



19 - 20 October
London, United Kingdom

CUSTOMER SUCCESS

SESSION GUIDE

**The #1 European Conference
for Customer Professionals**

700+
ATTENDEES

40+
SESSIONS

6
TRACKS

2
DAYS

What's Inside

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Sessions Not to Miss

A curated spotlight of standout sessions and speakers across all six tracks.

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The Dig

Monday morning warmup before the main programme begins. Small groups, real conversations, no agenda.

3

AI That Works for You

Sessions on AI agents, renewal models, and what a CS team built around humans and AI actually looks like.

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Leading Through Change

For CS leaders navigating restructures, new charters, and a job that AI is rewriting in real time.

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Proven Retention Strategies

Practitioners sharing how they're modernising retention, rebuilding touchpoints, and proving CS impact at board level.

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Retention Ops in Action

How the sharpest Ops teams are building agentic workflows, overhauling health scores, and scaling digital CS.

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Workshop Your Way to Growth

Hands-on build sessions. Leave with working playbooks, agent workflows, and retention plays ready to run.

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Winning with Digital CS

Customer Education and Community sessions running alongside the CS programme — plus how to get the full CE & CC guide.

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End the Day Right

The official Pulse Europe Happy Hour at Fabric London — Monday 19 October, 18:00–19:30.

What CS leaders will take away from Pulse Europe

Customers expect faster value. Boards want NRR evidence, not health scores. And CSMs are increasingly asked to drive expansion while managing relationships that took years to build. At Pulse Europe 2026, Customer Success leaders will find sessions built around the questions that matter right now: How do you build commercial evidence of CS impact that your board actually uses? How do you scale coverage without losing the quality of work that drives retention? And how do you use AI to extend your team's capacity without replacing their judgment? The answers are in the room.

The Brewery, London. 19–20 October.

Speaker Spotlight



John Meletis

Director Global Customer Success
Mastercard



Keyvan Sadigh

VP, Customer Operations
Lucid Software



Polly Sims

Senior Director, Customer Strategy
& Operations
Mediafly



Shani Brenmiller

VP CS Ops
Silverfort



Steve Taylor

VP Customer Success, EMEA
Saviynt



Seán Reid

Head of Customer Success
Supermetrics

The Dig

Every great expedition starts before the official departure. The Dig is Pulse Europe's Monday morning warmup: no keynotes, no big-room formats, no slide decks you have to follow. Just explorers, finding their people, and uncovering ideas together.

It's included with your registration. Come if you can, no pressure if you can't.

Dig Sites • 09:30–10:15

Small-group conversations on the topics your fellow explorers voted on in advance. Bring your take. Leave with someone else's.

Find Your Expedition Party • 09:30–10:15

CS Leaders, Customer Education, Customer Community, Ops. Find your people before the main event starts.

Open Excavations • 10:30–11:15

Bring a real problem. No deck required. Leave with perspectives you wouldn't have found in a breakout.

Vibe Lab • 10:30–11:15

Built something with AI lately? Bring it. This open forum is for sharing what you've vibe-coded — work projects, side experiments, half-finished ideas welcome. No deck, no pressure, just builders talking to builders.

Note: Several sessions run in parallel across both days. The Pulse Europe app will let you build your personal agenda and register for sessions. Keep an eye out for details on when it goes live. And if two sessions clash, don't stress: recordings will be available in the Pulse library after the event, so you can always catch what you missed.

TRACK ONE

AI That Works for You

63% of CS teams are stuck in AI pilot mode. You won't be. Watch the teams who've tied AI transformation straight to GRR and NRR, then take home the agent use cases that will help you protect renewals and unlock expansion.

Sessions follow on the next pages →

AI That Works for You

Day 1 • 13:30–14:15



Gainsight

When Agents Join Your CS Team: The New Playbook for GRR and NRR

Retention and expansion depend on finding the right signals and taking action. Agents change that equation. Instead of just surfacing insights, agents continuously interpret signals, investigate risks and opportunities, and take on defined work. Explore how specialised agents like Gainsight's Atlas reshape GRR and NRR motions, and walk away with a framework for deciding what agents own versus where human judgment matters most.

Breakout Session

Day 1 • 14:30–15:15



Shani Brenmiller
VP CS Ops
Silverfort

Beyond the AI Pilot: How Silverfort Built AI Into Everyday Customer Success

CS teams have no shortage of AI experiments, but the real challenge is turning them into repeatable workflows. Shani Brenmiller (VP CS Ops, Silverfort) shares how her team applied AI to workflows where CSMs spent too much time on analysis and planning. Learn what data to combine across CRM, usage, and sentiment to create actionable account intelligence, and discover exactly where AI took on the heavy lifting while keeping CSM judgment in the loop.

