

EXECUTIVE LEADERS

The pressure on retention has never been higher, and it's causing boards to ask different questions. The new mandate has shifted from managing quarterly churn to protecting NRR in the long term. Successful executives are restructuring around outcomes, augmenting the post-sales lifecycle with AI, and rethinking what Customer Success is actually for. Pulse Europe 2026 is where those leaders share what that shift looks like in practice.

THE KIND OF CONVERSATIONS YOU WILL BE IN THE ROOM FOR

Retention as a board-level conversation

It's not enough to measure adoption, health, and activity. CS organisations must deliver outcome. Learn how to build a value framework that proves CS impact at board level.

The build vs. buy decision

AI has changed the build vs. buy decision, making it easier than ever for customers to create solutions in-house. Learn what this question means for post-sales leaders responsible for retention, and strategies to approach it.

Rethinking the long tail

Your long tail customers are your biggest sources of untapped revenue. Learn how forward-thinking post-sales leaders are addressing the gap with AI-native approaches that treat every customer like your best one.

What agentic AI actually changes

The majority of CS teams have adopted AI. Most are not seeing it in their retention numbers. The problem is that AI is being layered onto workflows that were never designed for it. See what redesigning first actually looks like in practice.

Cross-functional ownership of retention

Retention does not come from a single playbook anymore. It comes from getting every touchpoint right — how the team is structured, how AI scales engagement, and how leaders bring their people through the change. Learn what that looks like when it is working.

Leading through the pressure

The honest conversation about what it feels like to lead a post-sales organisation right now — the fear, the pace of change, and how the executives doing it well are making decisions without a clear map.

YOU LEAVE PULSE EUROPE WITH:

— A value framework that connects CS outcomes to the numbers the rest of the business is measured on

— A framework for building cross-functional ownership of retention across your leadership team

— A clearer view of where AI changes the post-sales motion — and where redesigning the workflow matters more than adding the tool

— Peer conversations with post-sales executives navigating the same pressure at companies comparable in scale and complexity to yours

AN EVENT WORTH COMING BACK TO: 78% OF PULSE ATTENDEES RETURN THE FOLLOWING YEAR, AND THE AVERAGE ATTENDEE LEAVES WITH SIX NEW PROFESSIONAL RELATIONSHIPS.

STILL NEED A SIGN-OFF?

Download the Convince-Your-Boss template. It covers the ROI framing, peer benchmarking and the development case in two paragraphs. Copy it, personalise, and send.

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