

How many of your accounts are you genuinely ahead of?

A framework for CS leaders who want to move from reactive to proactive, without a bigger team.

THE RESEARCH

Front surveyed 600+ B2B companies across six industries and found CS teams spend the majority of their time coordinating, not solving. Chasing context, switching tools, prepping manually while the signals that predict churn and expansion go unnoticed.

3:1

Hours coordinating for every 1 hour solving

39%

Spend 3+ hours coordinating per hour of problem-solving

14%

Spend more time solving than coordinating

Three Buckets. Everything Fits Into One.

Before asking what AI can automate, ask: where does human judgement create value?
Once you know that, the automation decision makes itself.

Bucket 1

Automate

- Meeting prep & research
- Renewal signal detection
- Org change monitoring
- CRM updates
- Seat utilization tracking
- Health score calculation

Bucket 2

Assist

- AI surfaces what matters
- Which accounts need attention
- Who to contact after a reorg
- Risk before it becomes a call

Bucket 3

Own / Protect

- The QBR itself
- Renewal negotiation
- Executive escalation
- The conversation where the customer decides to stay

The goal: max hours in Bucket 3 + minimum hours in Bucket 1.
Most teams discover they're spending protected-bucket time on automatable work.

The Most Common Mistake: Automating Work That Isn't Actually In Bucket 1 Yet

When AI only sees one system, it misses signals that live elsewhere – the CSM inbox, support queue, product usage data. Context gaps produce wrong results. Teams end up with more coordination work, not less.

A Day With The Intelligence Layer Vs. Without

With Intelligence Layer

- Open inbox, start triaging reactively
- Chase down context before every call
- Two hours prepping a QBR from scratch
- Find out about churn risk at renewal time
- End the day having touched six accounts

Without Intelligence Layer

- Open a prioritized view – signals already surfaced
- Context, prep, and next actions waiting for you
- Walk in with a generated briefing
- Churn risk surfaces 60 days before renewal
- Every account gets meaningful attention

THREE ACTIONS YOU CAN TAKE TODAY

Map Your Workflows Against Three Buckets

Pull your team's top 10 workflows. Sort each: automate, assist, or protect. Most teams discover they're burning Bucket 3 hours on Bucket 1 work. That gap is your starting point.

Name Three Accounts Where The Framework Broke Down

Pick three accounts where you were reactive when you should have been proactive. Where was the signal? Which bucket did it live in? Why didn't it surface? That's your coordination tax, made specific.

Ask: If Research Were Free, What Would We Do Differently?

This question is your AI roadmap. The answers tell you what to automate, what needs judgment, and what to protect. Every team answers differently – and that's exactly the point.

The future of customer success isn't a bigger team. It's a team that's finally spending its time on the work only humans can do.