Breakout Session



Cara Frazin
Customer Success
Operations Manager
Silverfort

AI That Works for You

Day 1 • 15:45–16:30



Seán Reid

Head of Customer
Success

Supermetrics

Beyond Health Scores: How to Build a Renewal Probability Model Built for Modern CS

Health scores tell you how an account looks today, but they don't always predict renewals. Shift the focus from general health to the specific signals that change the likelihood of renewal. Seán Reid introduces the Renewal Probability Score, breaking down how customer data, AI insights, and CSM judgment come together. Learn to use this probability model to prioritise the right accounts and intervene earlier based on predicted risk.

Breakout Session

Day 1 • 16:45–17:30



Gainsight

Inside Gainsight's Roadmap for the Next Era of Customer Success

CS platforms were built to organise data and workflows. The next generation must do more: continuously understand the customer base, determine what deserves attention, and coordinate the right response. Get a first look at Gainsight's roadmap and see how customer and product intelligence, AI decisioning, and agents are converging to redefine the CS platform and how teams operate.

Breakout Session

TRACK TWO

Leading Through Change

Restructures. New charters. Higher expectations. AI rewriting the job itself. This is the room for leaders redesigning post-sales as agents take on some of the work. You'll hear how to rebuild roles and earn trust through change.

Sessions follow on the next pages →

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Leading Through Change

Day 1 • 13:30–14:15



Christine Andrea Fischer

Head of Adoption &
Consumption Platform
and Programs

SAP SE



Dominique Duquennoy

Head of Customer Success
EMEA

SS&C Blue Prism



Laura Linnig

Manager, Customer
Success FSI DE/CH

SAS Institute



Liam Gilleran

RVP, Solutions Consulting
& Customer Success

Gainsight

Rewriting the Rules: CS Leadership Myths in the Age of AI

The leadership playbook that built Customer Success was written for a different era, and AI agents are rewriting it fast. The old assumptions—that retention requires headcount and high-touch means human-led—are breaking down. Join CS leaders from SAP, SAS, and SS&C Blue Prism for a practical framework on redefining high-touch coverage models, earning buy-in through restructures, and leading organisations through genuine change.

Panel Session

Day 1 • 14:30–15:15



Tiina Kanninen

SVP Global Customer
Success

RELEX Solutions

Leading Post-Sales Teams Through the AI Shift

As AI takes over traditional CS activities like health scoring and reporting, customer expectations are shifting. They now demand speed, continuous innovation, and measurable proof of value. Tiina Kanninen (SVP Global CS, RELEX Solutions) shares how post-sales roles are evolving. Learn how to break down silos for a truly customer-centric approach, and build a Verified Outcomes practice that replaces anecdotes with hard proof of AI ROI.

Breakout Session

Leading Through Change

Day 2 • 11:30–12:15



Hayes Thompson

Senior Director,
Enterprise Customer
Success

SAP Concur

The Untitled Leader: Empowering CSMs to Drive Change From Any Seat

The teams winning on retention aren't the ones with the biggest tech stack—they have the most trusted people. As agents take on more work, leaders must build cultures where humans and automation complement each other. Discuss what a human-first leadership strategy looks like in one-on-ones, QBRs, and cross-functional work. Learn to identify 'untitled leaders' on your team and empower CSMs to drive change regardless of title.

Breakout Session

Day 2 • 15:45–16:30



Keyvan Sadigh

VP, Customer
Operations

Lucid Software

Scaling with Soul: Balancing Automation and Human-First Leadership in Digital Customer Support and Success

True operational efficiency isn't automating every interaction—it's knowing when a human touch creates the most leverage. Learn how to intelligently balance automated triggers with empathetic human intervention to build a self-sustaining customer flywheel that protects retention without burning out your team.

Breakout Session



Azzurra Petrini

Customer Success
Specialist II

Lucid Software

TRACK THREE

Proven Retention Strategies

The playbook that got CS here won't survive the next era, and it's time for you to adapt. Hear from the leaders that are reimagining retention in the age of AI, modernising their strategies, and adapting touchpoints across the customer journey.

