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CCO

CLIENTSUCCESS

AI-Powered Customer Success: **Mastering the 5 Ps for Transformative Outcomes**



CS100SUMMIT

**WHO IS TRYING TO
INCORPORATE AI
INTO THEIR
CUSTOMER SUCCESS
STRATEGY?**



YOU'RE NOT ALONE

79%

Of businesses
state that AI will
be critical to their
success in
2024-2025.

64%

Of businesses
see AI as a
catalyst for
productivity
enhancement.

25%

Of companies are
leveraging AI to
address labor
shortages, reshaping
workforce dynamics.





IMAGINE THIS

YOUR CUSTOMER SUCCESS
TEAM CAN **ANTICIPATE** NEEDS,
AUTOMATE ROUTINE TASKS,
AND **DELIVER** PERSONALIZED
EXPERIENCES— ALL WHILE
PREDICTING OUTCOMES
WITH **PRECISION**.



ENVISIONING THE IMPACT OF AI IN CS

PREDICTIVE

PRODUCTIVE

PERSONALIZED

PROACTIVE

PRESCRIPTIVE



PREDICTIVE

Using data, analytics, and AI to forecast future customer behaviors, needs, and outcomes.

PROACTIVE

Anticipating customer needs, challenges, or opportunities before they arise and taking action to address them.

PRODUCTIVE

Optimizing time, resources, and processes to maximize the effectiveness and efficiency of customer interactions.

PRESCRIPTIVE

Providing customers with clear, data-backed recommendations on what actions to take next to maximize their success with your product or service.

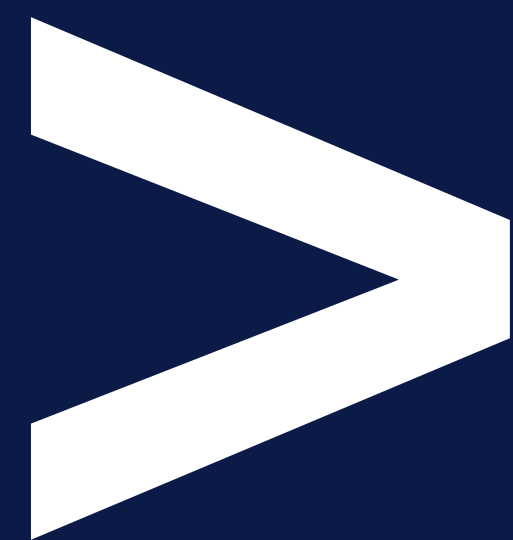
PERSONALIZED

Tailoring every interaction, communication, and strategy to the specific needs, goals, and preferences of each customer.



