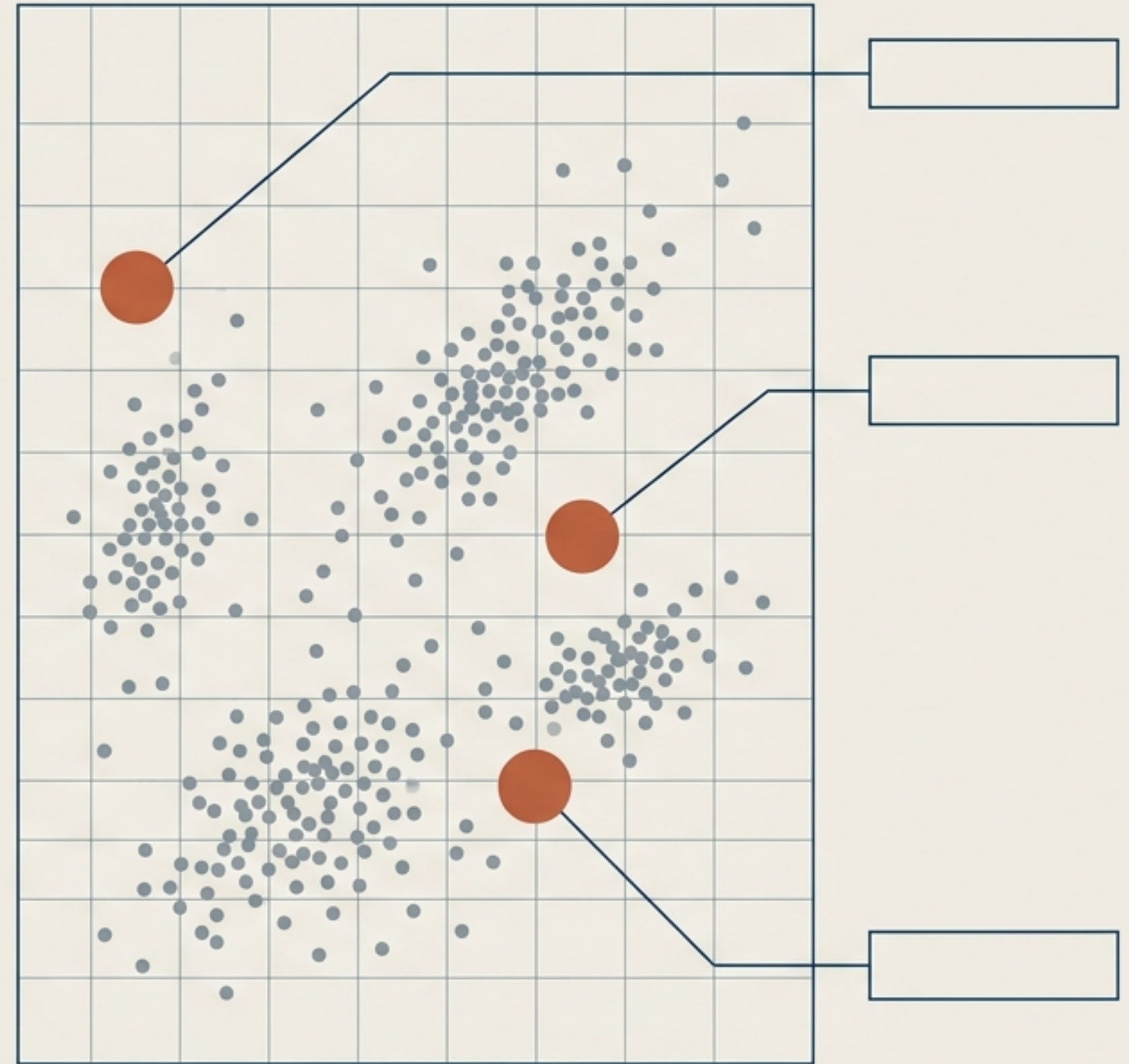


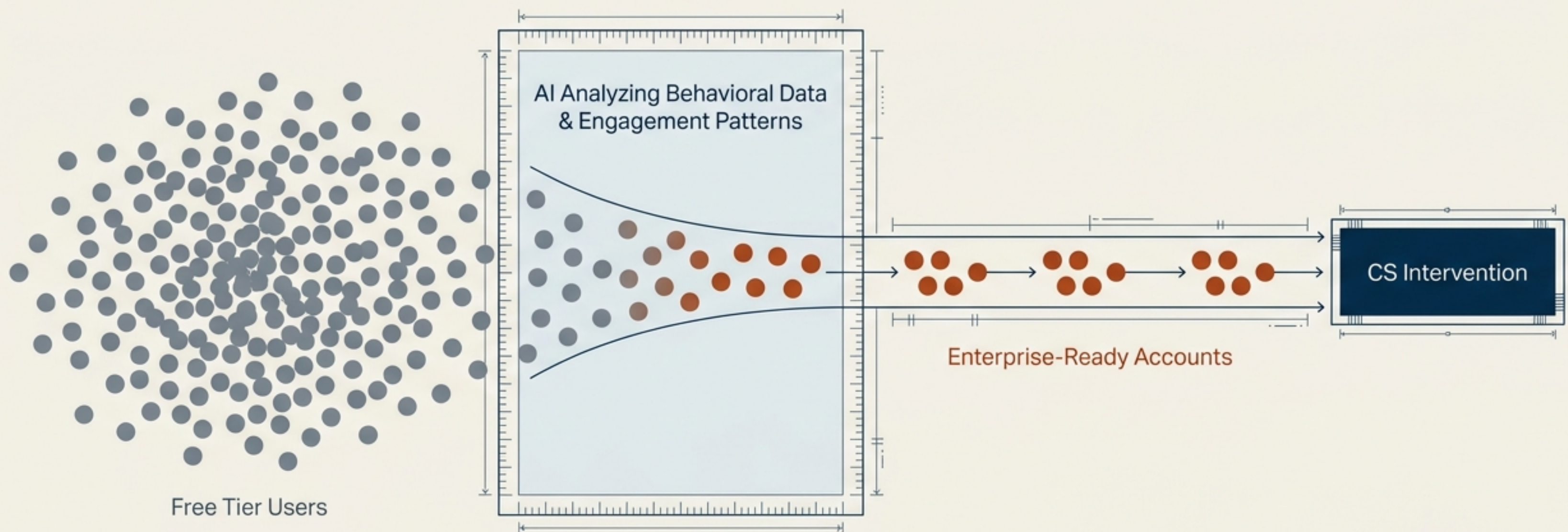
Intercepting Enterprise Revenue in PLG

Upgrading high-value free users through AI-powered Customer Success telemetry.



The manual search for enterprise potential is prone to massive leaks

