

Plaibooks

Dynamic, AI-Powered Playbooks That *Learn, Guide, and Act*

Why Plaibooks?

Too often, teams are overwhelmed by data but left guessing about the right steps to take next.

Echo changes that. As a powerful AI agent, Echo reads and interprets your customer data (calls, meetings, tickets, emails, and more) to uncover key signals, sentiment, and intent.

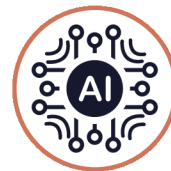
Insight into which accounts are prime for expansion opportunities or are about to churn is useful, but it's just the first step. Your team now needs to know what actions they need to do to move the needle, quickly.

Enter: **Plaibooks**.



HYPER-PERSONALIZED

Forget static templates. Plaibooks generates dynamic, customer-specific actions. Every playbook is unique, evolving with each interaction to drive an outcome.



INTELLIGENT DATA SYNTHESIS

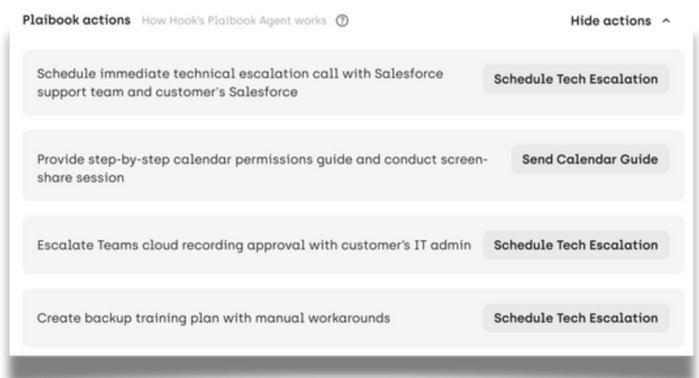
Beyond insight, Plaibooks executes — drafting invites, agendas, emails, and messages to help teams move faster with less manual effort.

What Plaibooks Do

After analyzing the insights surfaced by Echo such as sentiment from a call, Plaibooks recommends exactly what to do next.

No need to start from scratch. Plaibooks generates:

- Call agendas customized to the customer's situation.
- Email drafts to follow up after meetings or address specific issues.
- Meeting invites with context-specific talking points.
- Call scripts for complex conversations (e.g., renewal, upsell, troubleshooting).



The Impact of Plaibooks

Clarity

Your team always knows the right next step.

Speed

Action happens faster, without manual drafting and planning.

Consistency

Every customer gets the right approach, every time.

Adaptability

Guidance evolves as the customer journey unfolds.