pulse

MAY 15–16
ST. LOUIS, MO

OH YEAH! # OH YEAH!

CSM EXCELLENCE

ATTENDEE GUIDE
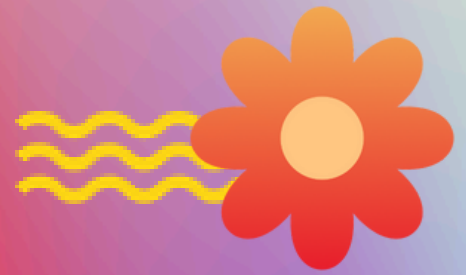
The #1 Conference for Unleashing the Power of Your Customers

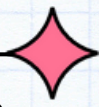| **2,500+**	**70+**	**125+**	**1**
ATTENDEES	SESSIONS	SPEAKERS	EPIC PARTY

Must-Attend Sessions

There's no way to go to every session, so be sure to check out these fab four!

Keynote

Day 1 Opening Keynote

Join us for the Pulse 2024 opening keynote featuring a welcome by Gainsight CEO, Nick Mehta, and President & COO, Chuck Ganapathi. In a time where challenges loom large, we confront the realities of today's business landscape. This year, we are thrilled to include the Gainsight Product team who will unveil exciting AI innovations. These cutting-edge advancements are designed to help people be more efficient and proactive in their jobs, transforming the way work is done. We'll explore the promise of AI that is human-first and outline the principles guiding our path forward. Together, we'll show how to navigate the shifting tides of business with resilience, ingenuity, and a renewed focus on what truly matters to your customers – the human connection.

Track 4 | Session 4

Low Product Adoption: Transforming CS Intuition into a Highly Scalable and Actionable Framework

Discover how the Benchling Digital CS team developed a reliable, data-driven methodology to identify customers at high risk of churn and contraction. Utilizing a Low Product Adoption playbook within Gainsight, they established a scalable framework applicable to various CS motions. Gain insights on transitioning from reactive, tailored 1:1 CS engagements to proactive, targeted, and scalable outreach, empowering effective retention and adoption strategies.

Track 3 | Session 2

Transforming Customer Success: Workday's One-Year Leap to Next-Level Differentiated Engagement Model

Join us as we unveil how Workday revolutionized Customer Success leveraging digital strategies for scalability and omnichannel experiences. By leveraging customer intelligence, prescriptive success paths, and automation we were able to blend human touchpoints with digital engagement for a better omnichannel customer experience. Learn how leadership support, clear metrics, and early stakeholder engagement propelled our success.

Track 4 | Session 8

Lead with Value: Transforming the QBR from a Numbers to Value Based Conversation

IT and Procurement are more and more involved in renewal conversations, and unfortunately, they typically only look at numbers and don't understand the true value SurveyMonkey brings. In this session, I want decision makers to leave a QBR understanding they absolutely cannot rip out SurveyMonkey without massive repercussions. How? By developing end user champions and leading with their stories and impact.

Session Short List

Uncertain where to begin? No worries, we're here to assist. Explore our curated session selections for people interested in CSM excellence.

Day 1 | Session 1 | 10:15 AM

Track 4 | Panel: Optimize the Customer Journey: Foster Relationships, Verify Outcomes, Drive Growth & Adoption

Track 3 | Navigating with Certainty: Removing Chance from the Customer Journey

Day 1 | Session 2 | 11:15 AM

Track 7 | Dive into the Pool: Navigating Strategies for Scaled Customer Success

Track 4 | Putting Customers First: Success Planning and Verified Outcomes

Day 1 | Session 3 | 2:00 PM

Track 4 | Reimagine Your EBRs: Maximize Value and Efficiency

Track 3 | Customer Success = Company Success: Harnessing the Power of Customer Value to Unlock More Revenue
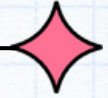
Day 1 | Session 4 | 3:00 PM

Track 5 | Power Team, Assemble! Unifying the Revenue-Driving Power of Your CS, Services, and Support Teams

Track 4 | Low Product Adoption: Transforming CS Intuition into a Highly Scalable and Actionable Framework

Session Short List

Day 1 | Session 5 | 4:15 PM

Track 4 | NeuroSuccess: Building Lasting Customer Bonds

Day 2 | Session 6 | 11:00 AM

Track 7 | Maximizing Impact at All Levels: Building a Mature Customer Success Scale Program

Track 4 | Twin Engines of Scale: Leveraging Community and Live Engagement for Transformative Scaled CS

Day 2 | Session 7 | 12:00 PM

Track 4 | Retention Realities: Collaborating Across Functions To Drive Customer Renewal Success

Track 1 | Popmenu's Recipe for Success: A Digital Journey for Growing Your Business

Day 2 | Session 8 | 2:45 PM

Track 5 | Transforming CX into Revenue: The Art of Success Monetization

Track 4 | Lead with Value: Transforming the QBR from a Numbers to Value Based Conversation

Day 2 | Session 9 | 3:45 PM

Track 3 | Driving Outcomes in a Technical Ecosystem

Track 4 | Future Proof your CS Career: the AI Skillset and Toolkit you Need

Track 1 | Eating the Elephant: Guiding Customers through the Impossible

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ATTENDEE ACTIONS:

- Register for Pulse 2024

- Deep dive into the full agenda

- Once the agenda builder is available, be sure to log in and select sessions as favorites to organize your day effectively.

- Tell your friends and colleagues you're headed to #Pulse2024

QUESTIONS?
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GROUP PRICING
AVAILABLE