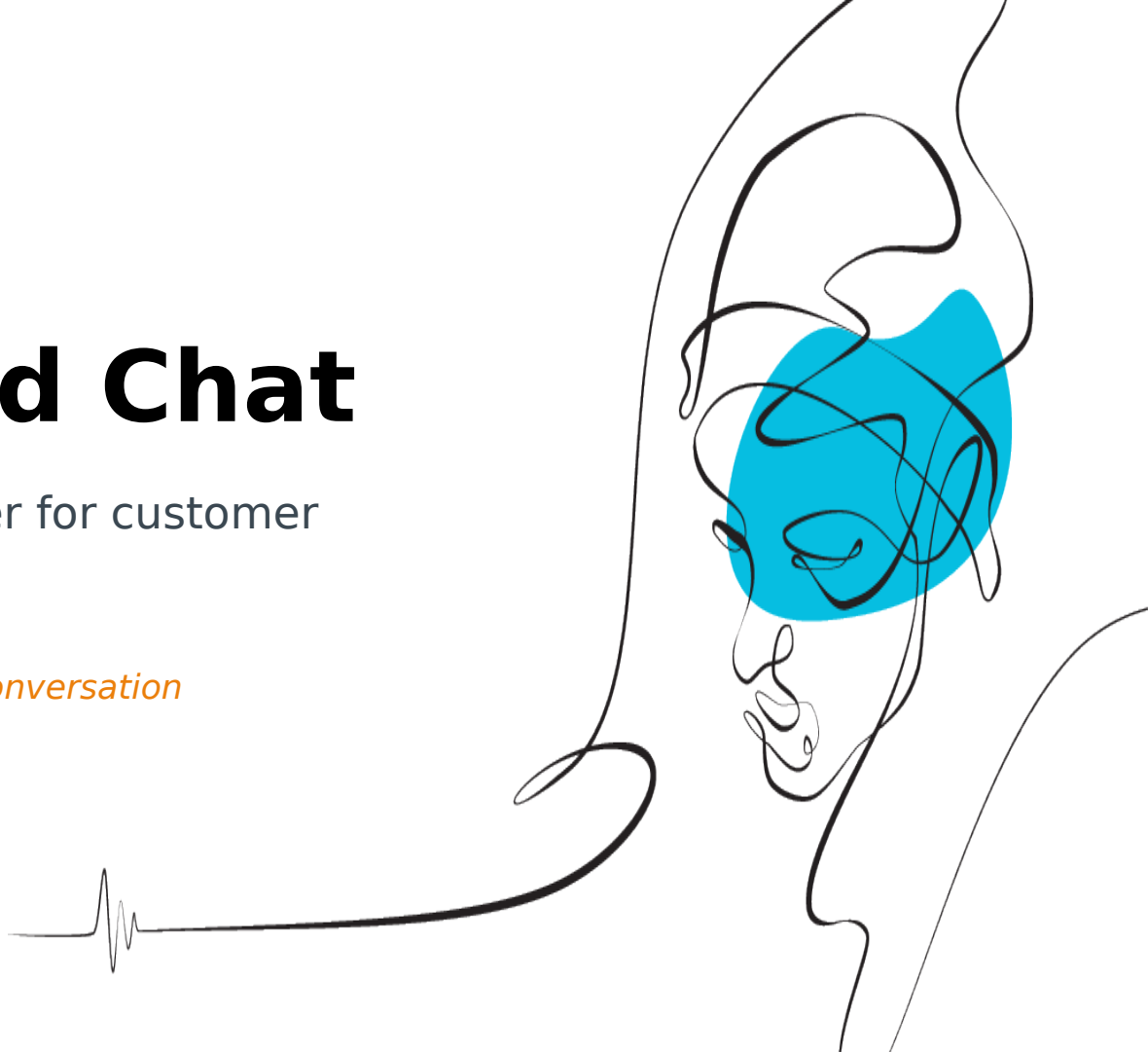


singula
decisions

Personalised Chat

The Decision Moments™ layer for customer support

Make every support agent open the conversation already knowing the customer.



