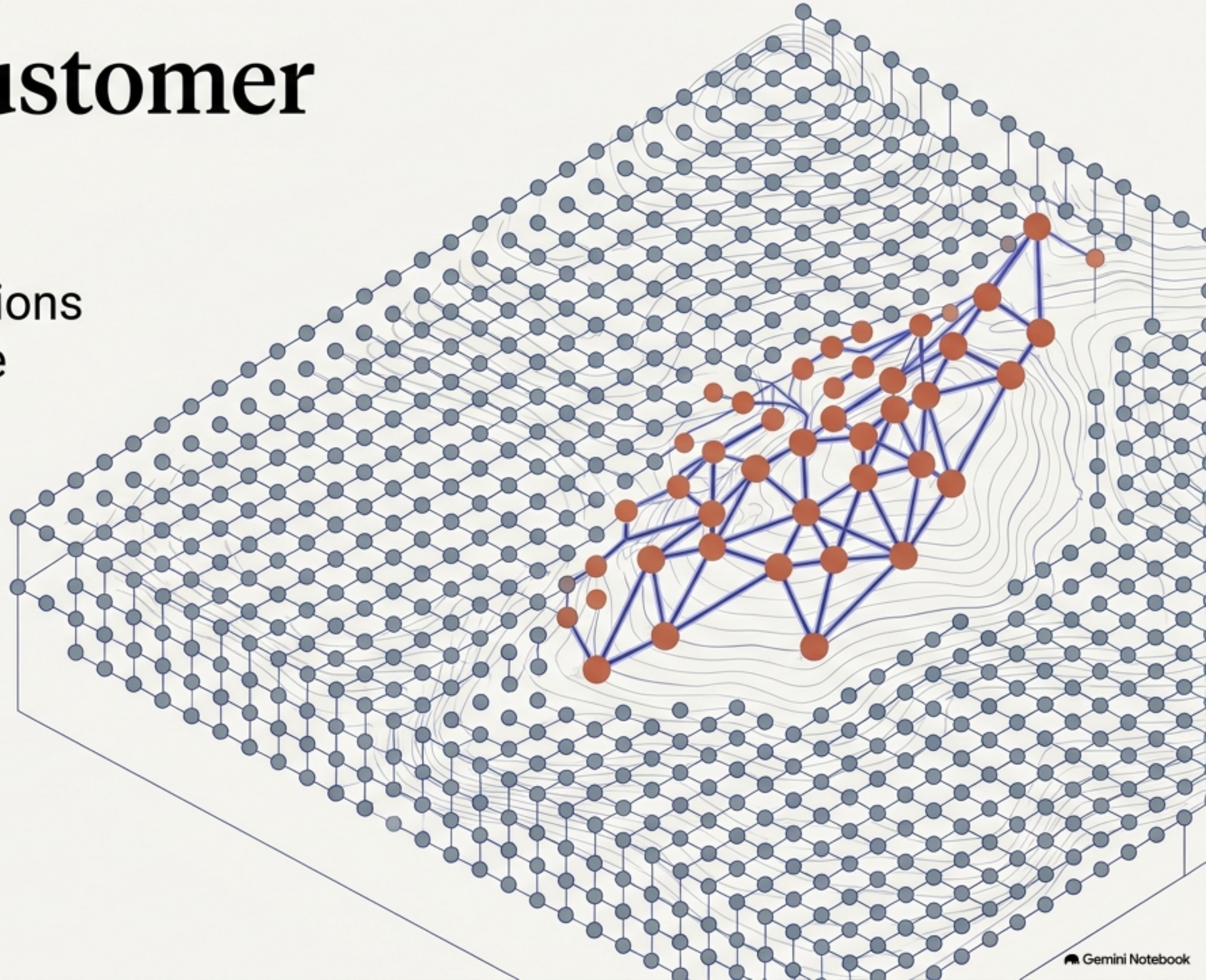


Predicting Customer Advocacy

Unearthing hidden champions with AI to build a proactive case-study pipeline.





