

The Brief

Be the expert without digging through data.

Customer Success teams spend hours preparing for meetings. The Brief does it for you. It automatically compiles the latest account insights – from meetings, emails, metrics, and external news – into one simple view, so you can walk into every customer interaction informed, confident, and ready to add value.

"The Brief gives us information from lots of different areas, saving me so much time putting together my own version of this and it can update whenever, it's amazing!"

Senior Customer Success Manager



* Instant context, zero prep

Stay effortlessly informed with insights that evolve as your accounts do, so your team is aligned and ready to make the right moves.



* Always meeting-ready

The Brief surfaces critical account updates and market signals, giving you the context to make faster, smarter decisions in every meeting.



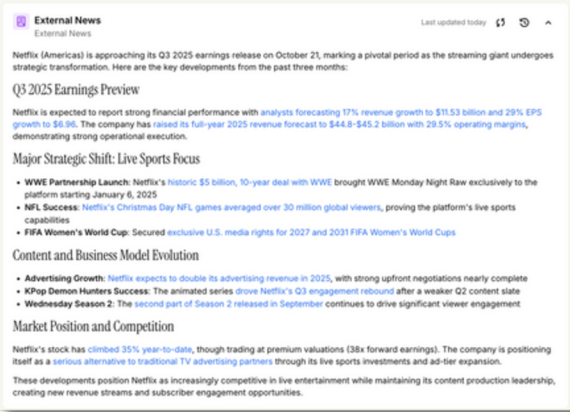
* Unified qualitative + quantitative data

Get an easy-to-digest brief which turns data into a single, cohesive picture, allowing you to connect customer signals to business impact.

Inside The Brief

Every Brief gives you instant, AI-powered context into the key details you'd normally spend hours hunting for, already summarized and ready when you open an account.

Below are some of the ready-to-use prompts that will make your day-to-day work *that* much easier.



Just one of The Briefs that come ready-made with your Hook account.

Account Plan

A clear view of customer goals and priorities to drive alignment and growth.

Score Explanation

Human-readable insights behind every metric to reveal where to retain and expand.

External News

Company and industry updates that help you anticipate change and protect revenue.

Prepare Me for My Next Meeting

A quick, intelligent briefing that equips you to lead high-impact conversations.