



MAY 28-29
LAS VEGAS

EXECUTIVE & LEADERSHIP

ATTENDEE GUIDE

**The #1 Conference for
Customer Professionals**

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!

Future-Proofing CS | Session 1

Customer Lifecycle Design: The Future of Customer Success Strategy

In today's competitive B2B landscape, CS leaders face the critical challenge of integrating excellence in delivering customer outcomes with operational efficiency. But traditional strategy design approaches such as customer journey mapping often fall short when applied in isolation, leading to siloes, redundancies and risk. This session hosted by Ross Fulton, Founder & CEO, Valuize, introduces the Customer Lifecycle Design (CLD) Framework, a transformative approach to designing a customer success strategy that unifies cross-functional teams and creates seamless, value-driven customer experiences.

Future-Proofing CS | Session 3

The REACH Framework™: How CS Teams Can Drive Expansion Revenue—Without Feeling Like Sales

CS leaders are under more pressure than ever to drive revenue—not just retention—but most CS teams struggle with having expansion discussions because traditional sales-driven approaches don't feel natural. In this session, Rod Cherkas will introduce the REACH Framework™, a proven, customer-centric approach that helps Customer Success and Account Management teams systematically identify, prioritize, and capture expansion opportunities, without feeling like they're selling.

You'll walk away with:

- A structured, repeatable framework for driving expansion revenue
- How to make expansion conversations natural and customer-centric
- A free signed copy of REACH to put these strategies into action

AI That Works For You | Session 6

The Future of AI in CS: No-Fluff, All-Real Talk


AI is flipping Customer Success on its head—but where's this all going? In this no-hype, no-BS panel, industry pros break down what's actually working, what's just smoke and mirrors, and how teams can walk the AI yellow brick road without straying off the path. We'll hit the big questions: How much AI is too much? Where do humans still have the edge? And what moves should CS teams be making now to avoid playing catch-up later? Expect bold takes, real talk, and insights you won't hear elsewhere.

Future-Proofing CS | Session 9

Lessons Learned in Building Scaled Customer Success

Your community can do more than answer support questions - it can drive innovation. Learn how the Calendly Community goes beyond troubleshooting to solve unique business challenges, from deep-sea fishing tours to enterprise sales and cat rescues to conferences. Discover how to turn your community into a powerhouse of creativity and scalable solutions.

In this session, you'll learn how to:

- Transform your community into a dynamic hub for knowledge-sharing and innovation
 - Scale customer-led solutions beyond what internal teams alone can provide
 - Foster engagement that fuels product adoption, creativity, and long-term value
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Session Short List

Uncertain where to begin? No worries, we're here to assist. Explore our curated session selections for people in Leadership or Executive Roles.

Day 1 | Session 1 | 10:15 AM

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

Future-Proofing CS | Customer Lifecycle Design: The Future of Customer Success Strategy

Leading With Empathy | Transforming Together: Leading Teams Through Change

Day 1 | Session 2 | 11:15 AM

AI That Works For You | No More Surprises: How Singular Shifted from Reactive to Proactive with AI

Leading With Empathy | All CS Motions Fail Without Successful Change Management

Day 1 | Session 3 | 2:00 PM

Future-Proofing CS | The REACH Framework™: How CS Teams Can Drive Expansion Revenue—Without Feeling Like Sales

Leading With Empathy | A Rising Tide Lifts All Boats: Accelerating Customer Success Through Strategic Onboarding

Day 1 | Session 4 | 3:00 PM

Future-Proofing CS | Scaling Customer Success in Non-SaaS: A Framework for Impact, Visibility, and Executive Buy-In

Day 1 | Session 5 | 4:15 PM

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

Leading With Empathy | From Caring Leaders to Thriving Customers: The Human-Centric Approach to Customer Health

Session Short List

Day 2 | Session 6 | 10:45 AM

AI That Works For You | The Future of AI in CS: No-Fluff, All-Real Talk

Optimizing Rev Ops & CS Ops | Turning Customer Success into a Revenue Engine

Future-Proofing CS | From Insight to Impact: A Strategic Blueprint for Driving Customer Value

Leading With Empathy | Empowered Teams, Exceptional Results

Day 2 | Session 7 | 11:45 AM

Optimizing Rev Ops & CS Ops | Building Success: Scaling a Customer Success Organization from Series A to Series C While Driving Revenue and Retaining Customers

Future-Proofing CS | Sales Engineering and Customer Success: From Value Proposition to Realization...and Why it's Important to your Investors

Leading With Empathy | Winning with Digital Customer Success: Building Teams, Driving Impact

Day 2 | Session 8 | 2:30 PM

Leading With Empathy | Transforming a Customer Success Team from Reactive Chaos to Revenue Focused

Optimizing Rev Ops & CS Ops | The RevOps Playbook: CS & Sales in Perfect Sync


Day 2 | Session 9 | 3:30 PM

AI That Works For You | The Agentification of CSMs: Separating Fact from Fiction

Optimizing Rev Ops & CS Ops | The Upsell Advantage: How CS Can Refill the Bucket and Boost NRR

Future-Proofing CS | Lessons Learned in Building Scaled Customer Success

Leading With Empathy | It's Been 25 Years...Why is Customer Success Still Stuck?





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ATTENDEE ACTIONS:

- [Register](#) for Pulse 2025
- 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 [#Pulse2025](#)

QUESTIONS?

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