Satisfied
Customers

Identified
Advocates

The Untapped Potential

The vast majority of satisfied customers remain unidentified as advocates.

Box 1

The Reactive Trap

Waiting for a customer to raise their hand or offer a surprise testimonial means opportunities are discovered too late—or missed entirely.

Box 2

The Anecdotal Flaw

Relying purely on a CSM's gut feeling, verbal cues during QBRs, or isolated positive survey responses lacks objectivity and scalability.

Box 3

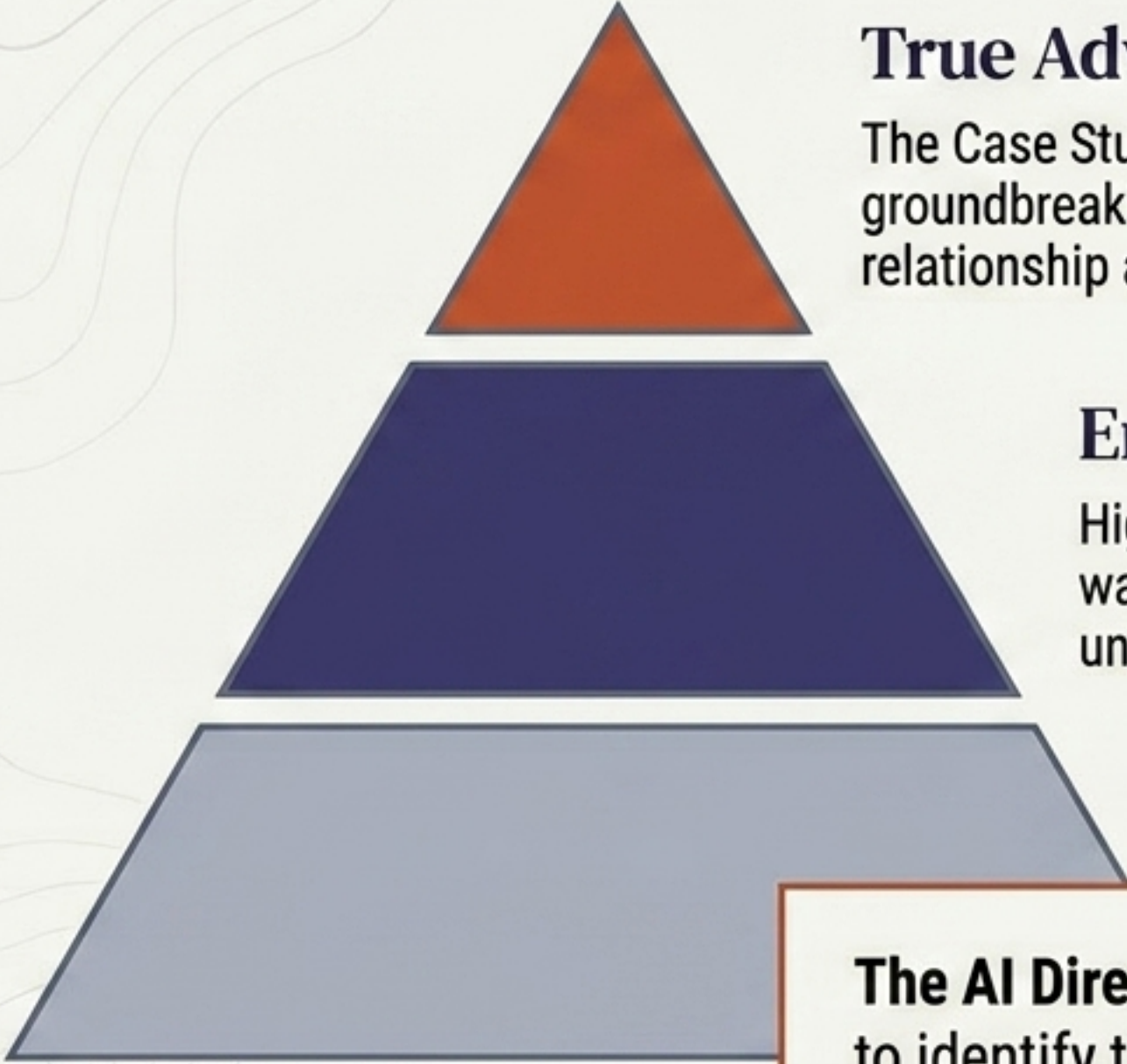
The Core Insight

Successful customers are fertile ground for advocacy, but the leap from satisfied client to case study star requires **proactive identification before they even signal readiness.**

Shifting from anecdotal observation to predictive science.

	The Art (Traditional)	The Science (AI-Powered)
Method	Subjective. Relies on individual CSM rapport and ad-hoc memory of positive email exchanges.	Objective. Systematically connects disparate data points across the entire customer base to uncover latent behavioral trends.
Timing	Reactive. Advocacy moments act as surprises late in the customer journey.	Proactive. Identifies inclination towards advocacy before the customer explicitly realizes their own potential.
