

FREE RESOURCE

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SaaS Customer Health Score Dashboard: The 5-Pillar Framework

A 5-pillar framework for measuring, predicting, and acting on customer health. Product telemetry, sentiment, financial health, engagement, and support signals — weighted and scored.

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About This Guide

The Customer Health Score Dashboard walks you through five weighted pillars of customer health. Learn how to calculate a composite health score, identify at-risk accounts early, and trigger automated interventions.

The 5 Framework Pillars

1. Product Telemetry (40%) — Usage frequency, feature adoption, power user ratio, and product-qualified lead scoring. The highest-weighted dimension.
2. Sentiment (20%) — NPS trends, support ticket sentiment, churn intent signals, and executive sponsor sentiment analysis.
3. Financial Health (15%) — Payment timeliness, contract expansion velocity, discount dependency, and billing health indicators.
4. Engagement (15%) — Login frequency, session depth, community participation, and content consumption patterns.
5. Support Signals (10%) — Ticket volume trend, severity distribution, escalation frequency, and support satisfaction scores.

Framework-Backed Decisions

Framework-backed decisions outperform intuition-based decisions across every stage of product and growth strategy. Structured frameworks provide three key advantages:

Consistency — Apply the same criteria to every decision. No emotional bias, no recency effect.

Clarity — When the criteria are visible and the scoring is transparent, teams align faster and debates become productive.

Accountability — Decisions are documented with rationale. Retrospectives can trace why a decision was made and whether the assumptions held.

Key insight: The best framework is the one your team will actually use consistently. Start with the simplest framework that addresses your decision problem, add complexity only when the simple model gives ambiguous answers.

How to Use This Guide

To get the most value from this guide:

Step 1: Read through all 5 framework steps to understand the complete methodology.

Step 2: Score your organization or product against each dimension. Be honest — the framework is only useful with accurate inputs.

Step 3: Identify your lowest-scoring areas. These are your highest-impact improvement opportunities.

Step 4: Build a remediation roadmap prioritizing the gaps that block your most important outcomes.

Step 5: Re-assess quarterly. Track your score changes over time to measure progress.

Pro tip: Share this guide with your team and score independently before comparing results. The scoring differences reveal alignment gaps that are valuable to discuss.

Ready to Take the Next Step?

ProductQuant helps B2B SaaS companies build data-driven growth strategies. From DNA analysis to full pipeline operations — we build the infrastructure that compounds.

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