

The Evolution of INTELLIGENCE

FROM SIGNALS TO A SMARTER, MORE HUMAN FUTURE

GREATER
OUTCOMES
BRIGHTER
EXPERIENCES
A MORE
HUMAN FUTURE

Each level of intelligence builds on the previous one. Together, they turn customer signals into meaningful decisions and measurable impact.

*It's not just about more data.
It's about deeper understanding.*



CUSTOMER SIGNALS COME FROM EVERYWHERE

 SEARCH Search engines Site search Voice search	 AI ChatGPT Copilot Gemini AI Overviews	 BEHAVIOR Clicks Journeys Engagement Conversions	 SERVICE Contact centers Chat interactions Support requests Case themes	 VOICE OF CUSTOMER Surveys Feedback Reviews Communities	 OPERATIONAL Transactions Program participation Usage data Adoption signals
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*Organizations collect customer signals.
Customer Intent Intelligence connects those signals
to decisions and outcomes.*

Intent to Innovate™

UNDERSTANDING WHAT CUSTOMERS NEED BEFORE THEY ASK.

Yasha Sterling

THE INTENT INNOVATOR | CREATOR OF ECIIS™ | PHD RESEARCHER