Scalability	Unscalable. Quiet, highly successful customers without loud personal relationships are entirely overlooked.	Highly Scalable. Analyzes vast historical datasets to flag current customers exhibiting the exact traits of past advocates.

Defining the target: Beyond basic satisfaction.



True Advocacy

The Case Study Contributor. Eager to showcase groundbreaking, quantifiable results. Views the relationship as a partnership in growth.

Engagement

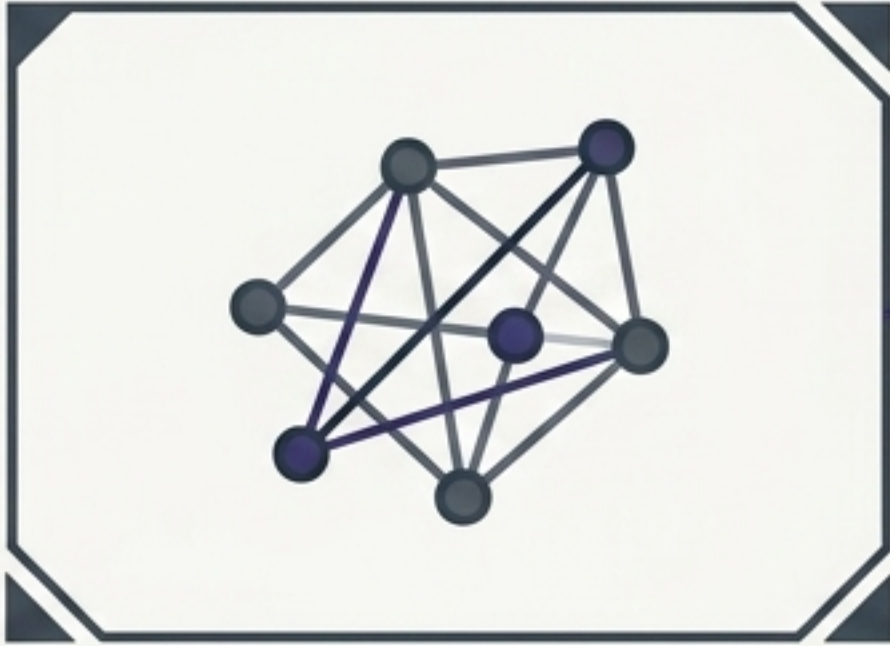
High adoption, low churn. Actively seeking new ways to integrate the product and offering unsolicited product feedback.

Satisfaction

Happy, but passive. Content with the service, but lacks the motivation to actively promote or partner.

The AI Directive: Models are trained specifically to identify the behavioral signatures of the Apex, separating them from the Base.

The cognitive toolkit powering the prediction.



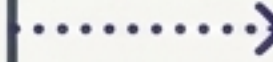
1. Machine Learning (Classification & Ranking)

Learns from historical examples of successful advocates vs. passive users to classify and rank new customers into advocacy readiness tiers.



