pulse

EUROPE

12-13 NOVEMBER
DUBLIN

AI & INNOVATION
ATTENDEE GUIDE

The #1 Conference for Customer Professionals

1,200+	45+	60+	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
Agents, Automation & What's Actually Working in Customer Success

AI is no longer optional in post-sales—it's essential. Today's Customer Success teams are moving beyond basic automation and embracing autonomous agents that reduce manual work, expand customer coverage, and drive outcomes at scale. In this session, we'll cut through the hype to show what's working, what's not, and how to make AI—and agents—pull their weight in your CS strategy. Whether you're in the middle of the pack or on the cutting edge, you'll leave with clear takeaways on what to do next, what to avoid, and how to prove real impact.

AI That Works For You | Session 3
AI in Post-Sales — From Exploration to Exponential Impact

AI is no longer a future state—it's actively reshaping how post-sales teams operate, scale, and deliver customer outcomes. This panel will explore the most impactful AI use cases in Customer Success, what it really takes to adopt them, and how to measure meaningful ROI. Attendees will leave with a practical understanding of what AI can do today and how to prepare their teams and processes for what's next.

Workshop Your Way to Growth | Session 5

Designing the Future: Leveraging AI to Transform Customer Success

This interactive workshop goes beyond presentations—put design thinking into practice as you collaborate with peers to reimagine what AI can unlock for Customer Success. Together, you'll tackle real challenges, experiment with new approaches, and design customer experiences that push the boundaries of what's possible. Come ready to collaborate, think creatively, and shape the future of CS.

AI That Works For You | Session 8

The Agentification of Customer Success: What Agents Really Change (and What They Don't)

The traditional CS model—built on people-powered playbooks and digital programs—is no longer enough. As AI moves from automation to autonomy, agents are stepping in to handle the heavy lift: surfacing risk, managing renewals, orchestrating outreach, and optimizing workflows in real time. In this session, we'll cut through the noise and show what agent-led CS actually looks like—from workflow evolution to role redesign—so you can scale coverage without scaling cost.

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 | 10:00

AI That Works For You | Agents, Automation & What's Actually Working in Customer Success

Leading with Empathy | Heart Meets Logic: An Artist x Scientist Approach to AI in Customer Success

Day 1 | Session 2 | 12:00

AI That Works For You | Roadmap to the Future of CS: Staircase AI and our Insights-First Approach to Customer Intelligence

Mastering Gainsight Workflows | Defying Gravity in the AI Era: A Wicked Transformation in Customer Success

Day 1 | Session 3 | 14:15

AI That Works For You | AI in Post-Sales — From Exploration to Exponential Impact

Day 1 | Session 4 | 15:15

AI That Works For You | See Around the Curve: Preparing Your Teams for AI Augmented Customer Success

Day 1 | Session 5 | 15:30

AI That Works For You | Signals Speak Louder Than Words: AI That Works (So You Don't Have To)

Workshop Your Way to Growth | Designing the Future: Leveraging AI to Transform Customer Success

Session Short List

Day 2 | Session 6 | 11:30

AI That Works For You | Mastering Gainsight: Data, Scorecards, and AI-Driven Customer Success

Day 2 | Session 7 | 12:30

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

Mastering Gainsight Workflows | From Reactive to Predictive: Turning Risks into Retention with Gainsight + AI

Day 2 | Session 8 | 14:45

AI That Works For You | The Agentification of Customer Success: What Agents Really Change (and What They Don't)

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ATTENDEE ACTIONS:

- Register for Pulse Europe 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 #PulseEurope2025

QUESTIONS?
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