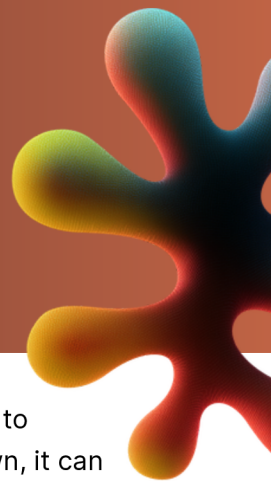


# Guardian

The Adoption Agent that Prevents Customers Becoming a Risk.



After onboarding, touchpoints naturally become less frequent and product usage can start to slowly drift. By the time a health score reflects the risk, or a CSM notices that usage is down, it can often be too late. Our agent Guardian continuously reviews usage across every account and takes the next best action to drive adoption proactively, before it ever turns into a churn risk.

## How Guardian Works

### YOU SET USAGE GOALS

Define the product usage thresholds that signal a customer is genuinely embedded, whatever that looks like for your product.

### GUARDIAN CONTINUOUSLY MONITORS EVERY ACCOUNT

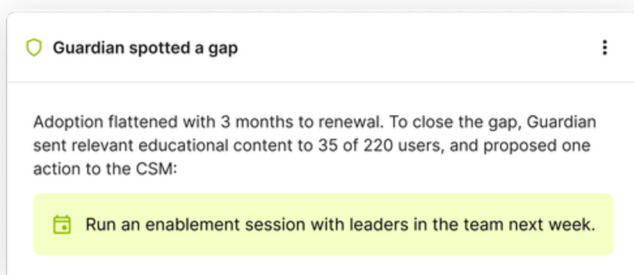
Usage is reviewed constantly in the background. No manual health checks, or waiting for usage to drop significantly to drive value.

### GUARDIAN ACTS OR ESCALATES

Emails, in-app nudges, educational content. Guardian takes the next best action to get each customer back on track, or flags to a CSM when the situation requires a human.

### STRONG ADOPTION BECOMES AN EXPANSION SIGNAL

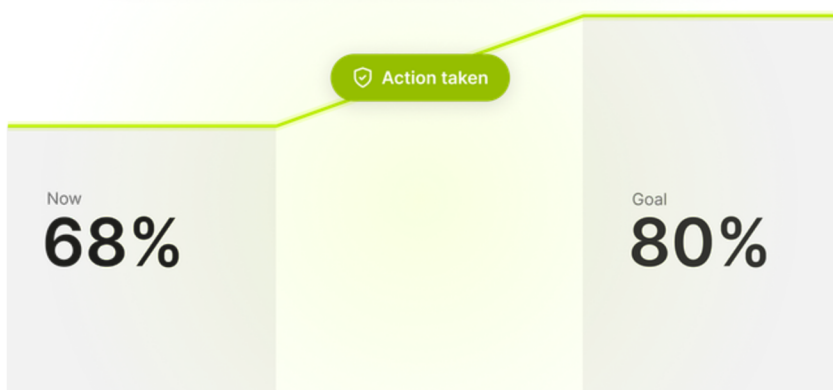
Once core goals are met, Guardian can start pushing new feature adoption, turning adoption into a revenue motion, not just a risk signal.



Guardian spotted a gap

Adoption flattened with 3 months to renewal. To close the gap, Guardian sent relevant educational content to 35 of 220 users, and proposed one action to the CSM:

Run an enablement session with leaders in the team next week.



### PROACTIVE RISK PREVENTION

Guardian protects GRR through consistent adoption post-onboarding

### CSM EFFICIENCY

Guardian frees up CSM time from manual usage nudges and health checks

### PRODUCT STICKINESS

Guardian grows NRR through feature-led expansion signals