Customer Success Managers (CSMs) face a Herculean feat: identifying and nurturing free users silently brimming with enterprise potential. Without telemetry, this process relies on intuition and allows high-value accounts to slip through the cracks.



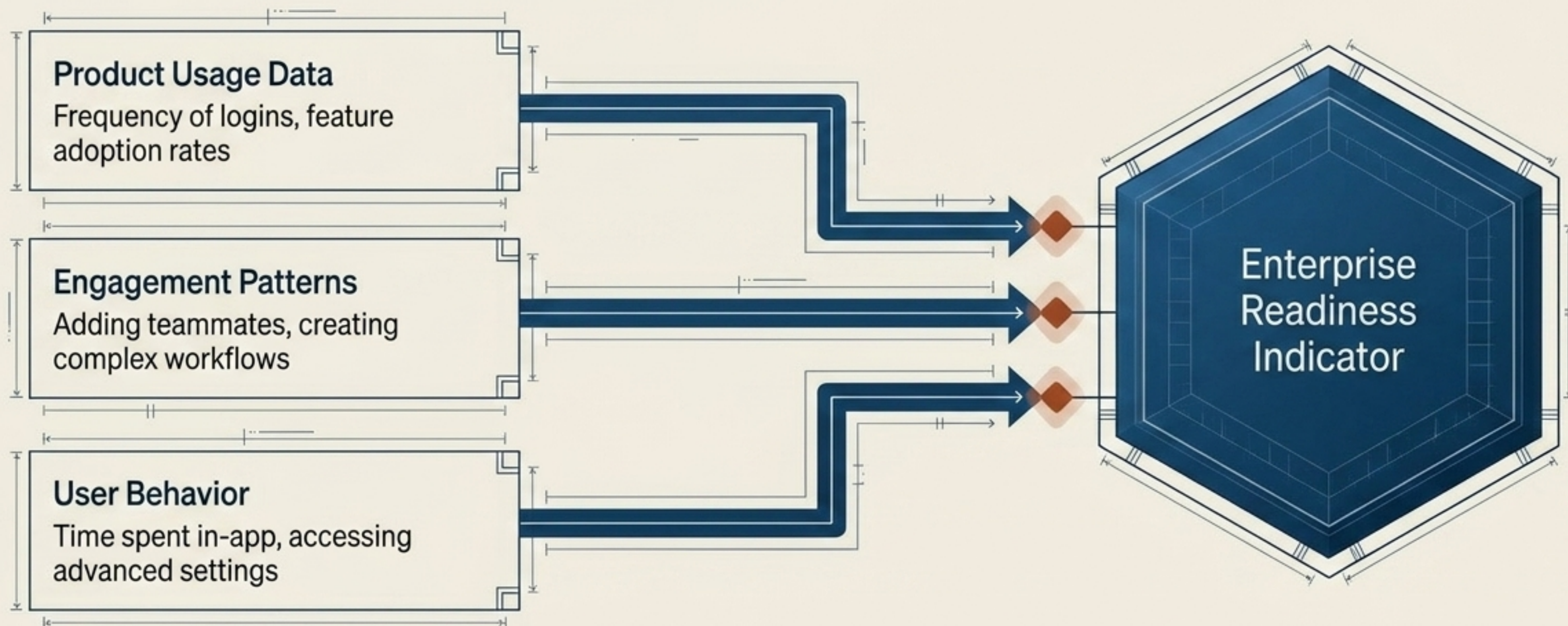
Shifting from intuitive reactions to predictive interception

