage, billing events, support conversations and email as they happen, ranks accounts by who needs attention today, and explains each score signal by signal rather than returning an opaque number. When risk rises or an upgrade trigger appears, playbooks fire automatically: an intervention when adoption drops, a follow-up when onboarding stalls, a task when renewal risk climbs, an alert to the account owner when expansion signals surface.

Pre-built scores and playbooks cover [churn prediction](#) and [expansion intelligence](#) out of the box, and two-way sync with Salesforce or HubSpot keeps every score aligned with the CRM of record.

The category's hidden cost is the person hired to run it:

Most customer success platforms deliver value only after a company staffs someone to configure and maintain them, commonly half to a full FTE in CS operations plus a professional services engagement. GainTrace is positioned directly against that cost. Because Trace AI captures signals automatically from product, billing, support and email, an account's health score updates whether or not a CSM remembers to log a note, and one CS leader can own scoring, playbooks and reporting.

Early customer results:

Saleshandy, a sales engagement platform, evaluated competing customer success tools before adopting GainTrace.

"We tested every major CS platform. GainTrace stood out. In week one, it caught churn risks we'd have missed and saved us \$17K. My team actually loves using it," said Anil Salvi, Chief Revenue Officer at Saleshandy.

"Most customer success platforms only start working once you hire someone to work them," said Raj Bheda, Co-founder of GainTrace. "We built GainTrace so the platform does the work and the CSM does the customer."

GainTrace is available now with a free 14-day trial and no credit card required. Teams typically go live in days rather than the multi-quarter rollouts common in the category. Pricing and integration details are at gaintrace.com.

About GainTrace:

GainTrace is an AI customer success platform for B2B SaaS companies. It unifies product usage, billing, support and CRM data into one live, explainable customer health score, flags accounts drifting toward churn ahead of renewal, and automates rescue and expansion playbooks. GainTrace is built and operated by Girasol Technologies LLP, headquartered in Ahmedabad,

India.

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