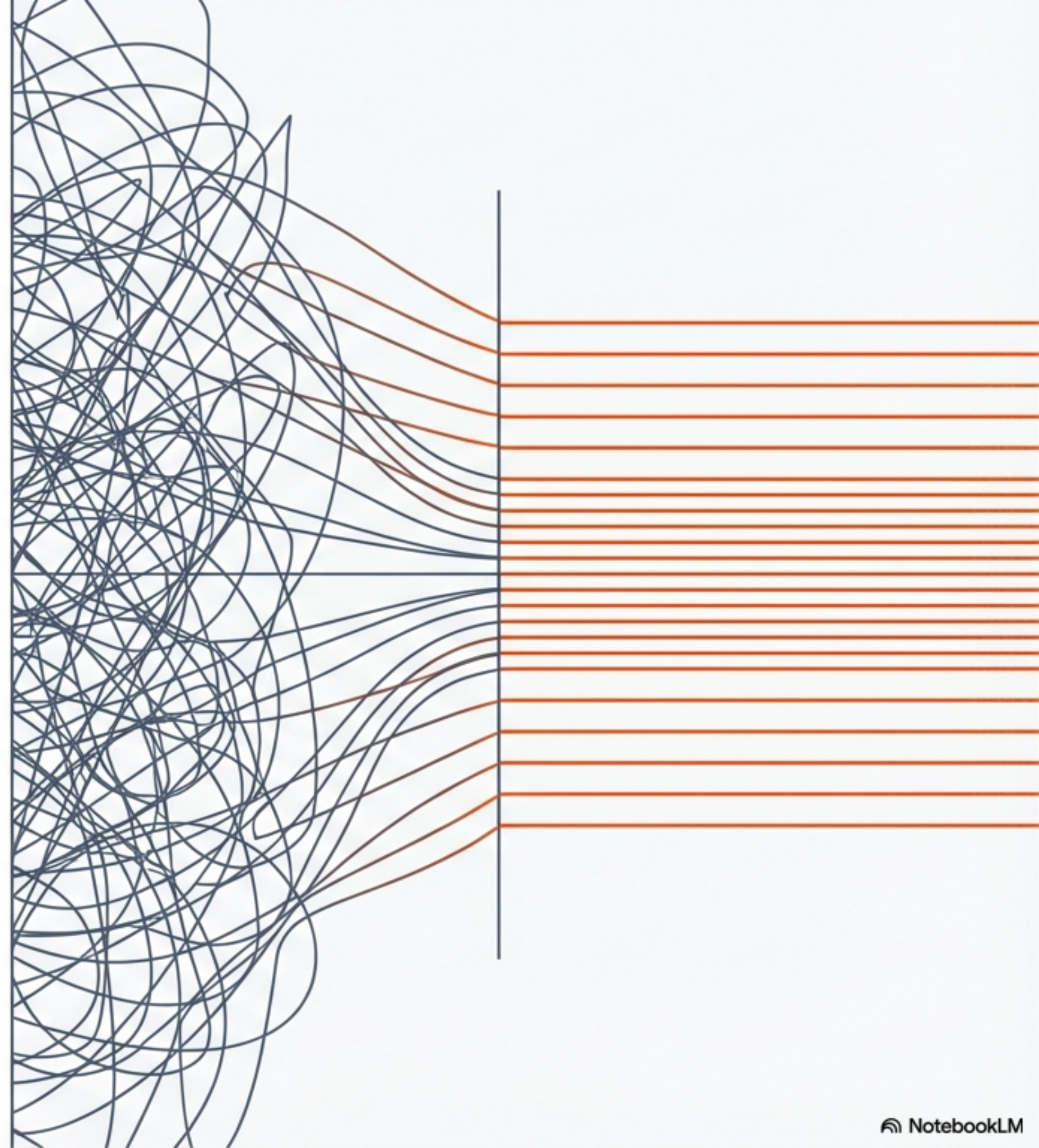


Pulse CXM: Operationalizing AI-Native Customer- Led Growth

Turning high-volume customer dialogue into verified operational improvement.

From Insight to Execution



Moving from insight-heavy and action-light to a closed loop where learning becomes growth.

The Definition



Pulse CXM is an automated Customer Experience Management system. It **operationalizes growth** by turning real-world customer conversations into **prioritized actions, routing** them to teams, and **tracking execution**.

The Inputs



Originates from **Talking Product** and **Talking Venue**—interfaces where customers “ask for help” rather than giving feedback. This ensures **high-volume, context-rich data** is captured in the moment.

