

The Rise of AI Agents for Customer Success

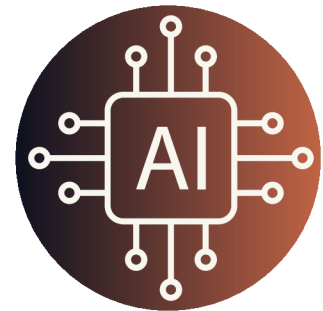
Hook is building a new world for Customer Success, powered by AI. Our agents maximise revenue without adding headcount by spotting risk months before renewal, recommending proven next steps, and handling busy work automatically so your team can focus on what matters most: your customers.

The result? Increasing revenue (or higher NRR), reducing churn, and up to 40% greater efficiency across your CS team.

What we do

Our AI agents analyse your customer data, spot churn or upsell opportunities before they happen, and can even take action for you automatically, all while keeping every customer interaction personal.

Our leading AI agent, Echo, predicts risk up to 6 months before renewal with 90%+ accuracy, explains exactly why a customer is at risk, and recommends proven next steps based on your own historical wins.



Why we do it

Because the future of Customer Success is not busy work, its strategic value-led interactions. We believe your CS team should spend time building relationships and driving outcomes, not chasing down usage reports or running manual follow-ups.

With Hook, our customers see:

- **25 - 40% efficiency gains** in their CS org
- **40% fewer accounts predicted to churn** when targeted with a Hook play
- Significant increases in NRR without increasing headcount



How we do it

No heavy lift. No long ramp. We go live in 7 days, integrating with your existing systems to unify product, revenue, and interaction data.

And because our models retrain on your outcomes, Hook gets smarter the longer you use it, delivering compounding value over time.



“If someone's really serious about scaling their customer success team without compromising their customer experience or burning out the team, *Hook is a no brainer.*”

– GLOBAL SVP, CUSTOMER SUCCESS, GWI