Sessions follow on the next pages →

Proven Retention Strategies

Day 1 • 13:30–14:15



Riccardo Composto

Director, Renewals

Salesforce

The AI-Powered Renewal OS: A Practitioner's Blueprint for Forecasting and Retention at Scale

Managing renewals on spreadsheets and memory is a retention risk hiding in plain sight. Get a practitioner's account of rebuilding that workflow with AI—including a live dashboard tracking forecast position, attrition risk, and accuracy across regions, built without a development team. Leave with a realistic picture of what you can build yourself, how it shifts coaching from opinion to evidence, and where human judgment remains critical.

Breakout Session

Day 1 • 14:30–15:15



Zoe Marshall

Head of Customer
Success

Arbor Education

Launch More, Lose Less: Building a Product Adoption Engine for Growth and Retention in AI-Native SaaS

As AI features roll out at record speed, CS teams face feature overload and customer change fatigue. Releasing products yields no value if customers do not adopt them. Learn how Arbor is transforming a reactive launch strategy into a rigorous 'Acceptance into Service' framework. Discover how to align cross-functional teams, trade low-yield mass rollouts for high-impact targeted pilots, and build a repeatable adoption engine.

Breakout Session

Proven Retention Strategies

Day 1 • 15:45–16:30



Nancy Bray

Senior Manager, CX
Collaboration Systems
Workday

The Outcome-Led CSM: How AI Turns the Sales-to-CS Handoff Into a Retention Advantage

Customers tell Sales exactly what 'success' looks like, but promises often get lost before kickoff. Explore how to fix the Sales-to-Service handoff using AI—without writing more documentation. See how Gainsight Staircase and Workday's GTM Companion capture customer goals directly from sales conversations. CSMs will start day one with an AI-generated 'outcome brief' that becomes the backbone of measurable adoption objectives and success plans.

Breakout Session



Craig Ringland

Senior Director,
Customer Success
Workday

Day 1 • 16:45–17:30



John Meletis

Director Customer
Success
Mastercard

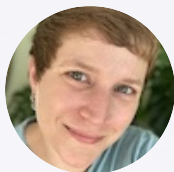
Health Scores Aren't Enough: An Outcomes-to-Value Operating Model for Enterprise CS

Most CS organisations measure activity and health but still can't answer the CFO's biggest question: 'so what?' This session introduces a three-sided value framework: Customer Value Realised, Company Value Created, and Relational Value. Learn to replace single health scores with boardroom-credible evidence of impact, connecting CS activity to executive-level revenue outcomes. Leave with a Product Value Model template to implement immediately.

Breakout Session

Proven Retention Strategies

Day 2 • 11:30–12:15



Kate Neal

Customer Advisor, AI
Strategy

Gainsight

Redesign First, Automate Second: How CS Leaders Build an AI-Native Team That Retains

Most CS teams have adopted AI but aren't seeing it in their retention numbers. The problem? AI is being layered onto workflows and skill sets that were never designed for it. Diagnose why AI investments stall before reaching the customer, and walk away with a practical framework for redesigning CS workflows around outcomes, tracking the right metrics, and building the skills needed to run an AI-native team.

Breakout Session

Day 2 • 12:30–13:15



Iain Taylor

Customer Success
Director

BMC Helix

Dashboards Don't Drive Decisions: Combining CS Data and AI Agents to Surface Retention Signals That Do

Dashboards show data, but they don't drive decisions. Iain and Adriana walk through how BMC Helix connected Gainsight data, Microsoft 365 signals, and AI agents via Gainsight MCP to deliver trustworthy, retention-ready answers directly to leadership—no manual reporting required. Learn to cut signal from noise, design AI agents your executives trust, and enable leadership self-service to move faster on the accounts that matter most.

Breakout Session



Adriana Pastula Diaz

Digital Customer
Success Operations
Manager

BMC Helix

Proven Retention Strategies

Day 2 • 14:45–15:30



Jessica Bobbitt

Sr. Director, Customer
Success, Global
Strategy
Genesys

Rethinking the Retention Touchpoint: How Leading CS Teams Are Rebuilding the Customer Journey

Retention doesn't come from a single playbook anymore; it comes from getting every touchpoint right. In this panel, three CS leaders share how they've rebuilt critical moments in the customer journey by combining AI-driven signals with human judgment. Hear the real decisions, tradeoffs, and hard-won lessons on restructuring teams and blending always-on digital engagement with high-value human intervention.

Panel Session



Shannon Hamer

Director of Customer
Success & Service
Aareon Group

Day 2 • 15:45–16:30



Steve Taylor

VP Customer Success,
EMEA
Saviynt

CS Is a Team Sport: Building the Cross-Functional Retention Culture That Scales

Relying on a single team to own the customer relationship is a fast track to churn. Learn how to map non-customer-facing roles to their direct impact on retention, break down departmental silos, and build a cross-functional CS culture that scales alongside AI.

