

# From Reactive to Proactive

## How AI is redefining the future of Customer Success

### Reactive Customer Success

Reactive teams get stuck in a cycle of escalations and last-minute saves, making it difficult to be intentional about the customers they spend time with in order to hit their number.

Similarly, teams are missing opportunities to identify and capitalize on customer expansion leaving them trapped in this cycle where they fail to build the predictable revenue streams that executives demand.



Firefighting based on who's shouting loudest



Missed risk



Not hitting your number

### Proactive Customer Success

Proactive, AI-enabled CS teams harness predictive analytics and automated insights to anticipate customer needs before they become issues, transforming reactive firefighting into strategic account expansion.

By embedding AI tools into their workflows, CS leaders unlock their teams' full potential – turning customer data into actionable intelligence that drives measurable business outcomes.



Prioritizing the right customers



Spotting upsell early

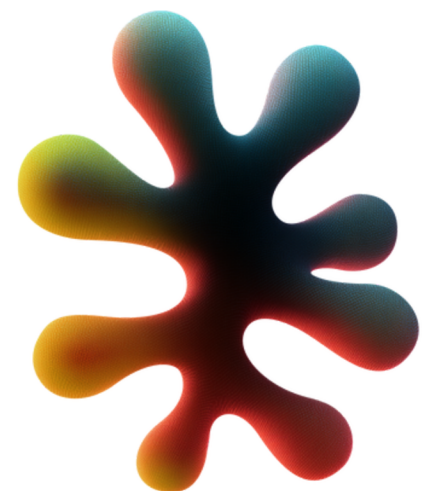


Hitting your renewals target

### The Future of CS is Here

The best CS teams leverage AI and automation to proactively reach out to their customers at scale, maximising the impact they can make. Whether you're responsible for a single product or managing an entire portfolio, AI helps you spot opportunities faster, take action earlier, and stay focused on what really drives growth.

It's not about doing more – it's about doing what matters most, with the data to back it up. The result? Measurable impact you can stand behind, every quarter.



**Make Customer Success your most powerful revenue engine.**