5 P'S OF AI IN CUSTOMER SUCCESS

**DEMAND FOR AI
FUNCTIONALITY**

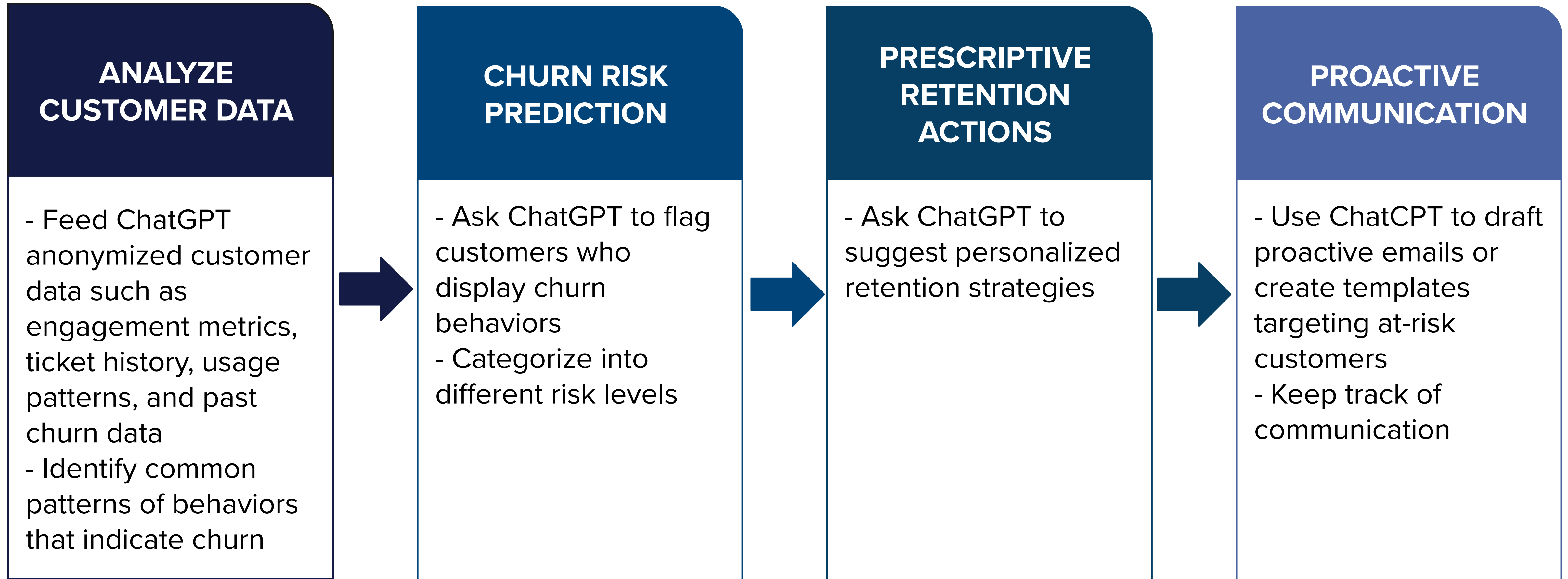


**PACE OF
INNOVATION**

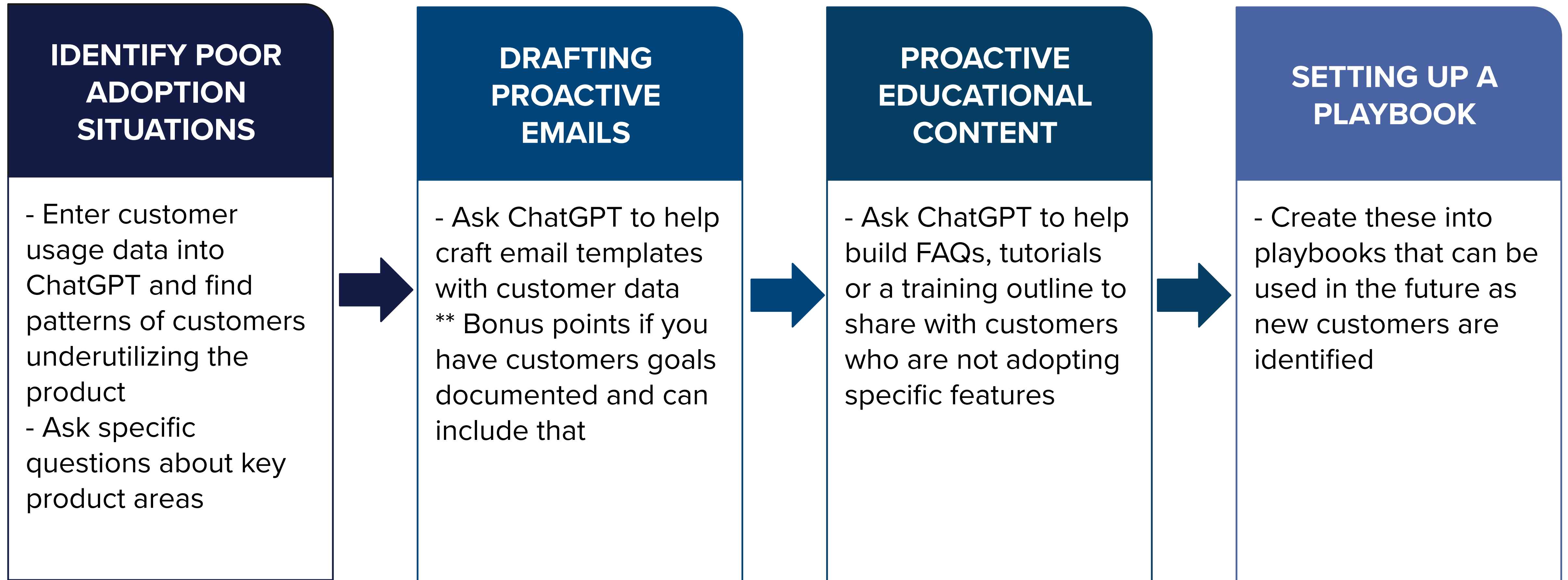
**WE
DON'T
HAVE
TO WAIT**