THE COLD-START PROBLEM

Most support chats begin blind. The agent has 30 seconds to read an account, form a view of the customer, and respond — and they almost never do it well.

01 GENERIC OPENINGS

Every chat starts with "Hi, how can I help?". The customer doesn't feel known. They re-explain context the company already has.

02 CONTEXT SCRAMBLE

The agent toggles between CRM, billing, and ticketing tabs while the customer waits. Resolution is delayed by minutes, not seconds.

03 MISSED MOMENTS

Cancel intent, upgrade signals, payment hiccups — they go unrecognised because the agent is reacting, not anticipating.

THE COST

- Save-able cancellations are lost in the first 30 seconds because the offer surfaces too late
- Agent average handle time (AHT) inflates by 40-60 seconds per chat as context-hunting eats time
- CSAT is anchored on the opening — generic greetings cap satisfaction before the agent has spoken twice

**What if the agent already knew
the customer before they spoke?**

WHAT IT IS

A decisioning layer that sits on your existing chat tool. The customer sees a personalised support experience. The agent sees a fully briefed console with a recommended next-best-action ready to fire.

CUSTOMER VIEW

"Hi Sarah — I can see you've been smashing the Premier League this week. What can I help with?"

"Quick question about Tuesday's match..."

PERSONALISED, FROM THE FIRST WORD

AGENT CONSOLE

Sarah Mitchell · Platinum · CONSUME · Health 92

RECOMMENDED ACTION

Surface MyPremier Platinum perks →

BRIEFED. PROMPTED. READY TO ACT.

Built on Singula Decision Moments™. Plugs into the chat tool you already use. Pushes actions through the campaign tools you already pay for.

THREE THINGS THAT CHANGE

Personalised Chat operates on three fronts at once — making the agent faster, sharper, and more commercially effective on every conversation.

01

BRIEF

Know who's chatting before you say hello

The moment a chat lands, the agent sees the customer's Decision Moment, tier, tenure, recent viewing, payment health, and engagement score — all on one card. No tab-hopping.

02

DRAFT

AI-composed replies, agent always in control

Three reply options are drafted live for every customer message, each taking a different tactical angle. The agent sends, edits, or ignores. The agent always sends — not a chatbot.

03

DECIDE

Surface the right action at the right moment

When customer intent aligns with the recommended next-best-action, the NBA card lights up. One click pushes the offer through Braze, Klaviyo, SFMC — whatever's already in your stack.

THE SAVE FLOW IN ACTION

A LEAVE customer opens chat. Watch what changes — and when.

0:00

CHAT OPENS

James clicks Support. The agent console flashes up his briefing instantly: Gold tier, 14 months, watching trend declining, 21 days since last watch. Health score 41.

0:05

MOMENT IDENTIFIED

Decision Moment: LEAVE. The recommended action — 50% off for 3 months — sits ready on the right of the agent's screen. Not surfaced to the customer. Yet.

0:30

INTENT ALIGNS

James types "I'd like to cancel". Live intent classifier flags cancel_intent. The NBA card pulses. The agent has a save offer one click away — in real time.

1:15

ACTION FIRES

Agent clicks Apply Save Offer. Offer pushes through Braze. Confirmation lands in James's chat: > "Before you go — I've got 50% off for 3 months for you. Interested?"

Built on what you already have

*Your customer data. Your chat tool. Your campaign stack.
Singula adds the decisioning layer that ties them together.*

THE DECISIONING LAYER

Personalised Chat is powered by the Singula Decision Moments™ framework — the same decisioning engine that drives our subscription intelligence platform.

