

Smarter Signals. Stronger Upsells.

Using Hook to Surface Upsell Opportunities

Hook uniquely uncovers upsell opportunities by linking present external and internal behaviour with historical buying patterns, revealing the subtle signals that consistently precede expansion. Its intelligence layer learns from usage, sentiment, and past conversion trends to surface opportunities earlier and with far greater accuracy.

By unifying product data, customer sentiment, external account news, and cross-team collaboration, Hook identifies the optimal moment to engage, making every upsell proactive, well-timed, and grounded in evidence.

Why We're Best Placed

- **Full account insight** to understand how customers use your platform, and what's happening in their business so your team knows when they're approaching natural expansion points.
- **Built-in sentiment** analysis from Echo to uncover intent and positive signals buried in everyday customer conversations.
- **Unified team visibility** so CSMs, AMs, and RMs align on readiness, avoid chasing unhealthy accounts, and act from the same source of truth.
- **Health-first decisioning** that prioritises the accounts most likely to grow with tailored upsell opportunities, not the ones needing rescue before upsell can enter the conversation.

Four Ways to Identify Upsell Opportunities in Hook

- **Upsell ML Health Score:** A predictive score trained on behavioural and historical data, highlighting accounts that match the profile of past successful expansions.
- **Automation & Alerts:** Custom triggers that activate when customers reach the limits of their plan, signalling organic readiness for upgrade or add-ons.
- **Sentiment Signals via Echo:** Advanced intelligence that hears buyer intent and emerging needs from every customer touchpoint.
- **External Signals via Radar:** The agent that watches the web for account intelligence that could turn into well-timed upsell conversations.

Together, these components combine every signal into a single view, surfacing upsell opportunities across your entire customer base and making it effortless for your team to act quickly and confidently.

And whether your team prefers to review these insights inside Hook or receive instant alerts through our integrations, every upsell opportunity reaches you in the way that fits your workflow.

The Outcome: Hook tells you exactly who's ready, why they're primed, and what to lean in with.

"Hook not only brings all important data and communications together in one place, but it provides a system to act on it. Just one Hook alert lead to an upsell of £18k from one customer that we closed within weeks of the alert"

HEAD OF CUSTOMER SUCCESS, HACKAJOB