AI fundamentally reshapes the ability to intercept free users and guide them seamlessly to a paid enterprise model before they even request an upgrade.

	Legacy CS	AI-Powered CS
Identification Method	Manual & Intuitive	✓ Predictive Analytics
Timing of Engagement	Reactive (post-inquiry)	✓ Proactive (before they realize they are ready)
Task Focus	Routine Administrative Tasks	✓ High-Value Strategic Interactions
Scale	Strictly Headcount-Limited	✓ Infinite Scaling with Personalization

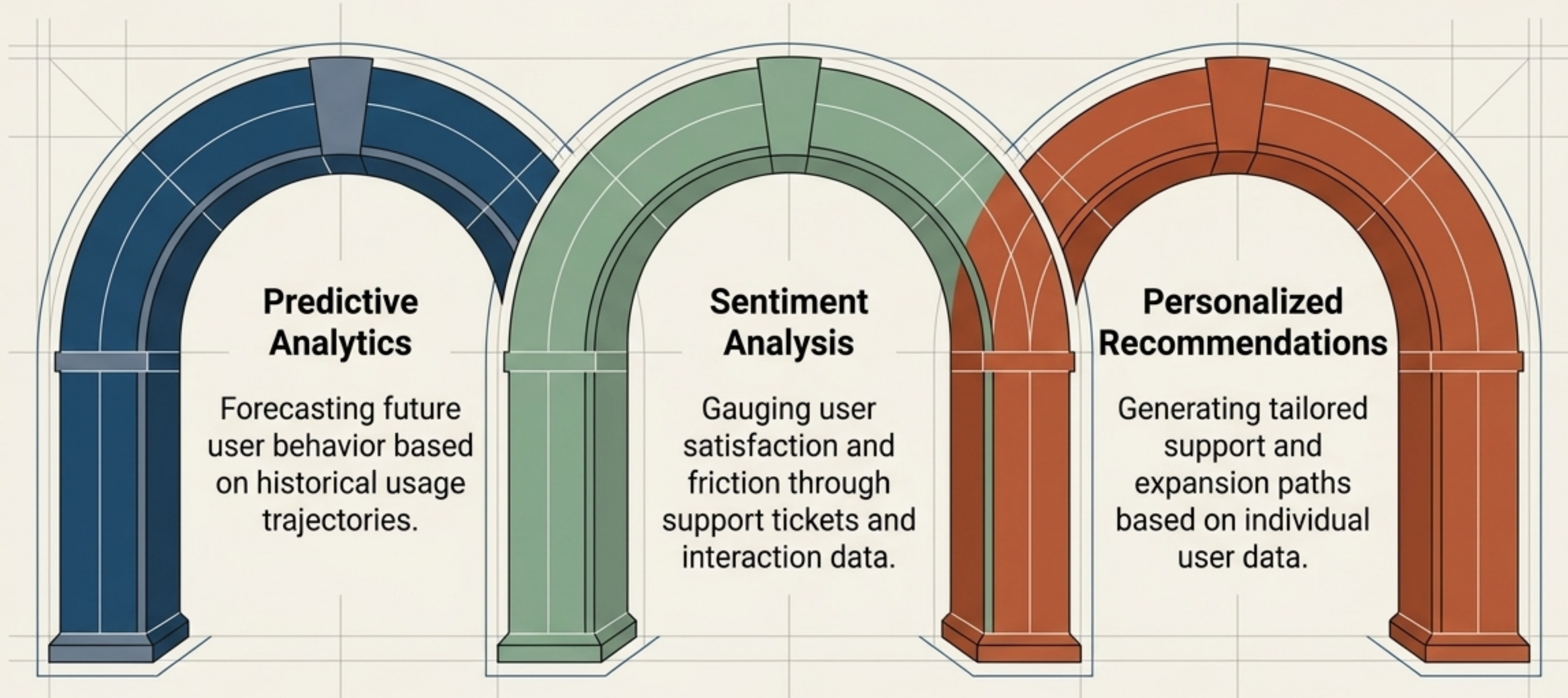
Extracting enterprise readiness signals from user telemetry