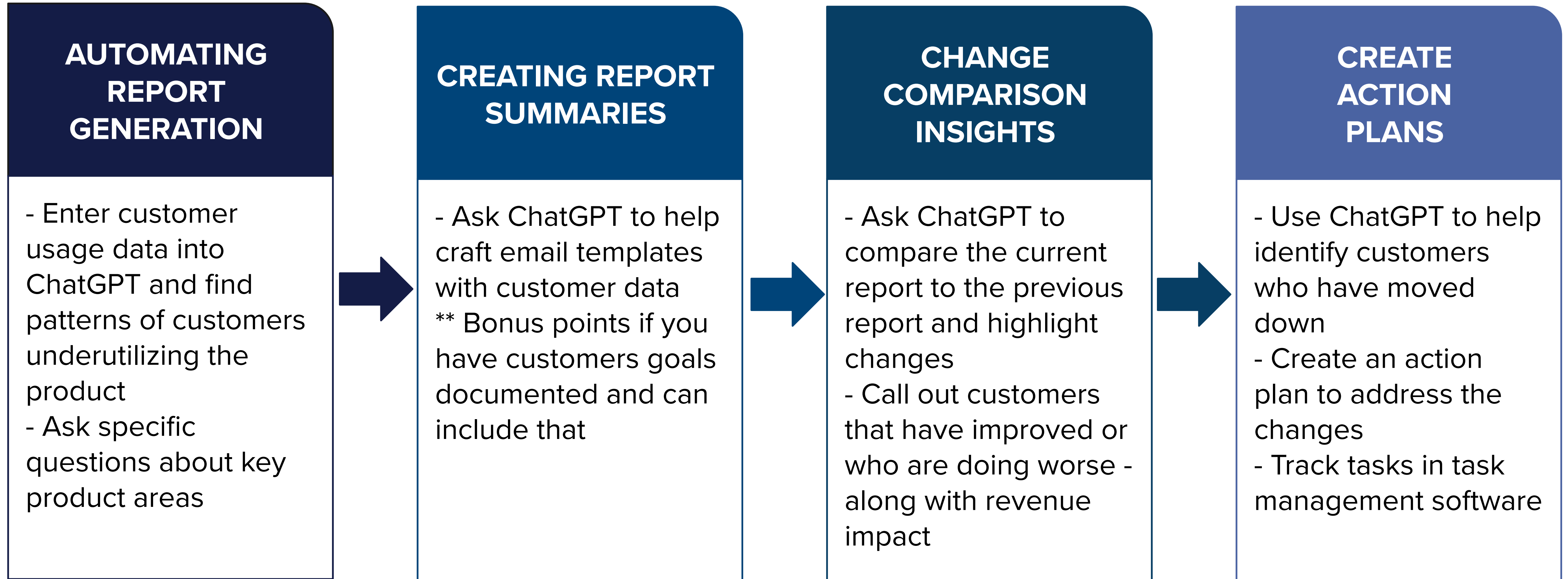
PREDICTIVE USE CASE - Churn Prediction and Proactive Retention Strategy



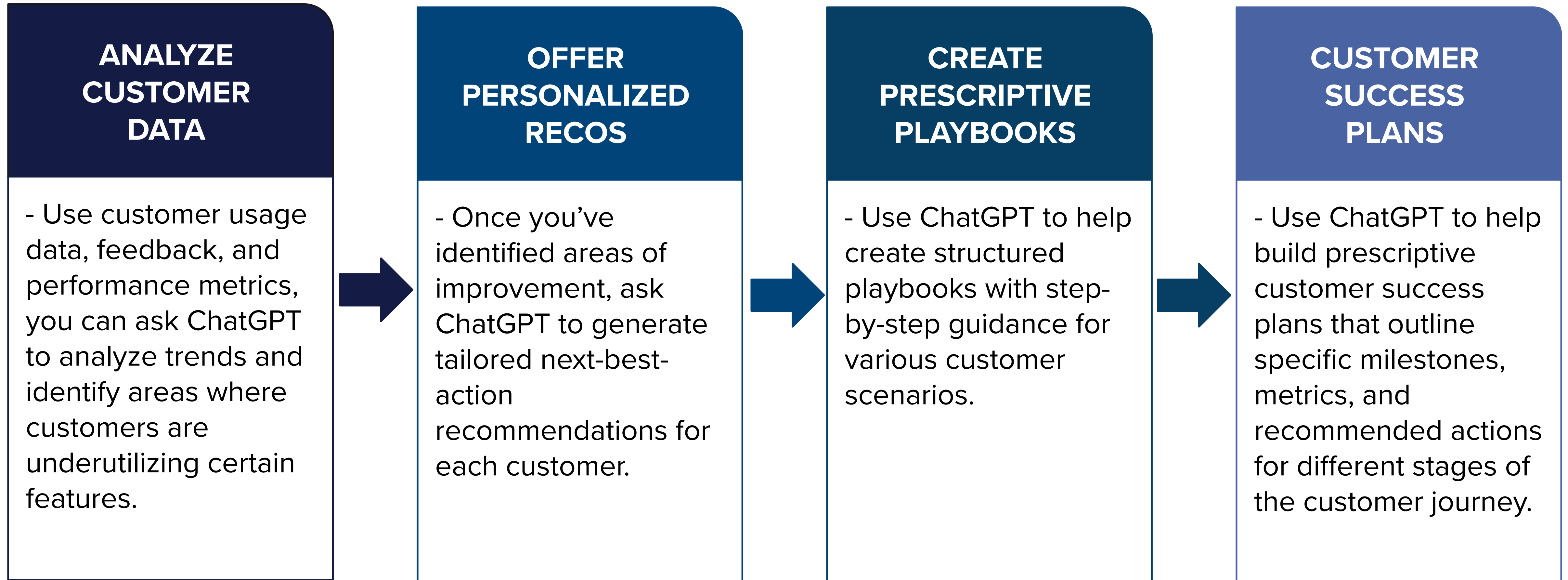
PROACTIVE USE CASE - Proactive Customer Adoption Based on Usage Data



