



# One Place to Protect and Grow Revenue Across Every Customer

Hook helps CS teams spot risk and upsell, know the next best move, and execute it.

93% accurate churn prediction.

180 days to action risk before renewal.

3x accounts managed per CSM.

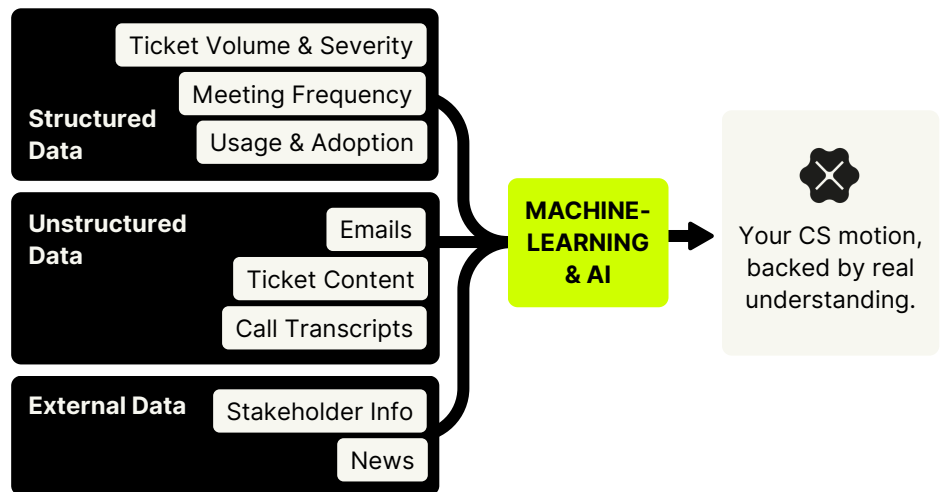
7 days to go live with your first agent.

## 1. KNOW WHERE YOUR RISK AND OPPORTUNITY ARE

Hook turns all your data into a single, accurate picture of where every account is headed, 180 days before renewal.

For every risk or growth opportunity, we provide you with unique next steps on what each customer needs, to influence your revenue.

But Hook's deep understanding of your data doesn't just show you risk and upsell, it provides deep customer context to everything our agents do, allowing you to run an agentic CS motion in full confidence.



## 2. MAKE A PLAN & EXECUTE IT

But great health scores and signals aren't enough, you need to know what to do next, and be able to execute it as efficiently as possible. Hook adds that actionability layer in two ways:

- we tell your CSMs exactly what each customer needs, and they execute.
- or, let agents and automations execute for you for a scaled CS motion.

### HOOK DOES THE PREP, YOU EXECUTE

#### Plaibooks

Dynamic next steps, queued by agents for CSMs to execute with pre-generated content that is bespoke to every account.

#### AI briefs + Hook Chat

Make every CSM your best CSM. Brief them on any customer, prep for meetings instantly, or ask Hook Chat anything about an account.

### HOOK RUNS CUSTOMER SUCCESS FOR YOU

#### Autonomous agents

Agents that run parts of your CS motion on their own, across the entire customer lifecycle.

#### Automations

Automations handle the busywork: updates, nudges, follow-ups, so your team spends time on customers, not admin.