2. Natural Language Processing (Sentiment & Intent)

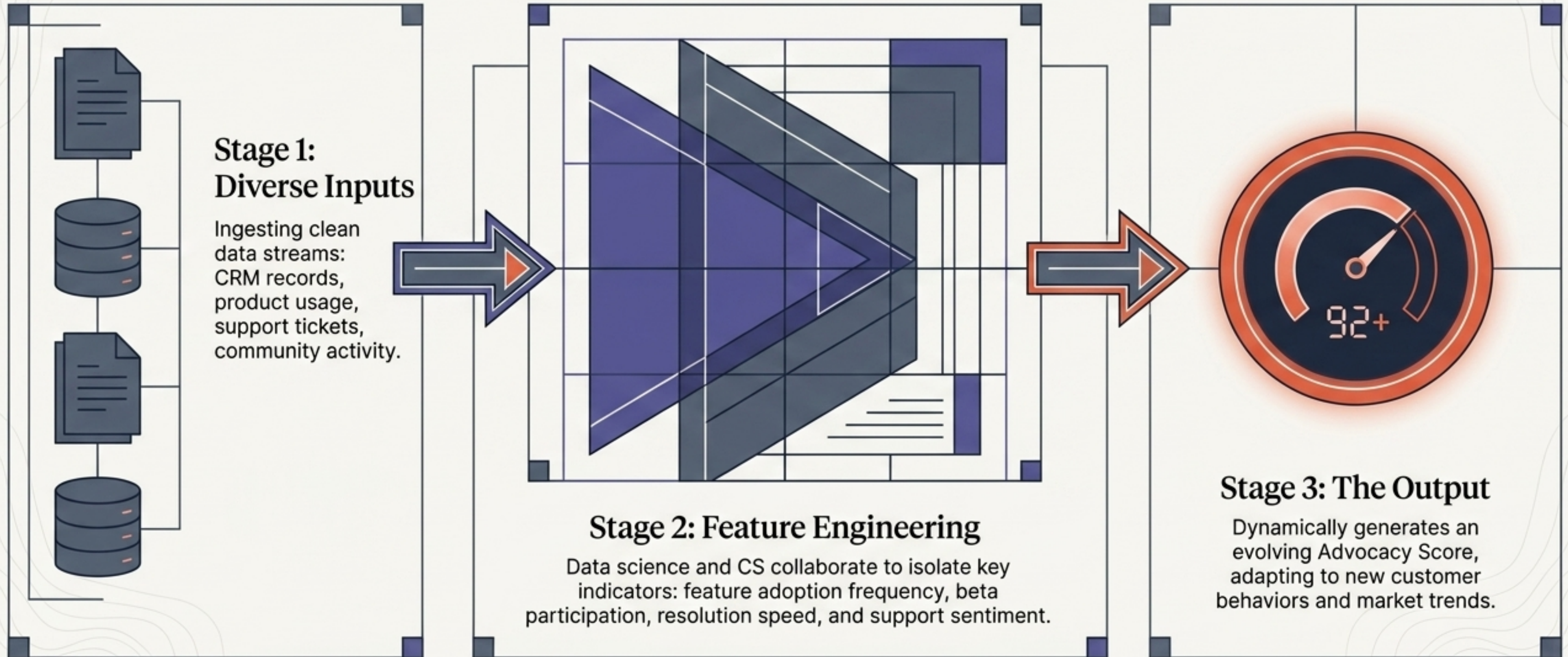
Scans emails, survey responses, and support tickets. Moves beyond basic sentiment to flag intent—language suggesting the customer is thinking about broader business impact.



3. Predictive Analytics (Engagement Tracking)

Cross-references highly engaged users with churn-risk models, isolating accounts that are deeply embedded and stable enough to warrant public advocacy outreach.

