



MAY 15-16
ST. LOUIS, MO



PRODUCT ADOPTION

ATTENDEE GUIDE



The #1 Conference
for Unleashing the Power
of Your Customers



2,500+

ATTENDEES

70+

SESSIONS

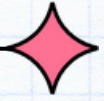
125+

SPEAKERS

1

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 1 | Session 1

From Silos to Synergy: Unlocking the Growth Potential of Customer Success & Product Partnerships

Amidst today's challenging tech landscape, customer success teams must navigate how to boost retention and growth while operating efficiently. Heather Brown, VP of Customer Success at PagerDuty, unveils her team's strategy: a data-driven engagement framework emphasizing experimentation. Discover how they achieved remarkable results, including >50% month 2+ retention increase and a 7x surge in active users through strategic partnerships, actionable feedback, and innovative experimentation.

Track 6 | Session 5

Scaling Success: Updater's Crawl, Walk, Run Approach to Customer Training and Product Adoption

Join Rupal Nishar as she discusses Updater's phased methodology for building a robust customer education program. Explore their approach of "crawl, walk, run" tailored to different stages of company growth: soft launch (crawl), optimization with automation (walk), and scaling for large-scale operation (run). Gain insights into adaptability and foresight essential for cultivating long-term customer success.

Track 1 | Session 4

Driving Growth Through Data: Kobiton's Strategies for Increasing Product Usage and Customer Engagement

In this session, I'll share insights into the strategies employed by Kobiton's Product Growth team to drive product usage and engagement. Explore real-world examples of how we use Gainsight PX to track user behavior, identify usage patterns, and design targeted interventions. Walk away with actionable insights for leveraging data to optimize your product's performance and foster customer success.

Session Short List

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

Day 1 | Session 1 | 10:15 AM

Track 1 | From Silos to Synergy: Unlocking the Growth Potential of Customer Success & Product Partnerships

Track 5 | Digitizing the Customer Experience from Onboarding to Renewal

Day 1 | Session 2 | 11:15 AM

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

Track 2 | Embracing AI to Increase Customer Value and Business Efficiency

Day 1 | Session 3 | 2:00 PM

Track 2 | Simplify, Elevate, Adapt: Leading a CX, EX, and Outcomes Evolution

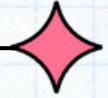
Track 9 | Crafting Your Customer Education Strategy: A Hands-On Workshop

Day 1 | Session 4 | 3:00 PM

Track 2 | Digital CS: One Customer Journey Stage at a Time

Track 9 | Driving Growth Through Data: Kobiton's Strategies for Increasing Product Usage and Customer Engagement

Session Short List



Day 1 | Session 5 | 4:15 PM

Track 1 | Do you “feel the need, the need for speed?”:
TrustRadius’s Journey to Scalable Growth

Track 5 | Driving Revenue, Product Adoption, and Customer
Advocacy Through Scaled Programs and Events

Day 2 | Session 6 | 11:00 AM

Track 2 | Building Bridges, Not Walls: Crafting a Human-First
Culture for CX, EX and Business Excellence

Track 10 | Unleashing the Power of AI in CS: Amplifying
Empathy and Delivering Human-First Value

Day 2 | Session 7 | 12:00 PM

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

Track 10 | AI for All: Leveraging AI as a CSM or CS Leader

Day 2 | Session 8 | 2:45 PM

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

Track 1 | Mapping Human Behavior: How Acquia uses the PX
Product Mapper to Prioritize Design Decisions

Day 2 | Session 9 | 3:45 PM

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

Track 7 | Drive Customer Outcomes with Digital Onboarding

OH YEAH!



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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