The Output



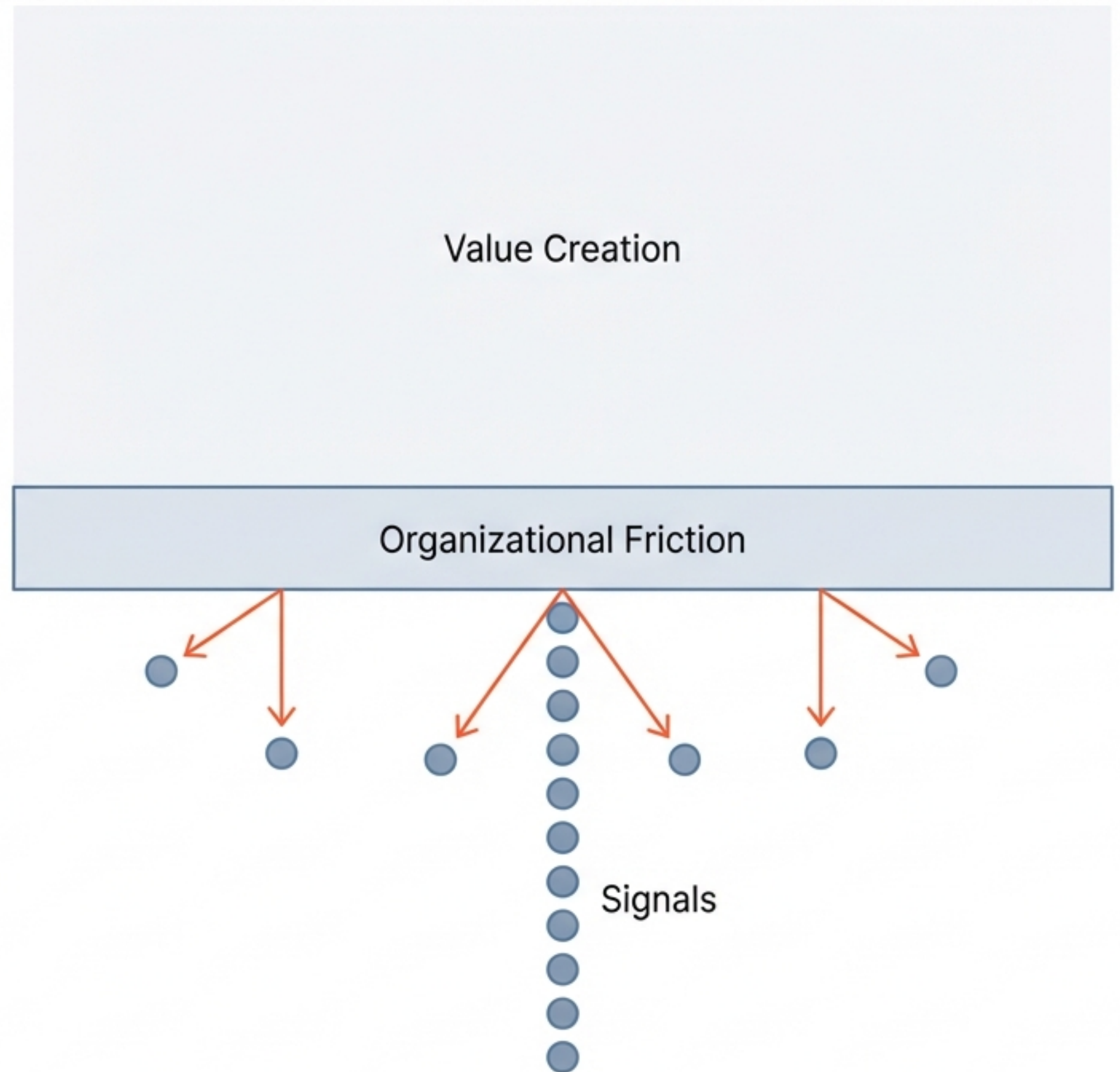
A **continuous operating model** where improvements are **verified by reality**. The loop is only closed when the **customer need disappears**, not just when a task is **marked done**.

Key Insight: Productivity and efficiency are secondary. The focus is growth.

The Universal Gap: Why valid insights rarely become verified outcomes

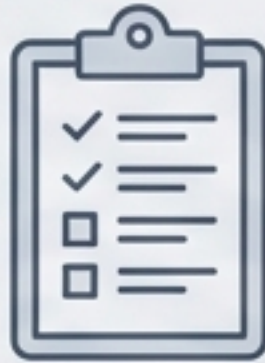
- **Scattered Intelligence:** Insights sit in dashboards, reports, and meetings, disconnected from the people who do the work.
- **The Coordination Trap:** Customer issues are multidisciplinary (requiring product + ops + policy changes). Manual coordination is expensive and hard to scale.
- **The Broken Loop:** Issues resurface because closure is never verified. Organizations learn, but do not translate learning into sustained value creation.

Most organizations collect feedback. **What fails is the conversion from signals into owned work.**



The Input Shift: Replacing “Asking for Feedback” with “Listening by Helping.”

Traditional Research (Extraction)



- Asking for Feedback
- Periodic cycles
- Low response rates
- Customer must recall details later
- Costly data collection

