

singula
decisions

Singula Copilot

Run your subscriber base
in plain English.

**THE CONVERSATIONAL INTERFACE TO SUBSCRIBER
INTELLIGENCE**



From dashboard to dialogue.

For a decade, subscriber platforms have competed on the quality of their dashboards. Dashboards have hit diminishing returns. The next decade will be won by the platforms that translate insight into action — through conversation.

YESTERDAY

The dashboard era

Marketers read charts. Insights stay locked in BI tools. Acting requires briefing data teams, raising tickets, waiting weeks. By the time a campaign goes out, the moment has passed.

TOMORROW

The conversation era

Marketers ask questions in plain English. The platform replies with a segment, drafts a campaign, proposes an action. Time-to-action collapses from weeks to minutes — and the human stays in the loop.

THE BOTTLENECK

The gap between knowing and doing is where weeks disappear.

A typical campaign moves through five hands before it hits a subscriber's inbox. Each handover loses fidelity, costs days, and erodes the moment that triggered the campaign in the first place.



By the time a winback hits the inbox, the subscriber has already cancelled.

INTRODUCING

Singula Copilot

The natural-language layer on top of the subscriber intelligence platform you already need.

WHAT IT IS

A conversational interface to your subscriber base.

Marketers, retention managers, CRM ops and execs talk to Copilot the way they'd talk to a smart analyst — and Copilot talks back, with data, drafts, and proposed actions ready to confirm.

USER

"How many Gold subscribers are in LEAVE moment right now?"

COPILOT

247 — mostly UK and Ireland, average tenure 18 months.

USER

"Of those, the heavy rugby viewers."

COPILOT

89. Viewing dropped 60% after Six Nations ended.

USER

"Draft a winback with a free month tied to the autumn internationals."

COPILOT

Drafted. Predicted reach 89, predicted £1,340/month MRC saved.

WHAT IT DOES

Five capabilities, one continuous conversation.

Copilot doesn't replace your platform — it gives you a new way to drive it. Five capabilities that combine fluidly across a single conversation.

01

QUERY

Count, filter, segment.
“How many Platinum subscribers in BILL moment last week?”
Numbers come back instantly with breakdowns and a sample.

02

REFINE

Hold context across turns.
“Of those, the Spanish ones.” “Narrow to those who watched Champions League.” Segments build conversationally.

03

ANALYSE

Surface drivers and patterns. “Why are these subscribers leaving?”
Copilot pulls signals from engagement, payments and content data.

04

DRAFT

Generate campaigns and emails. “Draft a winback for them.” Subject, body, channel and predicted impact ready in seconds.

05

EXECUTE

Schedule with confirmation. Sync to Braze, Klaviyo, Salesforce Marketing Cloud, Dotdigital or Mailchimp. Always with explicit human approval.

A 75-SECOND JOURNEY

From question to confirmed action — in one conversation.

0-10s

QUERY

“Show me Gold-tier subscribers in LEAVE moment this week.”

247 subscribers surfaced.
Breakdown by country, tenure, content.

10-25s

REFINE

“Of those, the heavy rugby viewers.”

Segment narrows to 89. The number animates down on screen.

25-55s

ANALYSE + DRAFT

“Why? Then draft a winback for them.”

Insight: viewing fell 60% after Six Nations. Email drafted, £1,340 MRC predicted.

55-75s

CONFIRM

“Schedule it for tomorrow.”

Synced to Braze. 89 subscribers, 09:00 tomorrow. Human-confirmed.

THE INTERFACE

Watch the platform respond to your words.

Copilot is split-screen by design. The left side is the conversation you drive. The right side is the platform reacting in real time — segments building, drafts materialising, proposals surfacing for confirmation.

The screenshot displays the Singula Copilot interface for 'Subscriber Intelligence'. The left pane shows a conversation where the user asks for Gold subscribers in LEAVE, the system finds 247 subscribers, and the user refines the search to heavy rugby viewers. The right pane shows the resulting segment: 89 subscribers matched, with filters for Gold tier (84%), UK + IE (72%), and rugby ≥ 10h.

Singula Copilot · Subscriber Intelligence ● Working with 89 · Gold · LEAVE

YOU Show me Gold subscribers in LEAVE

S Found 247. Mostly UK/IE, avg tenure 18m. Want to narrow further?

YOU Of those, the heavy rugby viewers

Ask the platform anything...

SEGMENT

89 subscribers matched

tier: Gold moment: LEAVE rugby ≥ 10h

Gold tier 84% UK + IE 72%

WHAT IT SITS ON

A chatbot is easy. A platform is the hard part.

Anyone can wire an LLM to a CRM. What makes Copilot powerful is what sits beneath it: years of subscriber intelligence engineering that turns conversation into informed action.

SINGULA COPILOT — Conversational interface

DECISION MOMENTS

Eight-state framework for every subscriber: JOIN, BILL, LEAVE, WINBACK, BIRTHDAY, UPGRADE, GROW, CONSUME.

ACTION LIBRARY

21 platform actions Copilot can propose: winback offers, payment retries, save-offer calls, tier upsells, more.

SUBSCRIBER INTELLIGENCE

Unified record per subscriber: tier, tenure, payments, viewing, engagement signals, scorecard.

CAMPAIGN INTEGRATIONS

Native sync to Braze, Klaviyo, Salesforce Marketing Cloud, Dotdigital and Mailchimp — your existing stack.

Copilot proposes. Humans dispose.

Every action that touches a subscriber crosses an explicit human gate. The AI never executes silently. The CTO sleeps at night.



EVERY FILTER IS SHOWN

Copilot narrates what it filtered on. Every query, segment and refinement displays its criteria explicitly. No black-box behaviour.



EVERY ACTION IS PROPOSED

Actions appear as proposals first — never executed. The user reviews predicted reach, cost and impact before approving.



EVERY EXECUTION IS CONFIRMED

A human clicks Confirm. Until that click, nothing leaves the platform. The AI cannot self-approve. Period.

What this changes for the business.

**Weeks →
Minutes**

Time-to-campaign

From insight to in-market

5×

More experiments

When marketers can iterate alone

1 person

Self-serve campaigns

No data team. No CRM ticket.

0 black boxes

Explainable actions

Every step shown and confirmed

THE STRATEGIC OUTCOME

Your subscriber platform becomes self-serve for the people closest to the customer. Marketers, retention managers and execs stop briefing data teams and start running their own work — at conversational speed, with the platform's intelligence behind every move.

WHERE TO START

A 4-6 week pilot on your data, your moments, your action library.

WEEK 1-2

DEFINE

Five demo scenarios. Your existing Decision Moments and Action Library. Sample data from your subscriber base.

WEEK 3-4

WIRE

Copilot connected to your campaign tool. Five tool integrations live. Trust model configured to your governance.

WEEK 5-6

DEMO

Live demo to your stakeholders. Hands-on with your retention and CRM teams. Decision on production rollout.

Let's run the pilot.

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