

MCP SERVER

NO CODE

CLOUD HOSTED

ChurnZero MCP for AI Agents

Predicting Account Health & Managing Customer Retention Risk

ChurnZero connects your entire customer success data into any AI client. Stop logging into dashboards to check on accounts. Instead, ask questions about account health scores, recent activity, or active alerts using natural conversation. This MCP lets you review contact history, monitor playbooks, and track custom events for every customer in real time.

A+ Quality Score 100/100

customer-success

churn-prediction

health-scores

account-management

customer-retention

saas-analytics



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

ChurnZero MCP

8 tools available

Cloud-hosted on Vinkius

Managing customer success data used to mean jumping between dozens of tabs: the alert log here, the messaging system there, the health score dashboard somewhere else. It's a massive waste of time just trying to get a full picture of an account's status.

This MCP changes that. You connect your ChurnZero account and give your AI client direct access to all your customer success data. You can ask simple questions—like, 'Which accounts are at risk due to low usage?'—and the agent pulls that information directly into the chat window. It doesn't matter if you're using Claude, Cursor, or any other MCP-compatible client; accessing your account records and history is done via natural conversation.

You can review everything from active playbooks and customer journeys to specific communications sent out. The entire ChurnZero catalog of data becomes conversational intelligence. This level of unified visibility means you spend less time collecting metrics and more time actually helping customers retain their business.

Core Capabilities

01 — Review immediate success alerts

Check for any critical or low-level warnings across the entire client base that require attention right now.

03 — View customer contact information

Access and list all known contacts associated with a specific account, including their interaction history.

02 — Get detailed account status

Retrieve deep information, including current health scores and historical metrics, for any specific customer account.

04 — Monitor active success journeys

See which custom playbooks or success paths are currently running for customers to ensure nothing falls through the cracks.

05 — Review communication logs and messages

List and audit all automated communications, emails, and direct messages sent out to a customer.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/churnzero — connect your AI agent in three steps.

- 01** Subscribe to this MCP on Vinkius and provide your ChurnZero App Key and instance App URL.
- 02** Connect the service in your preferred AI client, giving your agent permission to read customer success data.
- 03** Start asking questions in chat: 'Show me all accounts with a health score below 50.' The agent executes the query and presents the results.

The bottom line is you get a single source of truth for account health, right inside your conversation window.

Built For

This MCP is built for customer success operations teams and managers who spend too much time cross-referencing data across multiple internal dashboards. If you're tired of manually checking if a key contact was reached or if an account missed a critical milestone, this is for you.

Customer Success Manager

Uses the agent to quickly check specific account details and review recent communications before jumping on a call with a client.

Success Operations Specialist

Audits playbook performance or reviews communication history for compliance checks without opening the main ChurnZero dashboard.

Sales Team Member

Needs to quickly look up an account's current status and recent activity logs while chatting with a prospect who is already a client.

What Changes When You Connect

- 01** Review immediate issues using `list_churnzero_alerts` and instantly identify accounts needing attention. You don't have to sift through dashboards just to find red flags.

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- 02 Get a full picture of any account by combining data from `get_account_success_details` with contact history, all in one conversational query.

 - 03 Audit past interactions easily. Use `list_customer_messages` and `list_success_playbooks` together to understand exactly what was communicated or promised weeks ago.

 - 04 Maintain accurate records by using `track_account_event`. Instead of remembering a milestone, you log it directly through your agent for better health scoring.

 - 05 See the bigger picture with `list_churnzero_accounts` and quickly narrow down results to only 'high-risk' customers without running complex reports.
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Real-World Applications

Investigating a sudden dip in account score

A CSM asks their agent, 'Why did ACME Corp's health score drop last week?' The agent checks `list_churnzero_alerts` and cross-references the results with recent messages from `list_customer_messages`, revealing that key contacts haven't been reached.

Handling an unexpected employee departure

A manager asks, 'What happened when the main contact left?' The agent uses `list_churnzero_contacts` to pull the full interaction history and reviews all related communications for continuity planning.

Preparing for a quarterly business review (QBR)

An executive asks, 'Give me a summary of Global Tech's journey.' The agent pulls data by listing `list_customer_journeys` and fetching all relevant details using `get_account_success_details`, providing an instant status report.

Validating training completion status

A success ops specialist needs proof of client adoption. They use `track_account_event` to log 'Advanced Module Completed' for a specific account, immediately updating their health profile via the agent chat.

Patterns to Avoid

Manually checking all status reports

✗ AVOID

Logging into ChurnZero, navigating to Alerts, then back to Accounts, and finally running a separate report for Communication Logs. This takes 15 minutes of clicking.

✓ INSTEAD

Ask your agent directly: 'Show me accounts with alerts AND whose last message was over 30 days ago.' The MCP combines the data from ``list_churnzero_alerts`` and ``list_customer_messages`` in one step.

Forgetting to update milestones

✗ AVOID

Having a client complete a major feature rollout, but forgetting to manually log this into the system's history tracker.

✓ INSTEAD

Use ``track_account_event`` immediately after the milestone happens. This ensures your health score reflects reality and helps maintain accurate records.

Searching for old contact info

✗ AVOID

Opening a separate CRM tool to find an employee's previous job title, only to realize that information isn't linked to the client record.

✓ INSTEAD

Use ``list_churnzero_contacts`` through your agent. It consolidates all known contacts and their associated activity history right where you need it.

