pulse

MAY 28-29
LAS VEGAS

PRODUCT ADOPTION
ATTENDEE GUIDE

The #1 Conference for Customer Professionals

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!

Winning With Digital CS | Session 2

Driving Product Adoption with Data-Driven Insights

In this session, we'll explore how BeyondTrust enhances product adoption through data-driven insights and in-app engagements. Attendees will learn how BeyondTrust:

- Used product adoption data to identify key touch points.

Uses product-led implementation to reduce time to value and increase rate of adoption.

We'll also dive into the launch of BeeKeepers, BeyondTrust's Customer Community where they leveraged product analytics to guide customers to resources to self-serve and learn from peers. This session will offer actionable takeaways on using the right tools to deliver an enhanced product experience and elevate customer success.

Winning With Digital CS | Session 6

From Struggle to Success: How Netskope Transformed CS & Grew GRR by 10%

Three years ago, Netskope had a reality check—we weren't approaching our CS programs in Gainsight effectively. Faced with a choice to "get busy growing or get busy churning," we took action. By rebuilding our Gainsight strategy, launching a community, and investing in bringing the strategy to life, we not only increased GRR by 10% but also scaled efficiently while supporting 25%+ growth and reducing costs. Join us to learn how we turned tough feedback into a blueprint for success.

You'll learn how to:

- Get scrappy in investing in the necessary resources to win with Gainsight
- Embrace a culture of automation and programs (for risk, value, churn, etc)
- Do all of this while, nearly, rebuilding the composition of our entire org and customer tiers

Advanced Gainsight Strategies | Session 7

Shrek and Donkey's Quest: Saving Customer Land from the Fog of Unrealized Value

Join Shrek, the dedicated CSM, and Donkey, the enthusiastic Digital CSM, on an epic journey to save Customer Land from unrealized value. Learn how their unique approaches, powered by Gainsight's tools, turn customers into loyal fans through personalized engagement, proactive success strategies, and data-driven insights.

In this session, you'll discover how to:

- Personalize customer engagement to drive loyalty and retention
- Leverage data-driven insights to uncover and address unrealized value
- Use proactive success strategies to build stronger client relationships

Winning With Digital CS | Session 8

Digital CS That Actually Works: Tactics from the Trenches

Scaling Customer Success doesn't mean sacrificing the personal touch—it's about delivering value at the right time, from onboarding to renewal. In this panel, leaders from Rockwell Automation, Emerson, and Lytho share real-world strategies for building Digital CS programs that drive engagement, adoption, and expansion. If you're tired of buzzwords and want practical, proven tactics, this session is for you.

You'll learn how to:

- Automate key touchpoints while keeping customer interactions meaningful
- Turn insights into action to drive adoption and expansion at scale
- Prove the ROI of Digital CS with data-backed strategies

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

Winning With Digital CS | Scaling on the Fly: TrustRadius' Rapid Digital Program Scaling Strategy

AI That Works For You | AI is No Longer Optional: Trends, Tactics & Impact in Customer Success

Day 1 | Session 2 | 11:15 AM

Winning With Digital CS | Driving Product Adoption with Data-Driven Insights

Mastering Gainsight Workflows | Breaking Silos: Cross-Functional Collaboration with Gainsight

Day 1 | Session 4 | 3:00 PM

Mastering Gainsight Workflows | In-App Engagement Strategy: Real Stories. Real Results

AI That Works For You | Behind the Curtain: How Gainsight is Building the Future of Customer Success

Day 1 | Session 5 | 4:15 PM

Mastering Gainsight Workflows | Inside the Gainsight Metaverse: How CSMs Use Gainsight Every Day

Optimizing Rev Ops & CS Ops | Beyond Gut Feeling: A Data-Driven Approach to Predicting Customer Retention

Session Short List

Day 2 | Session 6 | 10:45 AM

Winning With Digital CS | From Struggle to Success: How Netskope Transformed CS & Grew GRR by 10%

Mastering Gainsight Workflows | The Post-Launch Playbook: 3 Focuses to Optimize and Scale Your Community

Day 2 | Session 7 | 11:45 AM

Advanced Gainsight Strategies | Shrek and Donkey's Quest: Saving Customer Land from the Fog of Unrealized Value

Day 2 | Session 8 | 2:30 PM

Winning With Digital CS | Digital CS That Actually Works: Tactics from the Trenches

Day 2 | Session 9 | 3:30 PM

Winning with Digital CS | Driving Adoption Success: Using Surveys & Automation for Scorecard Impact

Optimizing Rev Ops & CS Ops | Taking Luck Out of Upsells: How CS Drives Revenue & Boosts NRR

Networking Opportunities

Day 1 | Find a Buddy Breakfast

Day 1 | Emerald City Connections: Networking Breakfast

Day 1 | 5-Minute Mentor

Day 2 | Live Insights Exchange: Sharing Challenges and Sparking Innovation

Day 2 | 5-Minute Mentor

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ATTENDEE ACTIONS:

- <u>Register</u> for Pulse 2025

- Deep dive into the full <u>agenda</u>

- 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 #Pulse2025

QUESTIONS?
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