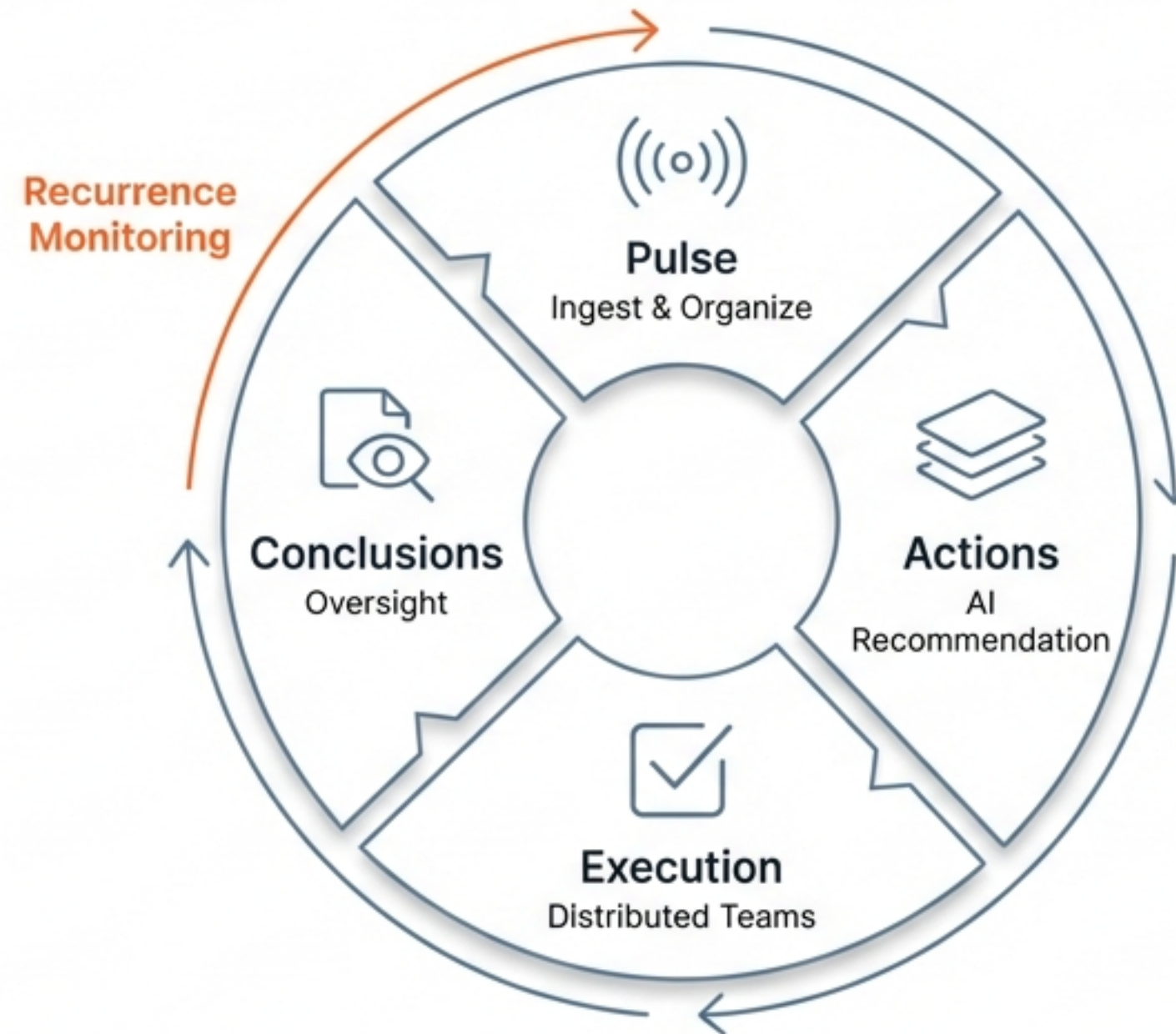
Talking Product & Venue (Service)



- Asking for Help
- Continuous flow
- High adoption (useful first)
- Real-time context (QR-first)
- Insight is a zero-cost byproduct

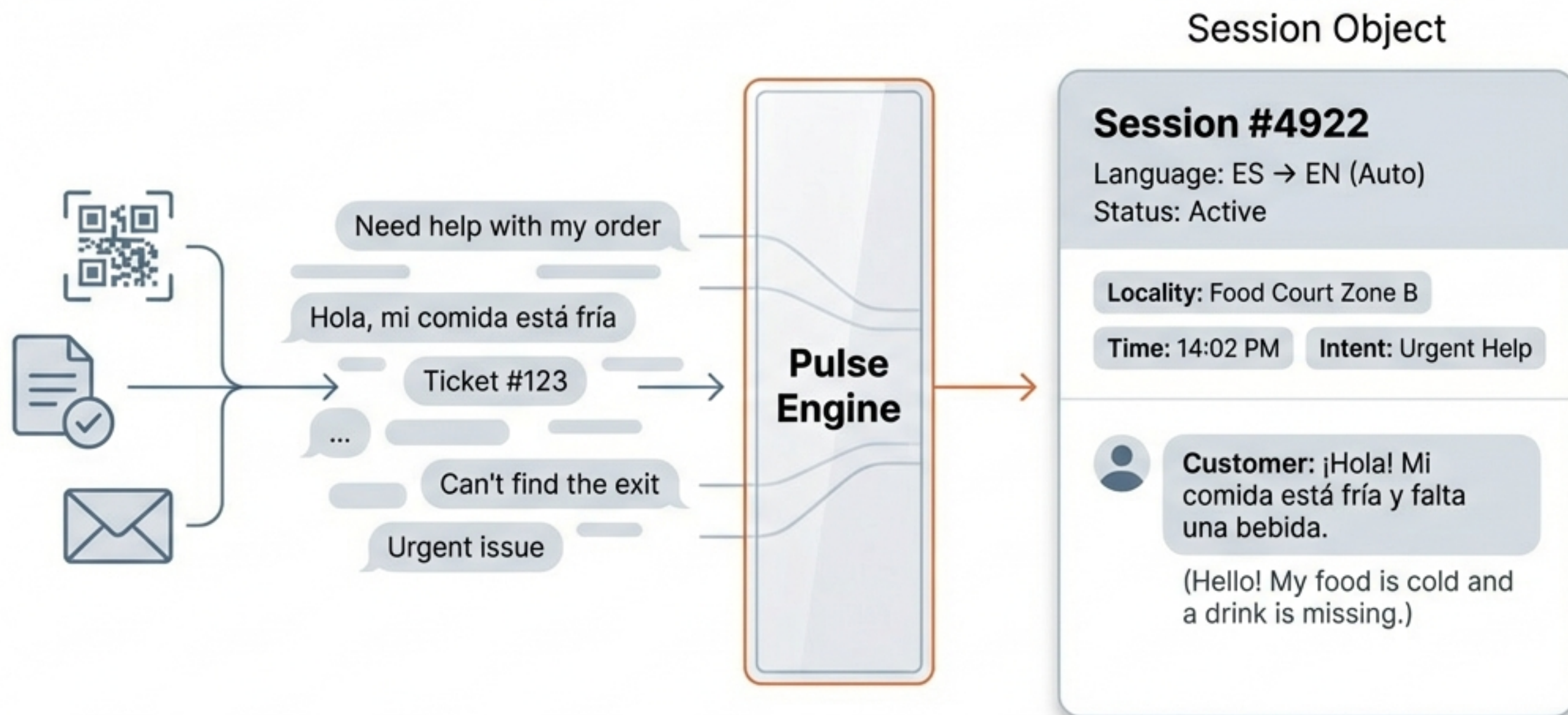
Key Concept: Context improves signal quality automatically. By capturing the interaction at a specific touchpoint (e.g., entrance zone vs. food court), we eliminate the need for the customer to explain the context.

