

Activator

The AI Agent That Turns Onboarding Into a Personalised Activation Engine.

The Challenge: *Scaling Onboarding Without Losing Relevance*

In those first few weeks of onboarding a new customer, they'll either see value quickly and build momentum, or stall before they ever reach their "aha" moment. Getting onboarding right is how you ensure activation, retention, and long-term growth.

Until now, the tools available haven't kept up with the challenge. Rules-based onboarding forces us to choose between brittle, over-engineered workflows or generic, one-size-fits-all outreach. Neither adapts to real customer context, and neither delivers the personalised experience your customers expect at the moment it matters most. Enter: onboarding by the Activator AI agent.

The Solution: *Activator AI Agent*

Replace rigid, rules-based onboarding workflows with an AI agent that uses real-time context to decide and execute the next best action toward customer activation.

YOU DEFINE SUCCESS FOR YOUR PRODUCT

Establish clear goals for your agent so it knows what success in onboarding looks like, and outline the guardrails guiding Activator's actions.

ACTIVATOR UNDERSTANDS CONTEXT CONTINUOUSLY

After every action, Activator evaluates what has changed: engagement, usage, progress, and adjusts the plan. No waiting for journeys to finish. No stalled flows. Just continuous progress toward activation.

EVERY CUSTOMER GETS TAILORED ONBOARDING

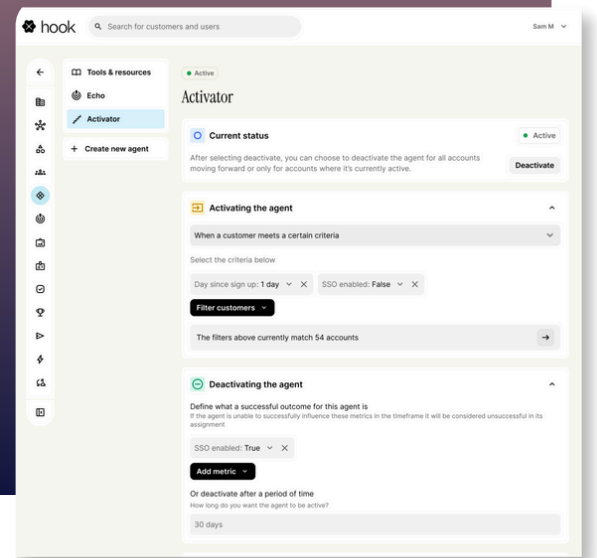
Activator determines and generates the next best action for each customer to drive them toward your set outcomes, whether that be customer-facing outreach, team touchpoints, or even internal workflows.

YOU CHOOSE HOW MUCH AUTONOMY ACTIVATOR HAS

Activator queues the next best action for a CSM to review, or executes automatically. Support high-touch and scaled digital onboarding in the same system.

CASE STUDY

One customer is using Activator to supercharge their onboarding for ~300 new longtail customers every month. Where there was previously no proactive activation beyond some simple in-app messaging, now just one CSM can oversee goal-driven onboarding for every customer, with Activator generating and executing the next best actions at scale.



SCALED CS COVERAGE,
WITHOUT ADDED HEADCOUNT



FASTER TIME-TO-VALUE FOR
EVERY CUSTOMER



INCREASED GRR & NRR
THROUGH EARLY ADOPTION