Breakout Session

TRACK FOUR

Retention Ops in Action

CS Ops used to mean dashboards, process, and firefighting. Now it's also the team building agentic workflows and orchestrating MCP calls. See how the sharpest Ops teams fuel retention and expansion in this track.

Sessions follow on the next pages →

Retention Ops in Action

Day 2 • 11:30–12:15



Polly Sims

Senior Director,
Customer Strategy &
Operations
Mediafly

From Sandbox to Scale: A Framework for Smarter AI Experimentation in CS Ops

CS Ops professionals face intense scrutiny to prove the financial value of AI innovation. Move beyond 'do more with less' tactics to purposeful, data-backed experimentation. Master the 'Sandbox > Scoreboard > Stewardship > Scale' model to create repeatable innovation loops. Learn to implement guardrails for responsible AI deployment, turning creative experiments into governed, defensible, and scalable operational playbooks.

Breakout Session

Day 2 • 14:45–15:30



Daniel Cartagena

Scaled Customer
Success Strategy Lead
SAP

Scaling Digital for Long-Tail Retention & Risk Mitigation

As expectations rise, SAP needed a scalable way to drive engagement for over 20,000 long-tail customers. Learn how they evolved from broad lifecycle emails to a tailored Digital Customer Success model. Discover how blending automated journeys, customer signals, self-serve resources, and a pooled CSM team creates hyper-personalised experiences that maximise retention at scale.

Breakout Session



Irvin Akopov

Global Programme
Head, Tech-Touch
Engagement - Customer
Success
SAP

Retention Ops in Action

Day 2 • 15:45–16:30



Megane Vuillermoz

Team Leader, Customer
Success Department

Shiji Group

The Health Score Revamp Nobody Asked For (But Everyone Needed)

Rebuilding a health score requires more than just swapping metrics. Learn how Shiji Group challenged their assumptions about customer health using historical data. Discover how to decide which signals actually matter and, more importantly, how to get your team to trust and adopt the new model.

Breakout Session



Angela Micheli

Senior Customer
Success Systems
Manager

Shiji Group

TRACK FIVE

Workshop Your Way to Growth

Roll up your sleeves and build. You'll leave with working playbooks, agent workflows you can deploy, cleaner Sales-to-CS handoffs, retention plays ready to run when you're back online. The most practical, hands-on room at Pulse.

Sessions follow on the next pages →

Workshop Your Way to Growth

Day 1 • 14:30–15:15



Sruthi Malla

Principal Digital CS

Strategist

Gainsight

Start at the Signal: Build an AI-First DCS Motion From Scratch

The gap between a pile of automations and a motion that runs itself isn't more tools—it's better design. In this hands-on workshop, walk through a real no-CSM onboarding motion built from a blank page. Learn how one designed programme handles every account by default, catches risk before it becomes churn, and pulls in a human only when necessary using a four-part design framework: Signal, Decision, Action, Measure.

Workshop Session



Revathi A Menon

Community Lead

Gainsight

Day 1 • 15:45–16:30



Kelly McCabe

Director, Strategic Advisory

Services

Gainsight

Connecting CS & Community Churn Signals

CS and community teams each hold parts of the retention picture, yet many organisations never connect them. In this workshop, work directly with a partner team to map where your blind spots live and what to do about them. Leave with a completed 'Signal Exchange' worksheet and concrete actions to share churn signals between CS and digital customer hubs.

Workshop Session



Juan Garza

Customer Advisor -

Community

Gainsight

Workshop Your Way to Growth

Day 2 • 12:30–13:15



Gainsight

Turn Your LLM into a Customer Expert with MCP

Generic AI outputs don't help CSMs. Learn to connect Staircase AI to Claude via the Model Context Protocol (MCP) to feed live account health and risks straight into your prompts. Walk away with a repeatable workflow for drafting hyper-personalised outreach and QBR prep.

Workshop Session

Day 2 • 14:45–15:30



Matt Smith
Principal, CS
Engineering and
Operations
Xceptor

Hands-On AI: Turn Gainsight & Staircase AI into a CS Workflow Engine

Your Gainsight and Staircase AI data is only as valuable as the workflows built around it. In this hands-on workshop, connect both platforms as live data sources using Model Context Protocol (MCP). Build and run a Claude Skill that pulls health scores and relationship signals to flag retention risk early, writing results straight back into Gainsight. Leave with a working template to adapt for your own workflows on Monday morning.