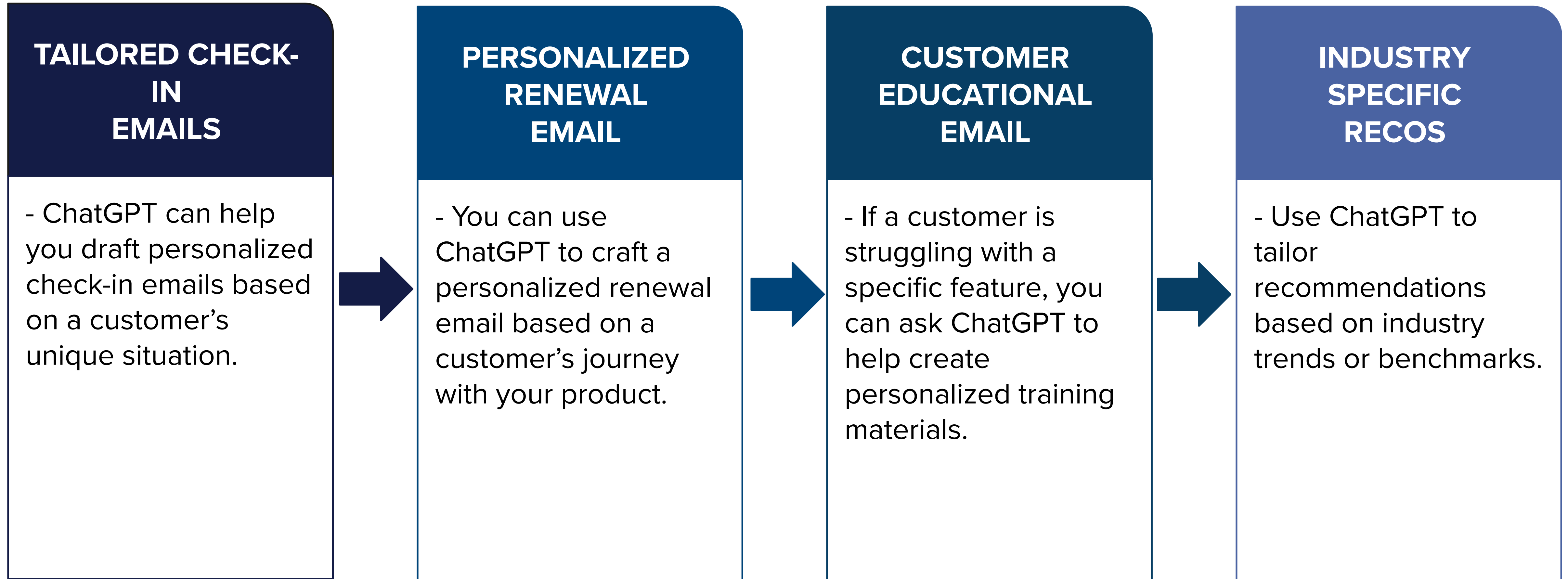
PRODUCTIVE USE CASE - Streamlining Customer Success Reporting



PRESCRIPTIVE USE CASE - Next-Best-Action Recommendations for Growth



PERSONALIZED USE CASE - Tailored Engagement Based on Specific Needs



THINK DIFFERENTLY . . .

1.

Think about leveraging
AI as your assistant.
Task it with doing
the things you don't
want to do.

2.

Spend more time
building out your
prompts. The more
specific the input,
the more specific
the output.

3.

Iterate. Iterate. Iterate.
The more you use AI to
solve your problems
the more you will need
evolve it to perfect it.



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