Inter Tight: The Operating Model: A continuous loop from raw signal to verified closure.



AI serves as the cross-disciplinary coordination layer, interpreting natural language and mapping dependencies to align improvements with organizational DNA.

Inter Tight: tight tracking: Pulse: Transforming raw noise into coherent sessions.



Context-Aware Ingestion

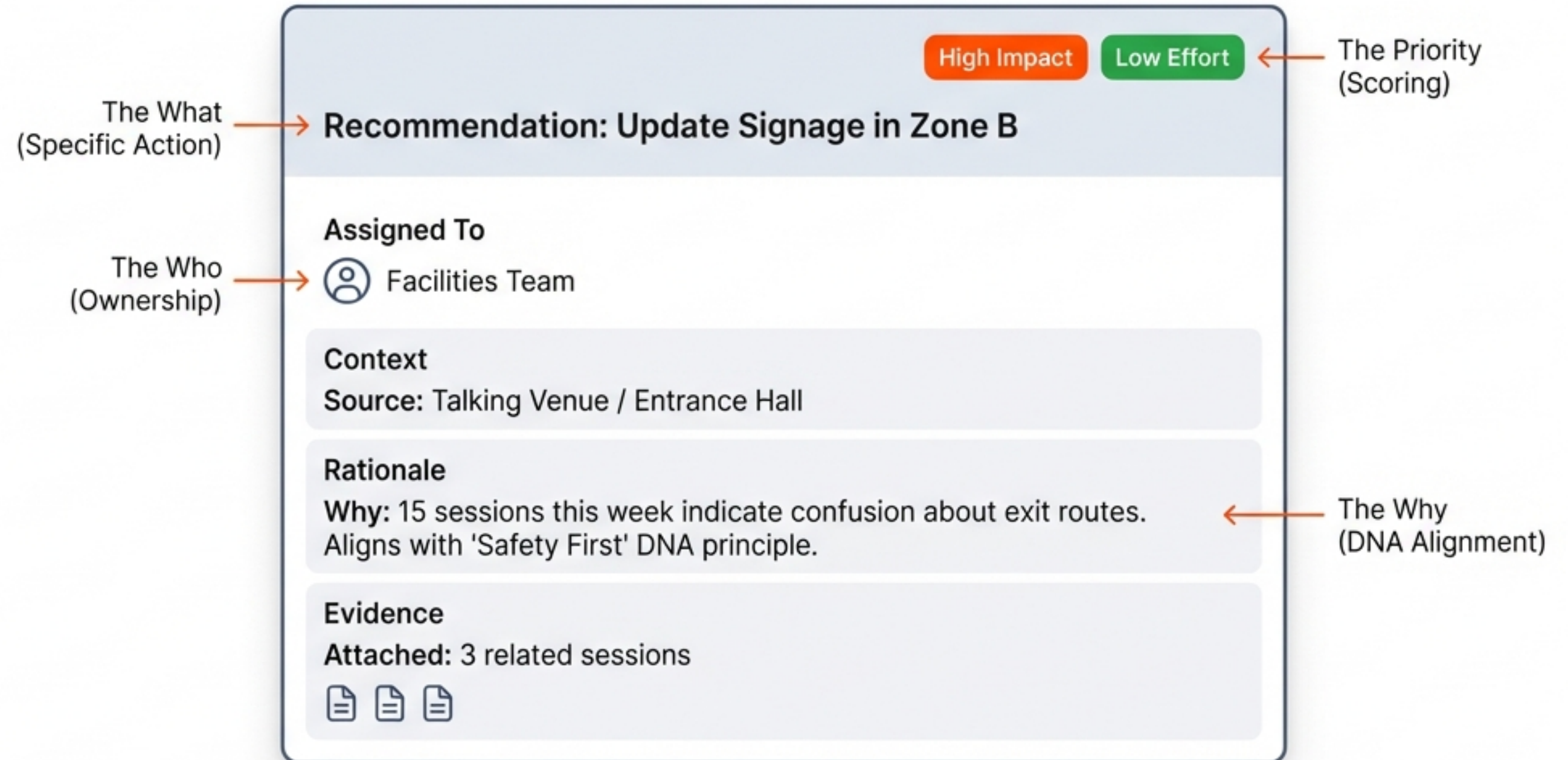
Signals include timestamp, source locality, and customer intent.

