

Parent-child Accounts

Why Treating Complex Accounts as *One-Size-Fits-All* Masks Risk

The Problem: One Product, Multiple Buyers, *No Visibility*

Your customer bought your product across different departments, regions, or subsidiaries, but without parent-child visibility, you're missing the context needed to act strategically. Now more than ever, modern SaaS customers have multifaceted needs and their health score needs to reflect this. A single enterprise account can include:

- Multiple subsidiaries buying independently
- Separate success plans per business unit
- Risk signals emerging at the child level and escalating into churn at the parent level

Treating these accounts as a single line item means you'll miss crucial context – whether it's risk, adoption patterns, or upsell potential.

The Need: Parent-Child Visibility

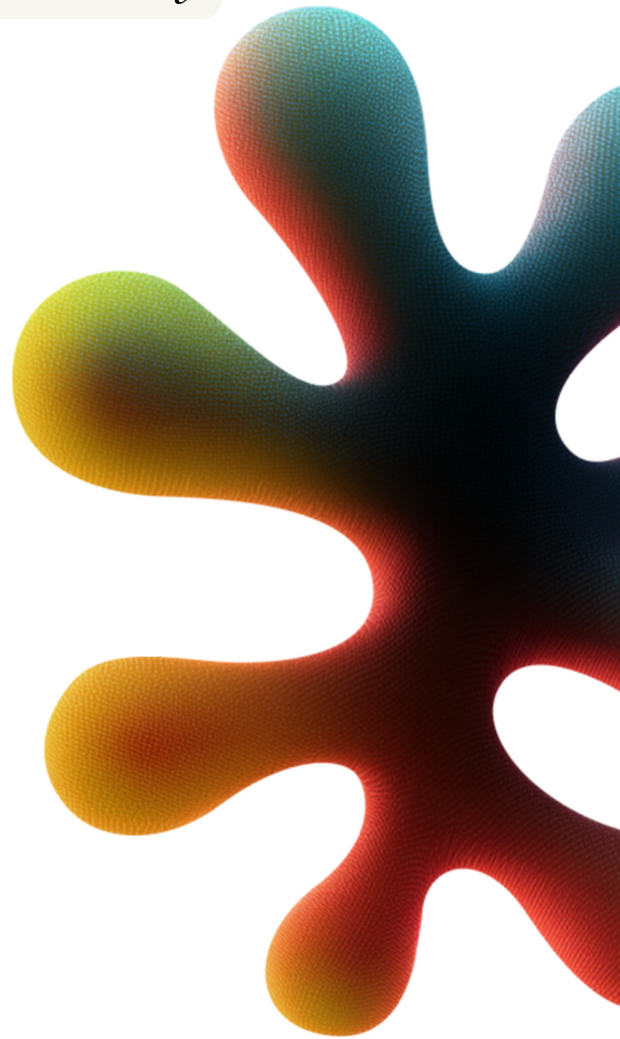
To get ahead of risk and identify growth, you need to view customers as connected ecosystems—not isolated units. You need to:

- See risk at the child level (who's disengaging?)
- Roll up health to the parent view (is this account stable overall?)
- Track success plans and adoption across complex structures
- Identify cross-sell and expansion opportunities that emerge only at the portfolio level

With Hook, you can:

- ✓ Spot risk signals buried inside a single division
- ✓ Roll up engagement and health to the executive sponsor level
- ✓ Tie success metrics to both individual teams and enterprise outcomes
- ✓ Strategically plan for expansion where traction already exists

No more fragmented insights. No more missed signals. Just a clear view of the entire customer ecosystem.



IN SUMMARY

If you're not factoring in account structure, you're not seeing the full story. Hook gives you the lens to act with clarity across every layer of the customer.