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CUSTOMER STORY | KEYFACTOR

Customer Impact Story: Services Demand Agent.

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Sourcing services pipeline.

Keyfactor used Precursive's AI Agent to find, rank and hand over its best services opportunities with existing customers. Precursive designed an agent to run a campaign to source and shape opportunities for services that will support retention and drive NRR.

150+
Accounts analysed by the Services Demand Agent

Top 10
Opportunities sourced, ranked and summarised

1 week
To prep a campaign that would have taken months

AT A GLANCE

Customer	Keyfactor
About the customer	Keyfactor is the leader in trust infrastructure for AI and machines, providing a unified control plane to manage cryptographic identities, public key infrastructure (PKI), and automated certificate lifecycles across enterprises
Team	Professional Services
Goal	Source pipeline for micro-services offerings including TAM
Agent	Services Demand Agent

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The challenge.

Keyfactor is seeing rapid growth and services plays a key role in driving retention and expansion of relationships. The professional services team wants to accelerate the positioning and adoption of on-going services with customers to unlock new value to drive NRR.

- **Where to start:** no quick way to tell which customers are ready to consume services.
- **Scattered signals:** the needs sat across Salesforce, call summaries and support cases. No one had time to join it up account by account.
- **Expertise needed:** need for a solution and partner who could bring experience in running services expansion plays.

The approach.

Keyfactor used Precursive's Services Demand Agent and a forward-deployed solution to structure the campaign. This included:

01 **Services Demand Agent.** Analyzes each account across Salesforce, call summaries, emails and support cases, then builds an evidence-based picture of services need, configured to assess services readiness fit.

02 **Forward-deployed solution:** The solution built with the customer scores each account on adoption need, recurring technical need, whitespace and stakeholder engagement. It labels evidence as fact or hypothesis, and can conclude where there is or is not a need for additional services.

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How it worked.

01
Build the target list
Zen worked across a list of 150 customer accounts.

02
Run the agent
Zen builds structured, multi-source context for every account.

03
Qualify and rank
Zen and Claude work to rank the top 10 and flag timing risks.

04
Engage sales
TAM sales briefs are created to support the sales motion.

> “The agent correctly told me not to engage a specific customer because the timing was wrong. That's the kind of guidance I'm looking for in managing our pipeline.”

NIKO RUHE · SENIOR DIRECTOR, PROFESSIONAL SERVICES, KEYFACTOR

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The results.

Pipeline sourced	The pipeline for TAM services and other micro-services is surfaced to the PS director.
Time saved	Account research that would have taken months is done in a week.
Expert guidance	The agent flagged a live support escalation on one account, so the team held back rather than pitch at the wrong moment.
Always on	Scoring now runs weekly across accounts, with a TAM suitability score and the reasoning behind it.

“

We're getting ready to go to market and I don't need to get on the phone and ask someone, is this a good timing?”

NIKO RUHE · KEYFACTOR

“

Zen saved months of work”

DOUG MODIC · SVP PROFESSIONAL SERVICES, KEYFACTOR

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What's next.

Widen the lens Extend the same approach to broader professional services demand and sales enablement.	**Reuse the playbook** Re-point the campaign at other products and services lines without starting again.

“

I am very happy with the results we are getting in a short amount of time with Precursive's AI solutions.”

VALT VESIKALLIO · CHIEF CUSTOMER OFFICER, KEYFACTOR

About Precursive AI.

Precursive AI helps services leaders grow services bookings and revenue without growing the team. Precursive AI agents connect GTM and services context and turn it into action.



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THE AI PLATFORM FOR SERVICES

Services-Led Growth.