The Session Unit

Groups multi-turn interactions into coherent conversation units. Teams see context, not isolated lines.

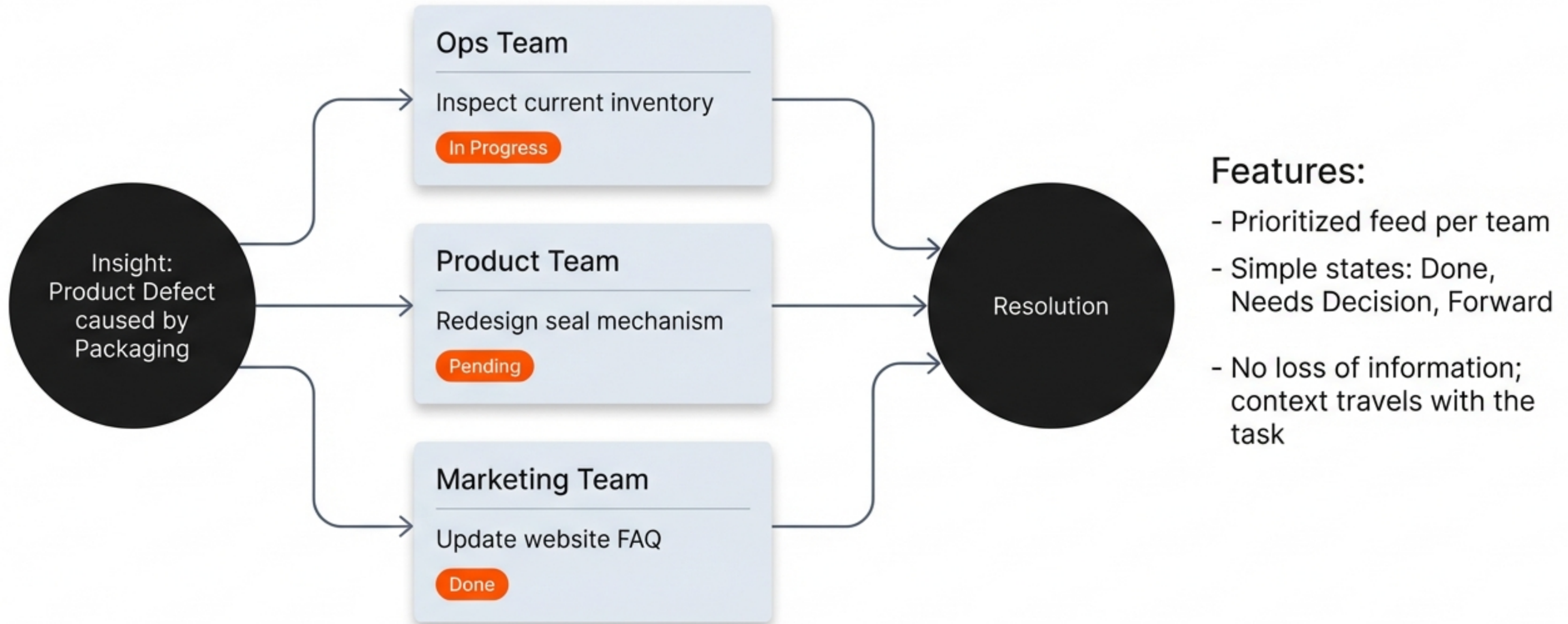
Actions: AI-driven translation of themes into standardized recommendations

Core Function: The system clusters themes, identifies dependencies, and avoids duplicates by attaching new evidence to existing cards.