Workshop Session

Day 2 • 15:45–16:30



Kat Bond
Head of Partner Success
Xero

From Relationship Management to Revenue Engine

Transition your CS organisation from reactive relationship management to a proactive growth engine. Explore how Xero UK redesigned Partner Success using structured health checks, pod-based workflows, and AI productivity tools to intervene earlier and drive stronger expansion outcomes.

Workshop Session

TRACK SIX

Winning with Digital CS

Winning with Digital CS

Pulse Europe 2026 isn't just a Customer Success conference. Running alongside the CS programme across both days is a dedicated track for Customer Education and Customer Community practitioners — covering everything from building AI-powered retention engines to scaling agile learning teams and navigating the owned-community question in a Reddit world.

Sessions in this track include:

- Scaling the Unscalable: How Cognite is Turning Community Into an AI-Powered Retention Engine (Day 1 · 13:30–14:15)
- Connecting CS & Community Churn Signals — a cross-functional workshop with Kelly McCabe and Juan Garza, Gainsight (Day 1 · 14:30–15:15)
- The \$150K Hack: Building a Defensible SaaS Certification Programme for £0 — Joel Eaton, Hornbill (Day 1 · 16:45–17:30)
- Community as a Retention Engine: How Kyriba Connected Engagement and AI to Drive Adoption and Advocacy — Denise Gomes, Kyriba (Day 2 · 12:00–12:45)
- Reddit vs. Community: Why Sonos Stopped Choosing — Keith Nieves, Sonos (Day 2 · 15:15–16:00)

The full session details, speaker bios, and day-by-day schedule for the Customer Education and Community track are in the dedicated CE & CC Attendee Guide.

[Download the Customer Education & Community Guide](#)

End the day right.

The official **Pulse Europe Happy Hour** takes place at Fabric London on **Monday 19 October, 18:00–19:30**.

It's your chance to meet the post-sales community from across Europe in one room: CS leaders, Ops practitioners, community builders, and educators, all in one place. The evening wraps up early enough to carry the conversation on over dinner at a location of your choice.



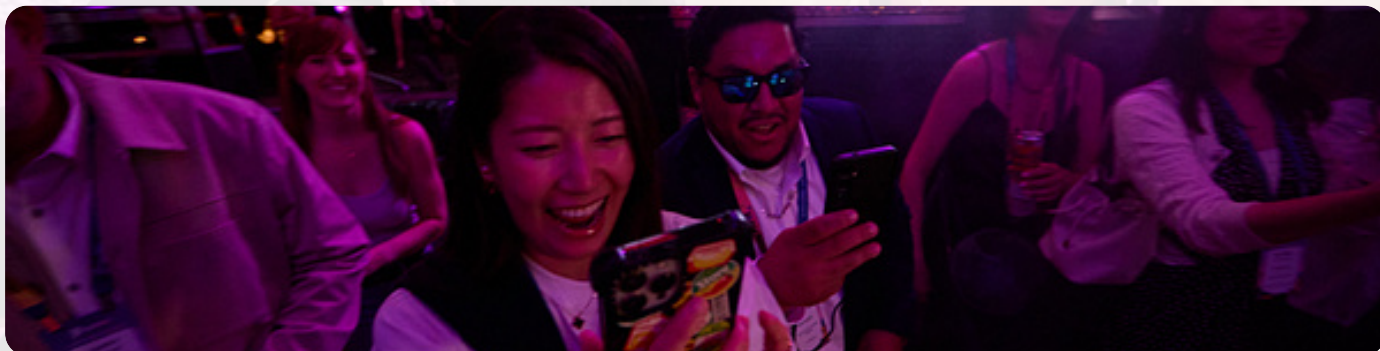
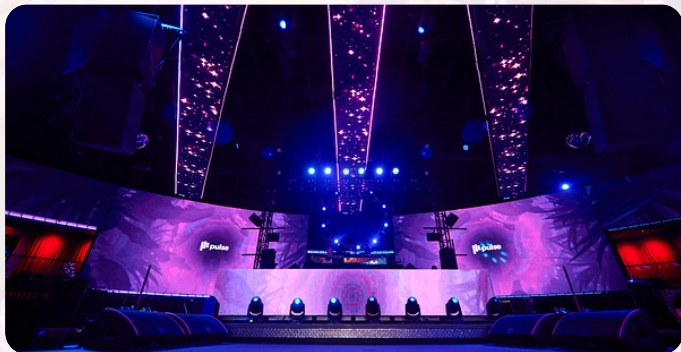
**Fabric,
London**



**Monday,
19 October**



18:00–19:30



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The Brewery, London

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