pulse

AI & INNOVATION
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!

AI That Works For You | Session 1

AI is No Longer Optional: Trends, Tactics & Impact in Customer Success

AI is no longer a nice to have, its a critical need to keep up in post-sales. In this session, we'll break down the latest trends, show you real-world ways teams are using AI to level up, and talk about the tangible impact (beyond just saving a few clicks). Whether you're just dipping your toes into AI or already knee-deep, you'll walk away knowing what's legit, what's fluff, and how to make AI pull its weight in your CS strategy.
Key takeaways:
- Where we're at in the AI hype cycle and what's next
- Low lift ways to embed AI today
- Where AI has pitfalls and where it gets a perfect score
- Key metrics to measure your AI successes by

AI That Works For You | Session 3

How Humans + AI Make CS Unstoppable

ZoomInfo has been pioneering how to leverage AI to predict customer needs, personalize engagement at scale, and empower CS teams with real-time insights. In this session, hear how AI-driven strategies helped the ZoomInfo team boost efficiency, reduce churn, and uncover expansion opportunities while staying ahead of customer expectations.

You'll learn how:
- ZoomInfo uses AI to identify risks and opportunities before they surface
- How CS teams can leverage AI-powered segmentation to better target the right customers
- How digital engagements personalized at scale enhance the customer experience

Workshop Your Way to Growth | Session 5

AI and the Courageous Art of Making a More Meaningful Day

It's a cruel paradox that we pursue roles that we think will bring us alive through our talents, interests, and even yearning for purpose, and yet we end up spending our days striving towards due dates, metrics, and looking impressive. How did we drift away from what matters to us? "Job crafting" has been studied for two decades, showing how even workers with strict responsibilities have room to shape their tasks, relationships, and perspectives. Now, AI can be your private 24/7 job-crafting thought-partner. This workshop is designed to give you the safe environment to start articulating what most matters to you in your work, and to give you expert-led hands-on instruction (bring your laptop!) with using ChatGPT (or your AI of choice) to infuse that meaning into your work -- task-by-task, moment-by-moment, day-by-day.

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.

Session Short List

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

Day 1 | Session 1 | 10:15 AM

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

Day 1 | Session 2 | 11:15 AM

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

Day 1 | Session 3 | 2:00 PM

AI That Works For You | How Humans + AI Make CS Unstoppable

Day 1 | Session 4 | 3:00 PM

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

Day 1 | Session 5 | 4:15 PM

AI That Works For You | Workday's Customer Success Evolution: Scaling Engagements, Amplifying Impact

Workshop Your Way to Growth | AI and the Courageous Art of Making a More Meaningful Day

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

Day 2 | Session 7 | 11:45 AM

AI That Works For You | Predict, Prevent, Retain: Stopping Churn Before It Starts

Day 2 | Session 8 | 2:30 PM

AI That Works For You | One Health Score to Rule them All

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

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

Networking Opportunities

Day 1 | Find a Buddy Breakfast
Day 1 | Innovation Incubator
Day 1 | 5-Minute Mentor
Day 2 | Innovation Incubator
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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