DECISION MOMENTS™

8 mutually-exclusive states

- JOIN — account exists, never paid
- TRIAL — in active trial
- CONSUME — active steady state
- BILL — within billing window
- UPGRADE — high-engagement upsell signal
- DOWNGRADE — declining usage
- LEAVE — cancellation imminent
- WINBACK — cancelled, recoverable

SUBSCRIPTION SCORECARD

6 independent dimensions

- Engagement — watching trend, hours, recency
- Payment health — retries, failures, dunning
- Discount exposure — dependency risk
- Tenure — lifecycle position
- Package fit — over- or under-spec
- Device profile — platform breadth

NBA ACTION LIBRARY

20 pre-mapped actions

- Save offers — percentage, free months, downgrade
- Upgrade prompts — 4K, multi-screen, content add-ons
- Win-back offers — returning-customer discounts
- Onboarding nudges — trial activation, first watch
- Payment recovery — secure card-update flows
- Loyalty rewards — tier perks, content access

STACK FIT

Personalised Chat doesn't replace anything. It adds intelligence to the tools your team is already using — keeping the rip-and-replace risk close to zero.

CHAT TOOL

Sits as a console layer

- Zendesk
- Intercom
- Salesforce Service Cloud
- Genesys
- LivePerson
- Custom in-house chat

DATA SOURCES

Plugs into existing pipelines

- Customer data warehouse
- Billing platform (Singula or 3rd-party)
- Streaming/usage telemetry
- CRM (Salesforce, Hubspot, Dynamics)
- Identity & entitlements service
- Real-time event bus

CAMPAIGN TOOLS

Pushes NBA through your stack

- Braze
- Klaviyo
- Salesforce Marketing Cloud
- Dotdigital
- Mailchimp
- Direct API for in-house tools

OUTCOMES THAT MATTER

Personalised Chat is bought on commercial outcomes, not features. The KPIs to track — and what we expect them to do.

+8-12pp

SAVE RATE

Uplift on chat-channel
LEAVE conversions

-40s

AVG HANDLE TIME

Per chat — briefing
eliminates context-hunting

+6-10pp

CSAT

Personalised opening lifts
post-chat satisfaction

+£3-6

ARPU LIFT

Per upgrade conversation
on UPGRADE moments

WHY THESE NUMBERS

Indicative ranges drawn from comparable subscription-business deployments. Pilot performance is measured against a control queue (agents on the same workflow without the console layer) — so the lift attributable to Singula is provable, not assumed.

PILOT IN 6 WEEKS

A focused, time-boxed pilot on a single chat queue with a control group — designed to prove commercial impact in one quarter, not one year.

WEEKS 1-2

WIRE UP

Connect data sources, map your subscriber data into the Decision Moments model, integrate with your chat tool and campaign stack. Done by Singula — light touch from your team.

WEEKS 3-4

GO LIVE

Launch on one chat queue with a defined agent cohort. Mirror queue runs without the console (control). Singula handles training and tuning of suggestions and NBA logic.

WEEKS 5-6

MEASURE

Run for 4 working weeks with daily measurement. Save rate, AHT, CSAT, NBA-take rate, and ARPU lift compared to control. Result: a written ROI case for full rollout.

INDICATIVE PILOT INVESTMENT

From £45k for the 6-week pilot — inclusive of integration, agent training, tuning, and the measurement report. Agent licences priced per seat thereafter; production deployment is a separate statement of work scoped to your queue volume and integration footprint.

PERSONALISED CHAT, BY SINGULA DECISIONS

Built on a decisioning engine you can trust. Deployed on top of the stack you already run.

SUBSCRIBER-NATIVE

Built by a team that lives in subscription data — every recommendation is shaped by Decision Moments and your scorecard, not generic chatbot logic.

AGENT-FIRST

The human agent always sends the message. Singula makes them faster and sharper — we don't try to replace them. CX teams adopt it willingly.

PROVE IT IN 6 WEEKS

Time-boxed pilot, control-group measured, written ROI case. If the numbers don't work, you walk away. Most clients renew before the pilot ends.

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