

Brad Bong

CS & Retention Operations | Systems Builder

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Summary

CS and retention specialist who turns customer signal into protected revenue. 4x'd monthly saves at GlossGenius (3 to 12) and held monthly logo churn under 2% at Arketa as the base grew from 900 to 1,600. Cut median escalation resolution from 69 days to 4 and quantified \$174K in quarterly churned-revenue impact, reported to the C-suite. Builds the retention systems—escalation routing, churn analysis, and revenue-risk reporting—usually where none exists yet.

Core competencies

Churn & retention analysis · Escalation system design · Support-first routing · Post-onboarding stabilization · Customer health & risk monitoring · Renewal & churn-risk management · VOC synthesis · Revenue-risk reporting · Churn segmentation · Cross-functional stakeholder management · SLA/TAT design · AI-assisted triage (Claude CoWork)

Experience

Founding CSM, Retention Arketa

Jun 2025 – Apr 2026

B2B SaaS for boutique fitness studios · SMB · first dedicated retention hire

- Held monthly logo churn under 2% as the logo base grew from 900 to 1,600 accounts; quantified \$174K in Q1 2026 churned-revenue impact and reported it to the Head of Success, Head of Support, and CTO with root-cause analysis and cross-functional fixes.
- Cut weekly median escalation resolution from 69 days to 4 by redesigning routing and clarifying Support vs. Retention ownership; built a support-first escalation ladder across Linear, Intercom, Slack, and Claude CoWork.
- Managed a peak-month escalation book of ~\$245K in at-risk ARR across 33 high-risk cases and documented \$64K+ in confirmed saves, with org-level churn holding under 2%.
- Retained 85% of a Q3 2025 churn-risk cohort — 61 of 72 studios and \$251K of \$295K in at-risk ARR.
- Audited 233 escalations and showed only 33% truly belonged in Retention, giving leadership a blueprint to cut misrouted work and scale Support ownership.

Founding CSM Balanced Body

Jan 2024 – Mar 2025

Global Pilates educator network · 400+ educators and Authorized Training Centers worldwide

- Built the network's first CAC and ROI model from raw financial data: \$1.4K per-educator acquisition cost, payback scenarios, and regional headcount targets; modeled a \$440K annual licensing-revenue opportunity across GCC and APAC.
- Launched an onboarding program for new educators, defined activation, and drove 70% to activation within 90 days, versus prior cohorts left without follow-up for up to 300 days.
- Created Quarterly Success Plans mapping educator goals to milestones, owners, and status; the role's first structured account planning.

CSM, Retention GlossGenius

Jun 2022 – Nov 2023

B2B SaaS scheduling + payments for beauty/wellness SMBs

- 4x'd monthly saves from 3 to 12 while cutting outbound dial volume 51%; improved live-conversation save rate from 6% to 55% by redesigning churn-call targeting, scripts, and outreach.
- Cut per-case admin work 60% by standardizing call prep, note capture, segmentation, and follow-up during the Customer Success migration into HubSpot.
- Built a Slack-Google Sheets-Data Studio pipeline, giving CS leadership a repeatable view into question trends, team-lead responsiveness, and rep support volume.

Team Lead, Servicing Support Better Mortgage

Sep 2020 – May 2022

High-volume mortgage servicing · player-coach role

- Overhauled the servicing email-macro library end to end; inventoried use cases, aligned templates with Compliance and Marketing, and cut first-response time from 4h30 to 3h10, turning chronic SLA misses into consistent attainment.
- Co-built and led a weekly call-coaching program; was chosen as one of three specialists to lead the ServiceMac servicing pilot on a new closed-loop system.

Restaurant Manager (Opening Team) Public Kitchen

2017 – 2019

- Opening-team manager at Public Hotel NYC: built and scheduled six FOH teams from zero and lifted the OpenTable rating from 4.0 to 4.4 in one quarter.

Assistant Cruise Director Oceania Cruises

2015 – 2017

- Second-in-command for daily guest experience and entertainment operations aboard 1,200-guest luxury ships.