Readiness is not a guess; it is a measurable data threshold. AI continuously monitors these product-led signals to trigger proactive outreach the moment an account crosses into enterprise viability.



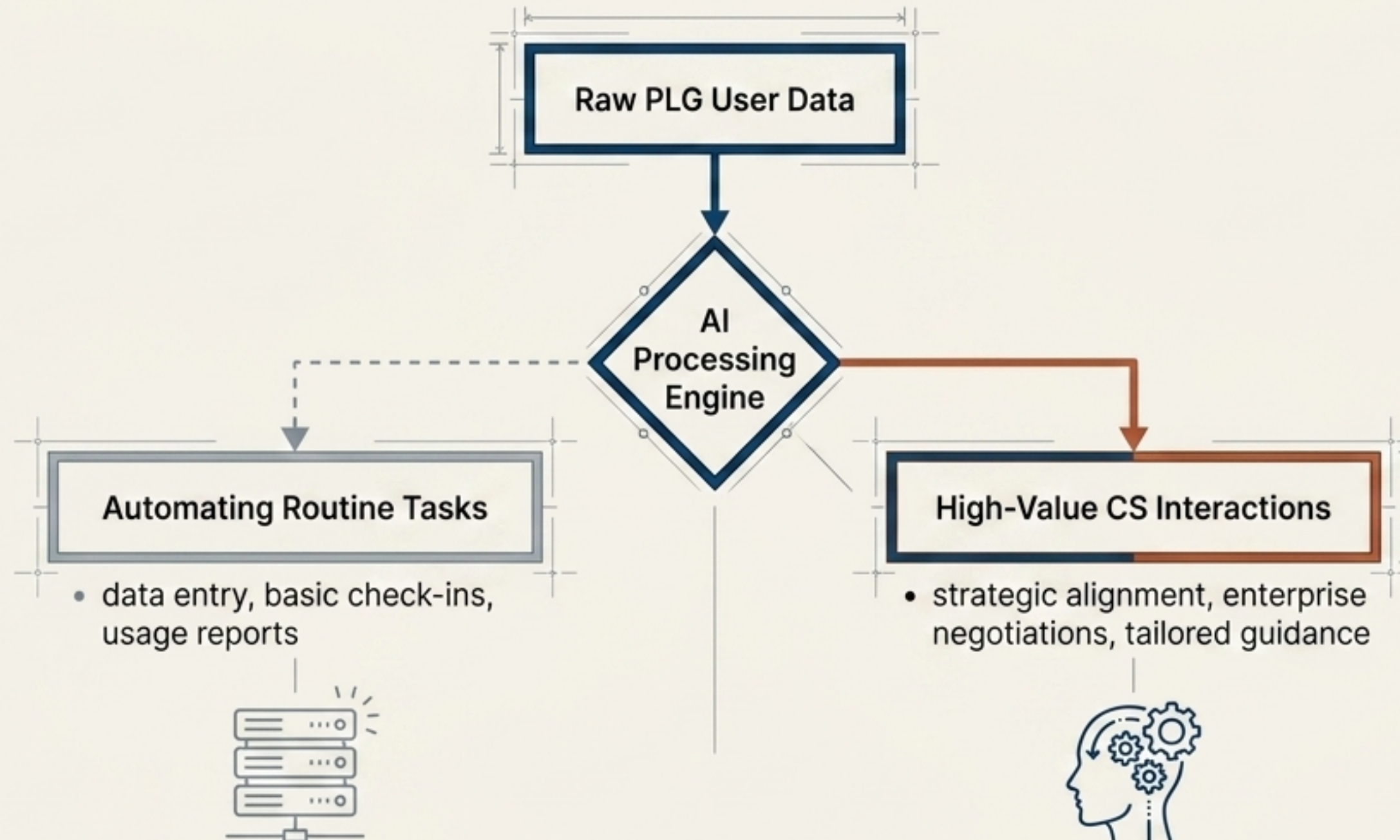
Three core AI techniques for intercepting PLG accounts

