

# 5 Ways to Save Time With Hook

CSMs, AMs, and post-sales leader, are constantly trying to do more with less time, and the best way to drive business impact is to spend time with customers, not on admin.

Hook is built to give you that time back. Here's our top 5 ways to do that:

## ① Know Where to Focus (Minus the Digging)

No more spending hours analysing your book of business to figure out where your risk and upsell is. Our Echo agent and Machine Learning models surface those signals to you in Hook, Slack, Teams or wherever you already work, telling you exactly where to focus to drive results.

## ② Customer Research, All In One Place

All of your customer data now sits in once place rather than across multiple systems. So you can view and compare metrics at a glance, or ask Hook Chat in plain english to tell you what you need to know about any given customer ... or even your book of business as a whole.

## ③ Customer Meetings, Prepped in 5 Minutes

Use Hook to prep for customer meetings in 5 minutes or less. *The Brief* tells you everything you need to know ahead of your next meeting, including actions you previously agreed, on to any external news to be aware of. So you walk in sounding like an expert without digging around for info for hours.

## ④ Renewal Notifications on Autopilot

Stop manually pulling renewal lists and sending reminders one by one. Hook's if/then automation logic lets you segment your customer base and trigger tailored renewal emails based on your customer data. Set up the automations once and let them run in the background.

## ⑤ Instant Prep for Every Internal Review

Prepping for internal risk reviews, deal reviews, forecast calls, MEDDIC meetings? Build a custom brief template once: for risk reviews, deal reviews, forecast calls, MEDDIC, whatever you need, and get formatted, up-to-date meeting prep for any customer at the click of a button.

Now, the question is, *what will you do with all that time?* Well that's up to you, but our suggestion... spend it on higher value activities with your customers.

