



EUROPE

**12-13 NOVEMBER  
DUBLIN**

# **CSM EXCELLENCE**

## **ATTENDEE GUIDE**

**The #1 Conference for  
Customer Professionals**

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**1,200+**  
ATTENDEES

**45+**  
SESSIONS

**60+**  
SPEAKERS

**1**  
EPIC PARTY

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# Must-Attend Sessions

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There's no way to go to every session, so be sure to check out these fab four!

## Mastering Gainsight Workflows | Session 3

### **Demystifying Gainsight Journey Orchestrator: Unlocking Cross-Functional Workflows and Tool Integration**

At Docusign, Customer Success teams used Gainsight's Journey Orchestrator to break down silos, streamline processes, and boost efficiency. By mapping workflows, connecting tools, and aligning teams around shared data, they turned isolated activities into a coordinated engine for scale. This session shows how the right orchestration can unlock cross-functional impact and win stakeholder support.

## Mastering Gainsight Workflows | Session 5

### **Beyond the Score: Turning Customer Health Into Strategy**

A health score only matters if it drives action. In this session, hear how hyperexponential built a Gainsight health score that not only tracks customer wellbeing but also guides CS strategy. Learn what it takes to design a score CSMs trust, leaders use, and customers benefit from.

Key takeaways:

- - Structure your score around true customer outcomes.
- - Make every component measurable and actionable.
- - Elevate the score from metric to strategic tool.
- - Align your team on a shared definition of "healthy."

## Optimising Operations | Session 6

### **CS Ops and CSMs: One Team, Smarter Collaboration, Bigger Impact**

CS Ops and CSMs perform best when collaboration is seamless. Yet too often, misaligned roles, unclear processes, and siloed data weaken the impact of both teams.


In this session, Nadeem Mazhar, Director – Business Analyst at Moody's, will share actionable strategies, real-world examples, and practical frameworks to strengthen the partnership within the critical CS Operations engine. Attendees will learn how to align teams, define clear roles, leverage data effectively, and drive measurable results — all while maintaining the human connection that defines Customer Success.

## Mastering Gainsight Workflows | Session 7

### **From Reactive to Predictive: Turning Risks into Retention with Gainsight + AI**

Learn how BMC Software shifted from firefighting issues to predicting and preventing churn before it happened. In just 18 months, their Risk Mitigation framework—powered by Gainsight, automation, and machine learning—protected millions in revenue and boosted early risk detection by 300%. This session breaks down the playbooks, technology, and tactics that turned risk data into retention wins.

Key takeaways:

- Practical steps to move from reactive → proactive →
  - predictive retention.
  - How to operationalize risk playbooks with automation
  - Turning machine learning insights into real revenue protection.
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# Session Short List

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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 | 11:00

Mastering Gainsight Workflows | From Chaos to Clarity: Payoneer's Global CS Transformation with Gainsight

Workshop Your Way to Growth | Customer Journey: Making It the Customer's Journey

## Day 1 | Session 2 | 12:00

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

## Day 1 | Session 3 | 14:15

Mastering Gainsight Workflows | Demystifying Gainsight Journey Orchestrator: Unlocking Cross-Functional Workflows and Tool Integration

Future-Proofing Customer Success | From Silos to Synergy: Turning Cross-Team Collaboration into Customer Growth

## Day 1 | Session 4 | 15:15

Workshop Your Way to Growth | When Things Go Wrong: Your CX Emergency Response Playbook for Restoring Trust

## Day 1 | Session 5 | 16:30

Mastering Gainsight Workflows | Beyond the Score: Turning Customer Health Into Strategy

Future-Proofing Customer Success | Scaling Success: How Unit4 Drives Customer Outcomes with Gainsight



# Session Short List

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## Day 2 | Session 6 | 11:30

Mastering Gainsight Workflows | From Guesswork to Precision: How Emplifi Scaled Smart with Digital CS + Gainsight

Optimising Operations | CS Ops and CSMs: One Team, Smarter Collaboration, Bigger Impact

## Day 2 | Session 7 | 12:30

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)

Workshop Your Way to Growth | From Blank Page to Health Score: Just Start

## Day 2 | Session 9 | 15:45

Mastering Gainsight Workflows | Breaking free from 1:1's, Cloudflare's strategic journey to scalable CS





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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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