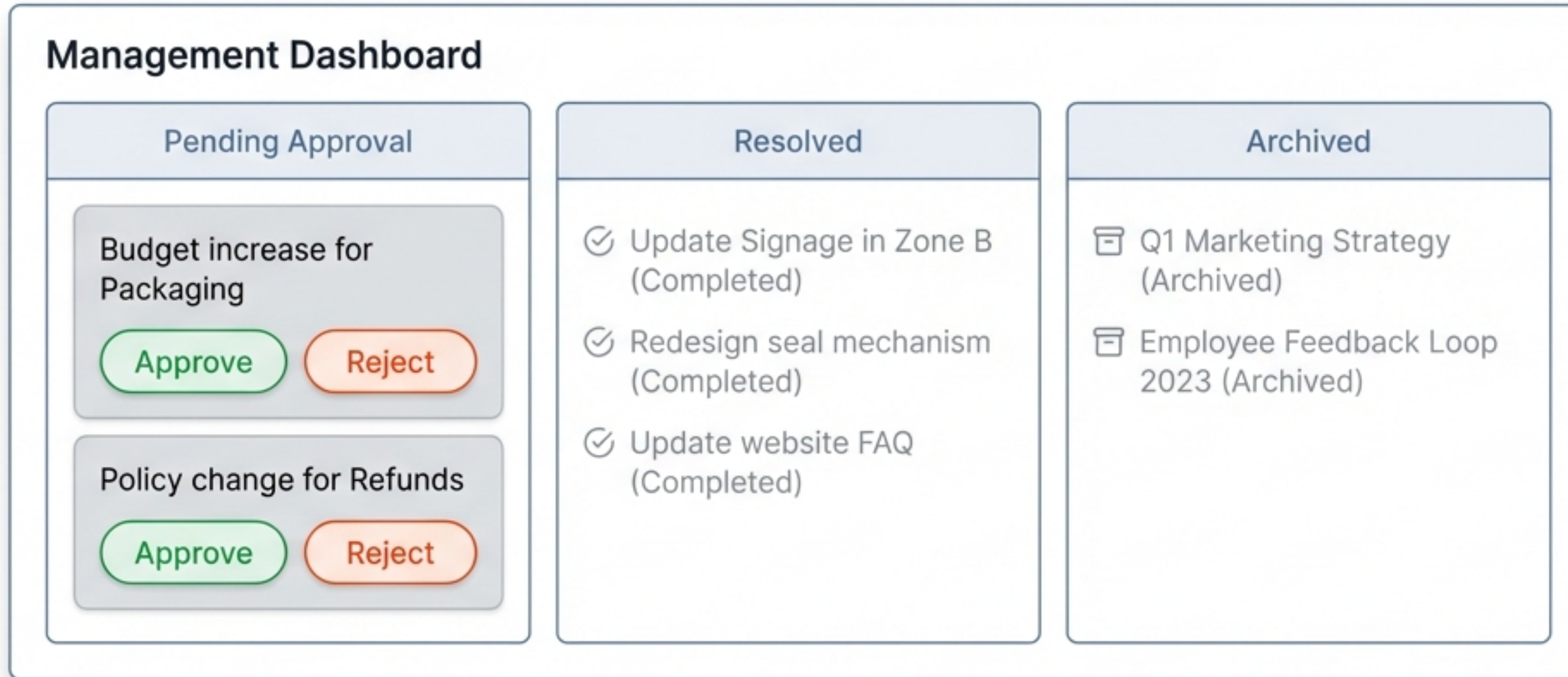
Execution: Distributed ownership with clear dependencies

Solving the multidisciplinary coordination problem



Conclusions: Governance, approvals, and strategic oversight

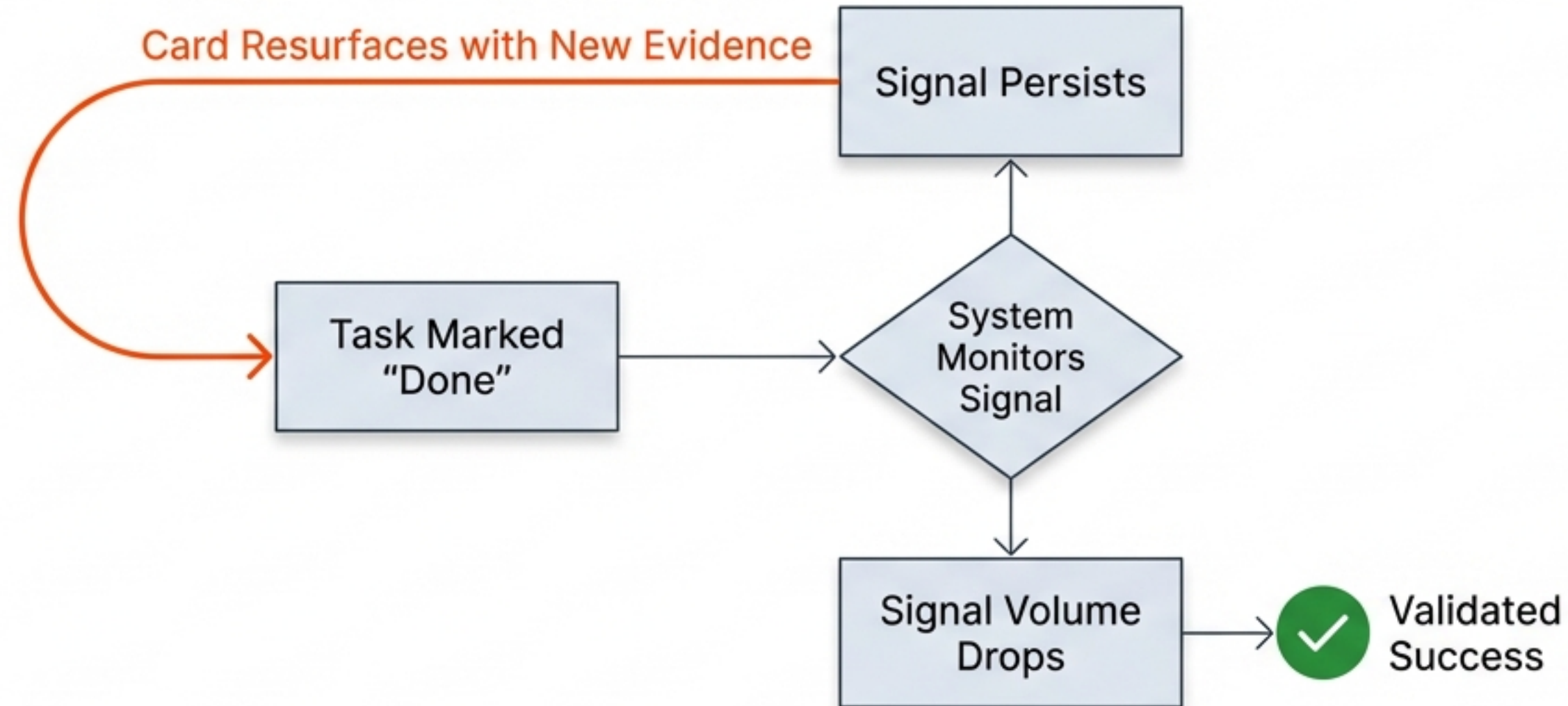
Management attention is reserved for high-leverage items, not routine sorting.