The AI-Powered Advocacy Engine



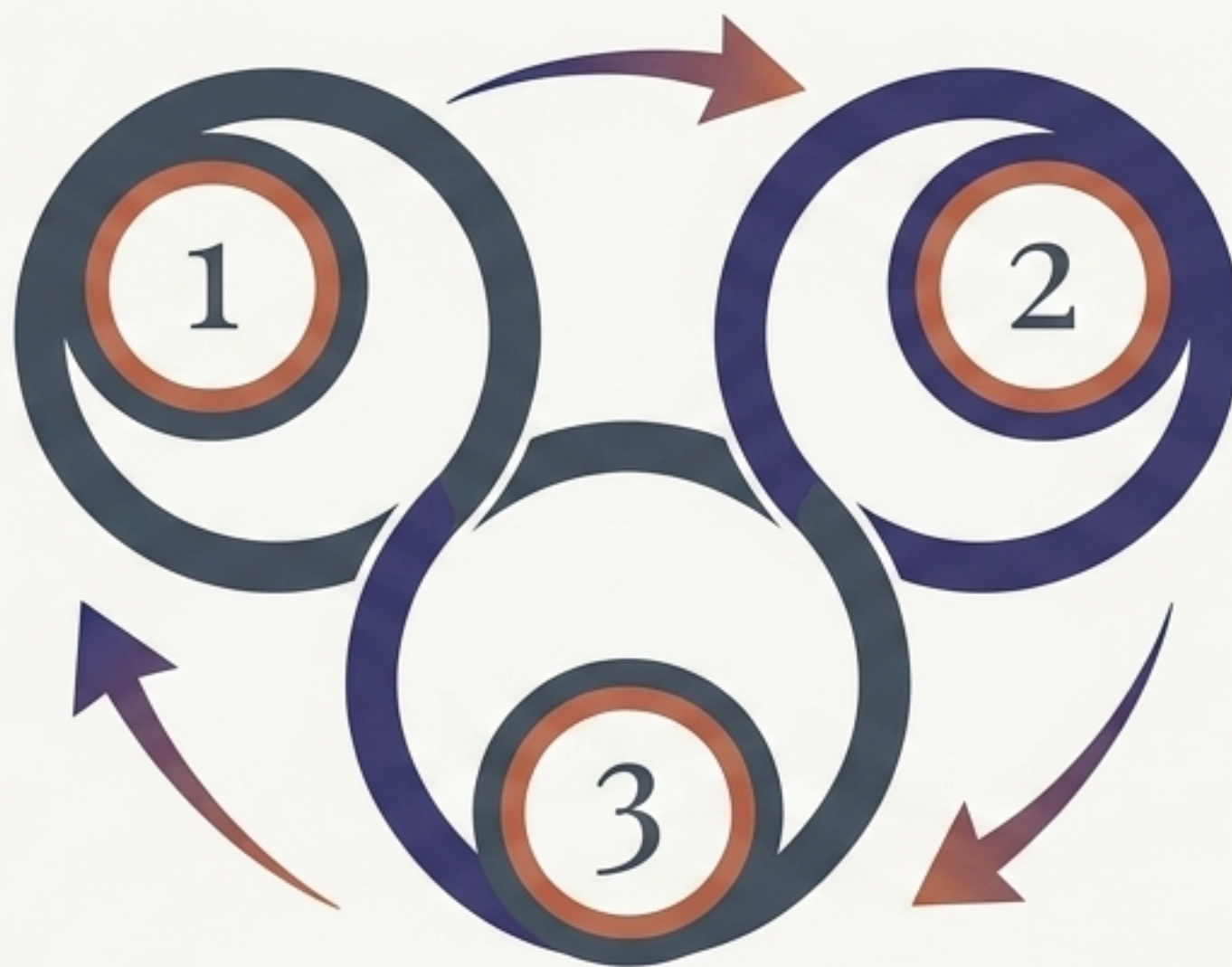
Segmenting the CSM workflow by Advocacy Score.

