pulse

**MAY 28-29
LAS VEGAS**

CSM EXCELLENCE
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!

Advanced Gainsight Strategies | Session 1

Actionable Health Scores: Stop Churn & Unlock Growth

Customer health scores should do more than track risk—they should drive action. Join Rishabh Gupta, Senior Manager of CS Operations & Analytics at Klaviyo, and Mark Mulhern, Senior Analyst of CS Operations & Analytics at Klaviyo, to learn how to design and implement health scores in Gainsight that help you prioritize at-risk customers, spot expansion opportunities, and fuel long-term growth. Whether you're new to Gainsight or refining your approach, this session will give you the tools to make health scoring a game-changer.

In this session, you'll discover how to:

- Build health scores that drive proactive engagement and retention
- Identify expansion opportunities using data-driven insights
- Leverage Gainsight to turn customer health into a strategic advantage

Mastering Gainsight Workflows | Session 2

Inside the Gainsight Metaverse: How CSMs Use Gainsight Every Day

Ever wondered how Gainsight's own CSMs use Gainsight? In this session, Gainsight CSMs will share real-life examples of how they leverage Gainsight to manage customers, drive success, and work more efficiently.

What you'll walk away with:

- Real-world examples of how Gainsight CSMs use the platform to manage customers
- Practical tips to drive efficiency and success in your own CS strategy
- Expert insights you can apply immediately (whether you're new to Gainsight or a power user)

Workshop Your Way to Growth | Session 6

Being Nice Isn't Enough: Focus on Value Realization in Your CS Strategy

Strong relationships matter, but long-term success comes from proving value. This workshop will challenge traditional CS approaches, focusing on practical strategies that align customer goals with product value to demonstrate ROI—moving beyond 'being nice' to driving real impact with your customers.

You'll learn how to:
- Shift from relationship-driven interactions to a value-focused CS strategy
- Connect customer engagement activities to measurable outcomes and key milestones
- Leverage data-driven insights to demonstrate value and ROI

Mastering Gainsight Workflows | Session 9

Account Planning in Gainsight: Aligning Sales & CS for Growth

Successful account planning depends on strong alignment between Customer Success and Sales. Join Desiree, Senior CSM at Gainsight, and a Gainsight Sales leader as they share practical strategies for joint account planning and how to use Gainsight to drive renewals, expansions, and long-term customer success.

What you'll walk away with:
- A structured framework for collaborative account planning in Gainsight
- Proven tactics for aligning Sales and CS to unlock growth opportunities
- Real-world examples of successful account plans and how to turn them into action

Session Short List

Uncertain where to begin? No worries, we're here to assist. Explore our curated session selections for mastering your CSM skills.

Day 1 | Session 1 | 10:15 AM

Advanced Gainsight Strategies | Actionable Health Scores: Stop Churn & Unlock Growth

Mastering Gainsight Workflows | Unlocking Customer Value: Proven Tactics to Drive Product Adoption

Day 1 | Session 2 | 11:15 AM

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

Day 1 | Session 3 | 2:00 PM

Advanced Gainsight Strategies | Turning Adoption Insights into Action: Driving GRR with Gainsight

Mastering Gainsight Workflows | Proactive Risk Management: Identifying, Communicating, and Acting on Churn Signals

Workshop Your Way to Growth | From CSM to Trusted Advisor: Elevate Your Impact with Consulting Skills

Day 1 | Session 4 | 3:00 PM

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

Advanced Gainsight Strategies | The Power of Automation: Streamlining Ownership Transitions

Day 1 | Session 5 | 4:15 PM

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

Advanced Gainsight Strategies | Breaking Barriers: How SAP Concur Drove Gainsight Adoption at Scale

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

Session Short List

Day 2 | Session 6 | 10:45 AM

Advanced Gainsight Strategies | Scaling Customer Engagement: Succeeding with a 1:Many Strategy

Workshop Your Way to Growth | Being Nice Isn't Enough: Focus on Value Realization in Your CS Strategy

Day 2 | Session 7 | 11:45 AM

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

Mastering Gainsight Workflows | Scaling Digital CS with AI: Best Practices

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

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

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

Mastering Gainsight Workflows | Account Planning in Gainsight: Aligning Sales & CS for Growth

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

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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