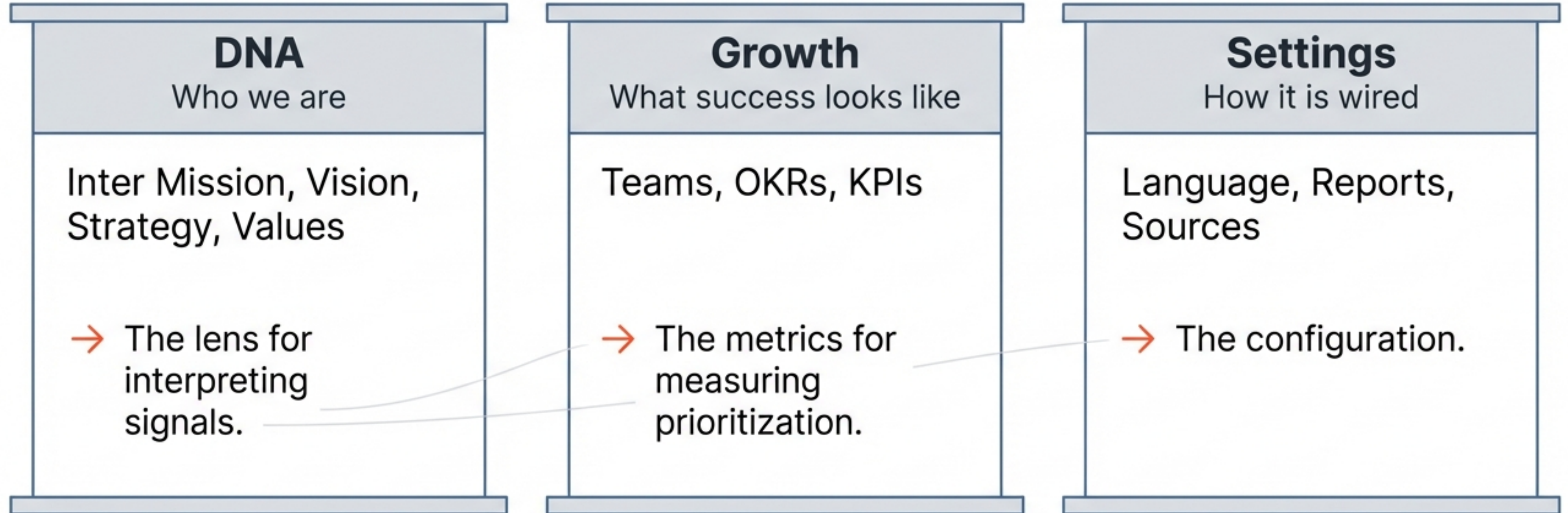
Benefit: Ensures governance doesn't block the pace of execution. Management only sees items requiring budget, policy changes, or cross-team coordination.

Closing the Loop: Verification through Recurrence Monitoring.

“Insight is not closed when the task is done, but when the customer need disappears.”