Advocacy Score	Example Accounts	Automated CSM Directive
> 8.5 (High Potential)	123 Enterprises (9.0), ABC Company (8.5)	Prioritize for full Case Study. CSM initiates proactive outreach armed with AI-identified compelling narratives.
6.0 - 8.4 (Medium Potential)	XYZ Corporation (7.2)	Targeted Nurture. Request shorter testimonials, product reviews, or participation in user groups.
< 6.0 (Low Potential)	Standard Baseline Accounts	Standard Engagement. Focus on value realization and feature adoption to build foundational satisfaction.

From predictive insight to finalized asset

Tailored Outreach

CSMs are **equipped with the “why”**. They initiate conversations referencing specific achievements or pain points the **AI flagged**, making the request highly personal.



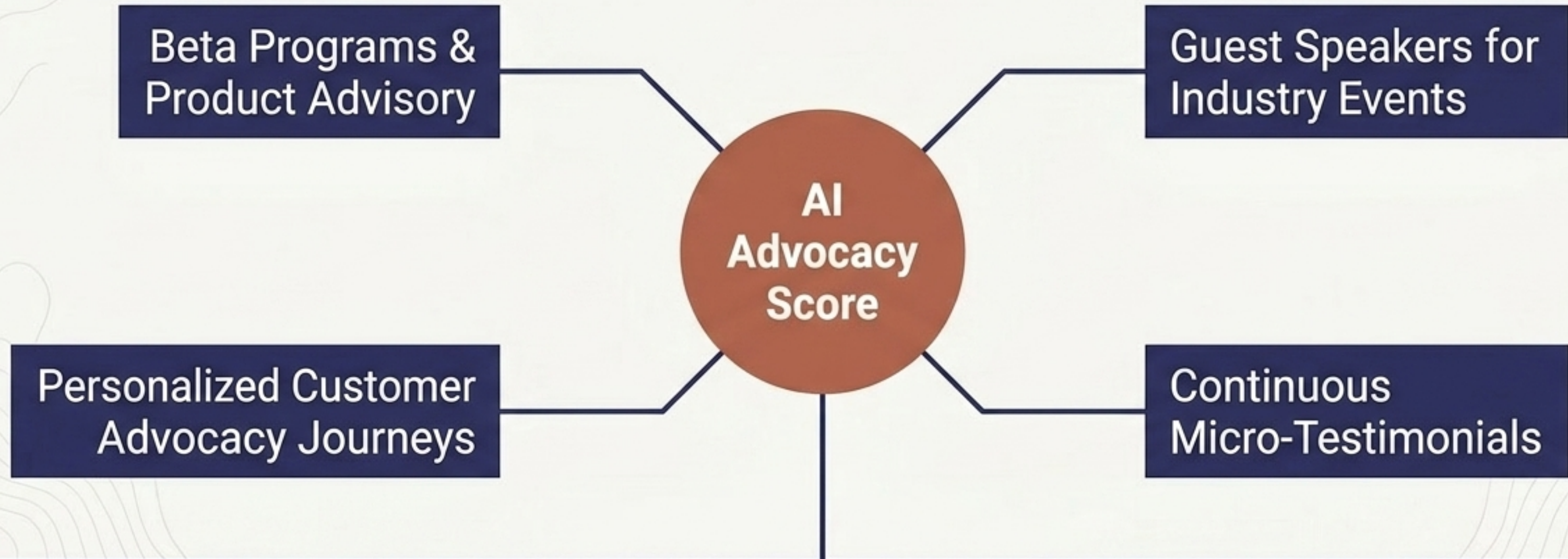
Narrative Alignment

CS and the customer align on success metrics. **AI insights highlight the strongest quantifiable outcomes**, ensuring the story reflects provable achievements.

Automated Generation

AI assists in initial drafting by analyzing historical support tickets and testimonials to generate preliminary outlines, **significantly reducing friction**.

Beyond the case study: Fostering a culture of champions.



AI is the invisible engine that turns serendipitous success into a strategic, repeatable pipeline of brand ambassadors.