By combining prediction, sentiment, and personalization, CS teams shift from managing accounts to architecting user journeys.



Automating the routine to elevate high-value human interactions

AI absorbs the administrative burden, instantly routing complex, enterprise-ready accounts directly to human CSMs for strategic intervention.



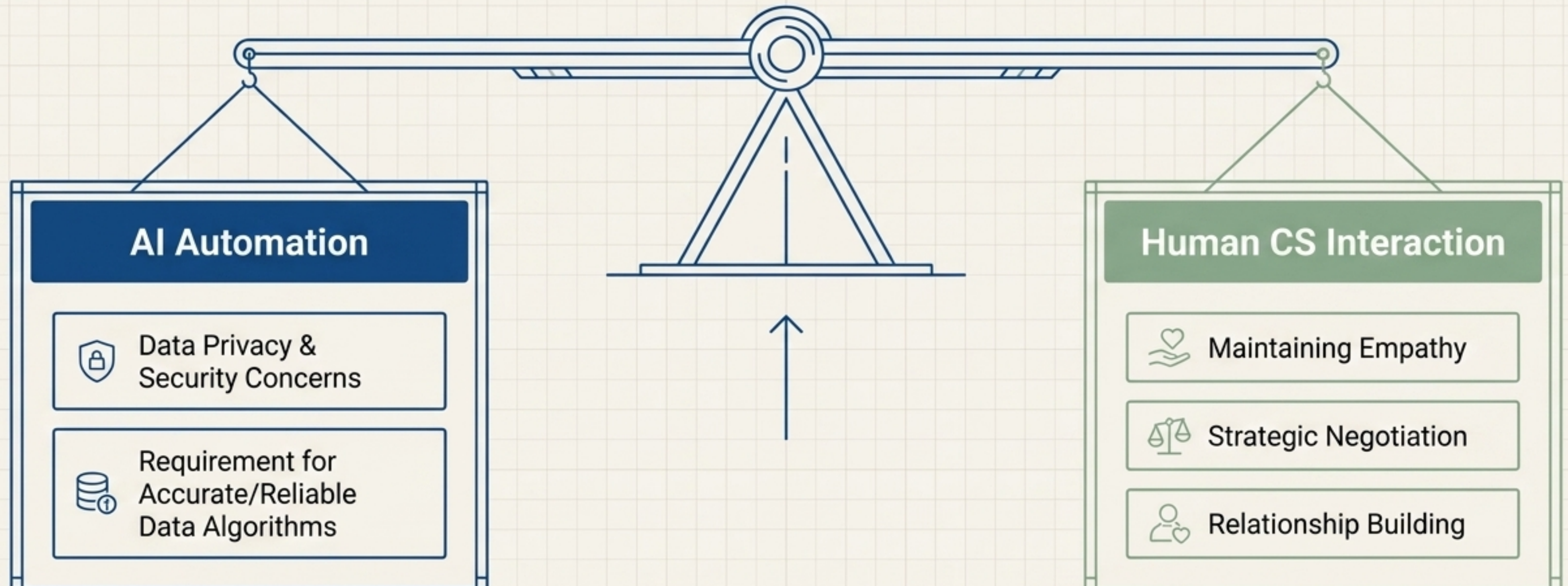
The compounding benefits of AI-driven customer success

The ROI of AI in PLG is not just efficiency; it is the ability to provide personalized, targeted support to a vastly larger user base without linearly scaling headcount.



Balancing automation with data security and the human touch

Implementation requires extreme care. AI must complement existing CS processes and align with the overarching PLG strategy, never fully replacing the human empathy required to close enterprise deals.



The Augmented CS Ecosystem: AI logic meets human strategy

In the modern PLG environment, AI does not replace the Customer Success Manager. It acts as an advanced telemetry radar, isolating the signal from the noise so your best people can do what they do best: guide users to the enterprise level.

