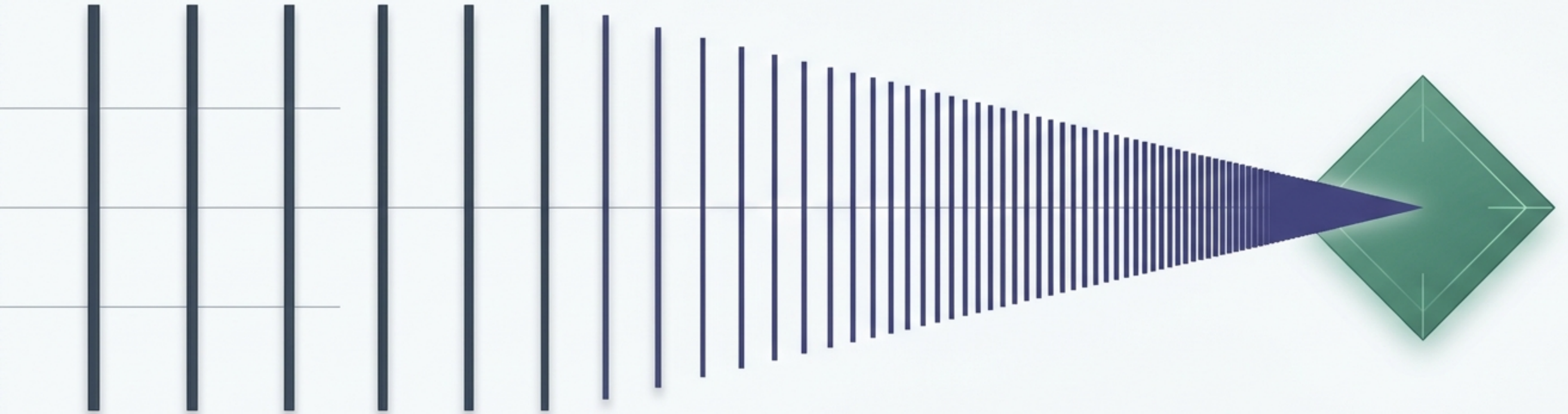
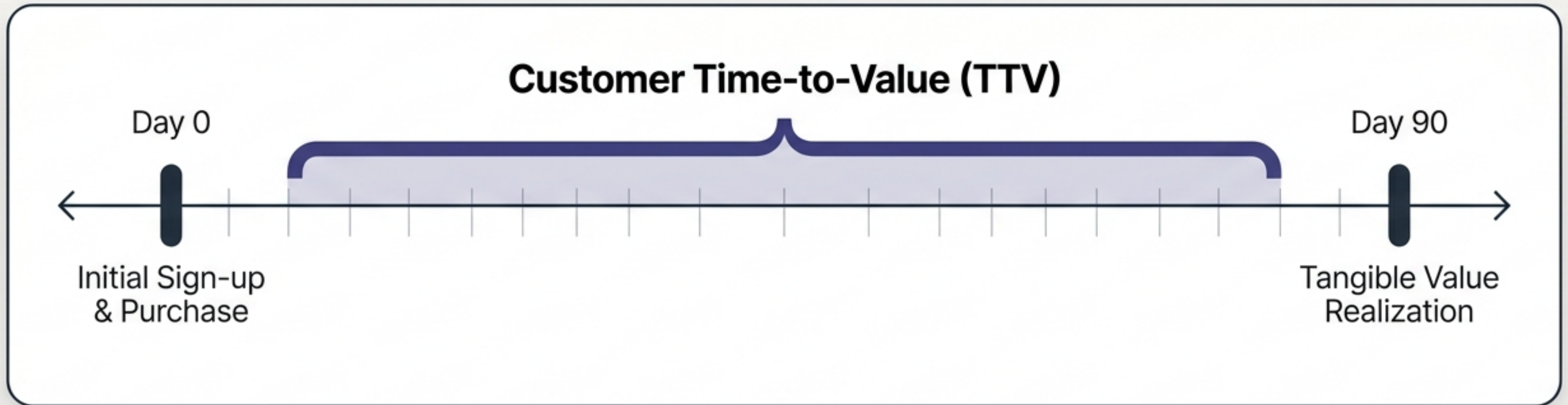


The First 90 Days

Accelerating Customer Time-to-Value with AI



Defining the Activation Gap



The journey from a new customer's initial sign-up to experiencing the tangible benefits of a product is the most critical period of the lifecycle. The goal is to compress this timeline.

From Intuition to Algorithms

Legacy Customer Success

Core Mechanism

Relies on a blend of human intuition and a dash of luck.

Execution Style

A delicate dance of manual, proactive outreach.

TTV Outcome

Unpredictable and highly variable activation times.

AI-Driven Customer Success

Core Mechanism

Relies on analyzing hard customer data and identifying trends.

Execution Style

Automated, personalized recommendations at scale.

TTV Outcome

Optimized, accelerated, and predictable value realization.

The Mechanics of Accelerated Value



Data Analysis

Continuously ingesting and analyzing raw customer telemetry and usage data.



Pattern Recognition

Algorithmic identification of underlying behaviors, friction points, and success trends.



Personalized Recommendations

Delivering precise, targeted actions to help the customer achieve value more quickly.

The Strategic Impact of Optimized TTV

1

Elevated Satisfaction

Rapid value realization directly leads to improved overall customer satisfaction (CSAT).

2

Compounding Revenue

Increased retention rates and a significantly higher Customer Lifetime Value (LTV).

3

Team Efficiency

Enables Customer Success teams to work more efficiently and effectively by replacing manual guesswork with targeted action.

Overcoming Operational Friction



Ambiguous Expectations

The challenge of accurately understanding shifting customer needs and baseline expectations.



Siloed Operations

The difficulty of aligning internal cross-functional processes and resources behind a single TTV goal.



Underutilized Tech

The barrier of effectively leveraging the existing data stack and technology to actually drive customer value.



Deploying the Algorithmic Playbook



Phase 1: Architecture

Invest in Technology.

Acquire and integrate the right AI algorithms and data infrastructure.

Phase 2: Enablement

Train the Team.

Upskill Customer Success teams on AI best practices and new operating procedures.

Phase 3: Optimization

Continuous Monitoring.

Relentlessly adjust strategies and tune algorithms based on direct customer feedback and measurable results.