






Brightwheel

An education app co. that used AI to predict customer churn and improve retention by 5x.

 <p>Problem</p> <p>Significant growth in customer acquisition, but high churn</p>	 <p>Solution</p> <p>Data Scientist built an AI model that predicts churn risk</p>	 <p>Result</p> <p>Improved customer retention by a staggering 5x</p>	 <p>Impact</p> <p>Enabled team to proactively take action on likely churn</p>
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Brightwheel is the first all-in-one software platform for preschools, childcare providers, and after school programs.

Brightwheel helps teachers manage their day and communicate with parents, gives parents insight into what their children are learning, and automates the process of managing operations at the school.

Services used

 Classification Models	 Data Transformation	 Data Visualization	 Zapier Automation
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The Problem

Brightwheel experienced significant growth in customer acquisition, but wanted to proactively address churn.

They realized that building an AI model to predict churn was the solution, but their previous attempts were unsuccessful.

With the data they had, they turned to Ellington Digital for help.

The Solution

Brightwheel, wanted to develop an AI model for predicting churn. They tried various options such as hiring agencies, freelancers, and even building an internal team. Despite their efforts, they were unable to achieve the accuracy and speed they desired in their AI model.

The process was also confusing as they constantly had questions about AI that were left unanswered. Frustrated with their efforts, they turned to Ellington Digital. With the help of a dedicated data scientist, they were able to prepare datasets and build a model in just 3 days.

The AI model was able to accurately predict churn, which in turn allowed Brightwheel to improve their retention rate by a staggering 5x.


The Outcome

Improved retention rate by a staggering 5x.

The partnership with Ellington Digital allowed Brightwheel to overcome their challenges and realize the full potential of AI in improving their business operations.

★★★★★

"Grateful to have this team by our side, they are super responsive and always available"



Kari Keogh
Engagement Analyst @ Brightwheel