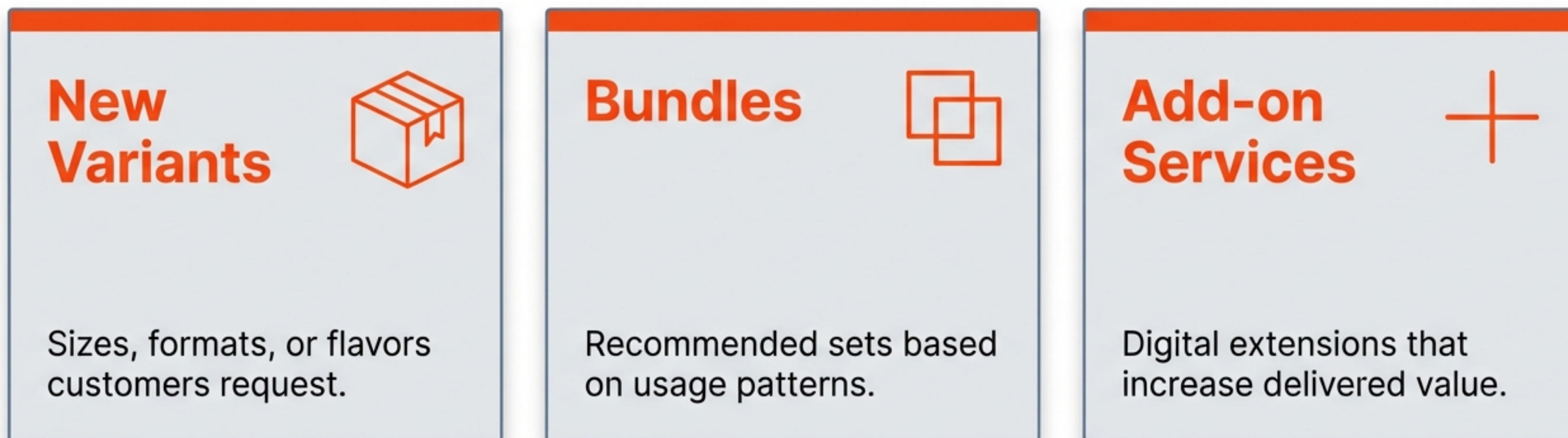
Inter Tight: The Organizational Brain: Aligning AI recommendations with your reality



This separation ensures that recommendations aren't random optimizations, but are strategically aligned with the company's specific goals.

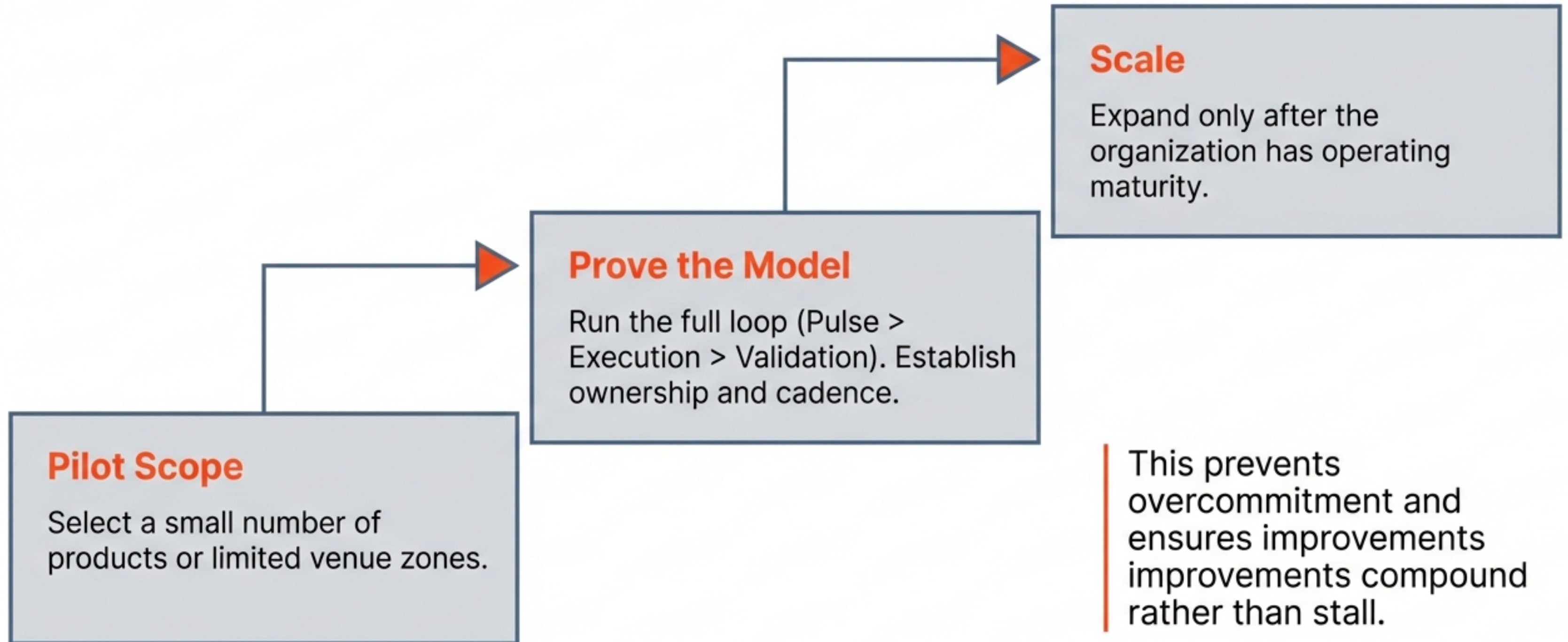
Beyond Fixing: Discovering new value and revenue opportunities

The pipeline that fixes friction is the same pipeline that discovers your next product.



Talking Product and Talking Venue capture intent and demand, not just complaints.

Adoption Strategy: Start small, prove the loop, then scale.



Value Proposition: CXM upgraded from measurement to execution.



Higher Quality Learning

Contextual, in-the-moment signals via QR-first entry.



Lower Cost

Insights produced as a byproduct of helping the customer.



Faster Action

Automated routing and dependency management across teams.



Verified Growth

Recurrence monitoring proves that value was delivered.

Pulse CXM: AI-Native Customer-Led Growth.