

Plug Hook into Your AI Stack With *MCP*

More ways to put your customer intelligence to work.

Hook already powers your CS team with AI that surfaces risk and upsell, tracks health, and queues next best actions automatically. MCP takes that same intelligence layer and makes it accessible from your other AI tools: Claude, ChatGPT or even custom builds.

That means direct, structured access to:

Customer intelligence

Metrics

Health scores

Risk & upsell signals

Hook workflows

Customer communications

Internal customer notes

Plaibook actions

User data

Account hierarchy

Meeting transcripts

+ Any data from Hook

Spotlight on Some Ways That Customers are Using Hook MCP

BUILDING QBR DECKS

A first-draft QBR (including usage trends, health scores, renewal context...) can now be generated automatically from Hook's live data, before your CSM even opens a slide template. What used to take an evening of manual assembly now takes minutes, with all the right data included.



CUSTOM REPORTING

Say you need ARR broken down by risk tier for a board deck, or a rollup of adoption against renewal timing for an exec review. With MCP, you can query Hook's live metrics and signals directly and build any specific report you need, and pump Hook data into artefacts you've already created.



PRODUCT FEEDBACK BOT

CSMs hear feature requests and gripes on every call, but that feedback usually dies in a call note nobody revisits. With MCP, pull customer notes, transcripts, and communications across every account, cluster them into themes with Claude, and route the output straight to your product team's own tool, no manual triage required.



Benefits of using Hook MCP

✓ Your data, beyond Hook.

Customer intelligence no longer lives only inside Hook, so the whole org acts on it, not just the people logged in.

✓ Supercharge your stack.

Blend Hook's signals with what's in your own stack to build things neither tool could do alone.

✓ Selve-serve connections

Query Hook data and build the flow you need, without waiting on a custom integration or a one-off request.