The Right Fit

You should use this MCP if your team's day-to-day work involves piecing together a comprehensive, real-time view of account health from multiple data sources—alerts, messages, journey status, and contacts. If your main pain point is *context switching* between tabs, this tool solves it entirely. However, don't use this if you only need to run basic reports (like a simple list of all accounts). For pure reporting tasks that require complex database filtering outside the scope of customer success metrics, you might be better off using a dedicated data warehouse connection or an advanced analytics tool.

Using ChurnZero MCP for AI Agents to Audit Account Health and Retention Risks

Today, checking on account health is pure clicking. You open the dashboard, check the alerts tab for immediate red flags; then you jump to the communication log to see when the last email was sent; finally, you have to cross-reference that with the active playbooks to know if a follow-up step should happen. It's slow, it's disjointed, and it takes five minutes just to get a preliminary status report.

With this MCP, your agent handles all those manual clicks for you. You simply ask, 'Which high-value accounts need attention today?' The system checks active alerts (`list_churnzero_alerts`), reviews the communication history (`list_customer_messages`), and combines that data instantly into a single, actionable list. What you get is immediate insight without leaving your chat interface.

Leveraging ChurnZero MCP for AI Agents to Track Customer Activity and Milestones

Manual tracking means remembering every time a client hits a major milestone—like finishing training or adopting a new feature. You have to manually update the health score, which is prone to human error and always feels like an afterthought.

Now, you can use `track_account_event` through your agent when that happens. This logs the activity directly against the account's record. The outcome? Your success data stays accurate, and your entire team sees a perfect, real-time timeline of adoption.

8 Tools for Customer Success & Account Health Metrics

Use these tools to retrieve detailed account records, monitor alerts, list contacts, track customer journeys, and log custom events against your client base.

#	TOOL	DESCRIPTION
01	<code>get_account_success_details</code>	Fetches detailed information, including health scores, for one specific customer account.
02	<code>list_churnzero_accounts</code>	Retrieves a list of all active customer accounts in the system.
03	<code>list_churnzero_alerts</code>	Lists any immediate or critical success alerts across your entire client base.
04	<code>list_churnzero_contacts</code>	Provides a list of all customer contacts and their associated interaction history.
05	<code>list_customer_journeys</code>	Displays currently active customer success journeys or playbooks for review.
06	<code>list_customer_messages</code>	Lists all recorded communications and messages sent to customers.
07	<code>list_success_playbooks</code>	Provides an overview of the success playbooks that are currently in use.
08	<code>track_account_event</code>	Logs a new, custom event or activity against a specific customer account record.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U Hey, show me all accounts that have had no communication in two months and are flagged as 'Medium Risk'.



Summary: 4 Accounts Require Immediate Outreach

We found four accounts matching your criteria. These need attention because their health score is borderline and they haven't engaged recently.

- **Global Tech:** Last contact date was 62 days ago. Current Score: 55/100 (Medium Risk).
- **Startup Inc.:** No communication in 78 days. Current Score: 42/100 (Medium Risk).
- **MediCorp:** Last message was 51 days ago. Journey status is 'Stalled'.

Would you like me to list the specific contacts for these accounts so you can draft an outreach email?

U What are all the active playbooks running right now, and which accounts need a manual alert?



Active Playbook Summary

We currently have 3 critical playbooks running for your client base:

1. **Onboarding Success:** (25 Accounts) — Running smoothly.
2. **Feature Adoption:** (8 Accounts) — Requires monitoring.
3. **Renewals Prep:** (14 Accounts) — High priority.

We also found **6 active alerts**, specifically 4 'Low Usage' triggers and 2 'Key Contact Left' notifications. I can pull a list of the affected accounts for you.

U Give me a high-level report on ACME Corp: their status, contacts, and recent activities.



Account Profile: ACME Corporation

- **Health Score:** 89/100 (High)
- **Last Activity:** Feature Training Completed (Today)
- **Active Journey:** Enterprise Growth Path

Key Contacts:

- Jane Doe (CEO): Last Message: 2 days ago.
- John Smith (IT Director): No recent activity logged.

Overall, the account is in great shape. The team just needs to ensure John Smith's contact details are up to date.

Frequently Asked Questions

01 How can ChurnZero MCP help me track account health without opening dashboards?

You can ask your agent questions like, 'Which accounts are at high risk?' or 'Show me the score for Acme Corp.' The MCP pulls live data from your ChurnZero platform and gives you a direct answer in chat. This saves huge amounts of time compared to manual dashboard checks.

02 Does the ChurnZero MCP let me see all customer interactions?

Yes, it lets you audit everything. You can review both automated messages (``list_customer_messages``) and track specific actions or milestones using ``track_account_event``. It gives a complete history for any client.

03 What if I need to find old contacts' details? Can ChurnZero MCP do that?

Absolutely. The MCP allows you to list all customer contacts and view their entire interaction history. You can quickly verify who spoke to whom and when, even months later.

04 Is the ChurnZero MCP good for operations teams needing compliance records?

It's excellent for operations. You can audit playbook performance (``list_success_playbooks``) and check communication logs to prove that necessary steps were taken, all from a single conversational query.

05 How do I use the ChurnZero MCP to prioritize my work?

You can ask the agent to list active success alerts or filter accounts based on low scores. This instantly provides your team with a prioritized, actionable list of customers that need immediate attention.

06 Does connecting ChurnZero MCP require coding knowledge?







No. You just talk to your agent. The complexity is handled by the MCP. You ask questions in plain English—like a coworker—and it handles pulling the right data from all the different parts of your system.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.











YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"churnzero": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

ChurnZero is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and
start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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