

Renewals on Autopilot

Smarter renewal processes, powered by Hook.


For most CSMs, renewals means manually pulling lists, figuring out who gets which email, and relying on gut feel or hours of digging to find opportunities for revenue growth. It's time-consuming, inconsistent, and leaves revenue on the table. Hook's automations and agents change that: handling every renewal notification automatically, while proactively identifying the customers ready to expand. Your team saves hours of busywork, and never misses a growth opportunity.

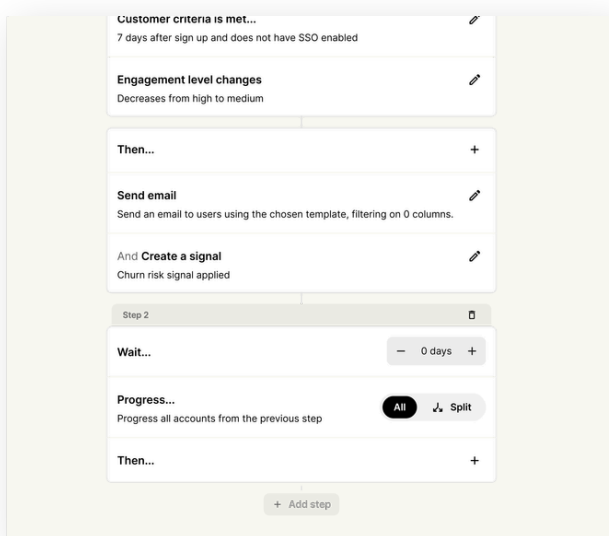


AUTOMATIONS RUN PERSONALISED RENEWAL NOTIFICATIONS

Hook's new if/then automation logic lets you segment your customer base and trigger tailored renewal emails based on the customer data you already have. Set up the automations once and let them run in the background.

- ✗ Manually pulling who's renewing in the next 90 days
- ✗ Figuring out who's on auto-renewal vs manual
- ✗ Writing different emails for different customer segments


 **Timely, relevant renewal notifications, without lifting a finger**



AGENTS IDENTIFY CUSTOMERS PRIMED FOR PRICE INCREASE

Don't just notify, convert. Hook's agents proactively identify customers ready to move from monthly to annual billing, accept a price increase, or commit to a multi-year deal. They'll send the first email, then escalate to a CSM to finish the negotiation.

- ✗ Manually reviewing book of business for upcoming renewals
- ✗ Researching usage patterns to identify revenue increase opportunities
- ✗ Writing personalised emails for each account

 **CSMs only join warm conversations, and never miss another growth opportunity**

