

How Brandlight Went From Days of Digging to an Hour of Clarity

INTRODUCTION

Brandlight helps enterprises understand how their brands show up across AI surfaces like ChatGPT, Claude, Gemini, and AI Overviews. The work covers visibility, share of voice, sentiment, and the sources that drive those answers. It also turns that diagnosis into actions teams can take.

That value lands with many people inside a customer. Content, SEO, PR, brand, social, commerce, and paid teams often care about different parts of the same story. For Brandlight's customer success team, the job is to stay current on each relationship, know what each stakeholder cares about, and walk into every conversation with the right context.

That standard shaped what Brandlight needed from a customer intelligence platform: one place for account relationships and conversation history, signals that flag risk early, and agents that turn those signals into clear next steps.

KEY OUTCOMES

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Systems unified into one customer view across CRM, chat, meetings, product usage, and team messaging

45x

Fewer AI tokens to get grounded account answers from a pre-built context layer, instead of rebuilding context on every question

95%

Less effort to rebuild who matters on an account, what they care about, and who can pick up the thread

20+ agents

Running in the background on relationship risk, engagement changes, and next actions

CHALLENGE

- One customer view that covers relationships and conversation history, not a stack of separate tools
- Context that works when many stakeholders inside an enterprise each care about a different part of AI visibility
- Early signals for single-threaded relationships, engagement changes, and stakeholder shifts
- Account health that reflects real engagement, not product usage alone
- Fast prep before calls, grounded in current data instead of notes assembled by hand
- Agents that surface the so what, with sources, and push follow-ups to the team's workflow

SOLUTION

- Unify CRM, chat, meetings, product usage, and team messaging into one model of account truth
- Give CS and GTM teammates a single place to see who matters on an account, what they care about, and how engagement is changing
- Surface relationship and engagement signals automatically, including single-threaded risk
- Ground meeting prep in live account context instead of digging through email, call recordings, and chat
- Run relationship agents that investigate signals and recommend clear next actions
- Push important follow-ups into the team's day, including calendar-ready items when a risk or opportunity shows up

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Inside a large enterprise, we work with many teams at once. Content, brand, SEO, PR, and others all care about different parts of AI visibility. When stakeholders change, we need to know who mattered, what they cared about, and who might pick it up. FunnelStory puts that history in one place, so we can get oriented quickly and keep the relationship moving.

Nehal PatelCHIEF CUSTOMER OFFICER,
BRANDLIGHT

THE PROBLEM

AI visibility work inside a large enterprise is rarely owned by one person. Brandlight's team regularly works across content, brand, SEO, PR, and other marketing functions in the same account. Each group has a different definition of value. Each conversation adds another thread.

When stakeholders change roles or new people join the buying group, the history still matters. Who was engaged. What they asked for. What worked. Who else was mentioned. That information often lived across CRM records, chat threads, meeting recordings, and one-off notes. Rebuilding the picture by hand slowed the team down and made it harder to walk into the next conversation ready.

Usage alone was not a reliable read on health either. Many Brandlight customers get deep support and guidance from the team. Low login activity can still sit next to strong engagement. The team needed a view that combined relationships, conversations, and product signals, then explained what to do next.

HOW FUNNELSTORY FITS IN

FunnelStory's customer context layer now covers Brandlight's working stack: CRM, chat, meeting transcripts, product activity, and team messaging. Those sources feed one account view the CS and GTM team can share.

On top of that view, Needle Movers flag the account-level signals that matter for Brandlight's motion. Relationship drop, single-threaded coverage, and personnel change are first-class signals, not buried metrics. Each signal comes with citations so the team can see where the recommendation came from.

Brandlight also runs 20+ agents on that graph. Agents watch for single-threaded risk, engagement changes, and relationship shifts in the background. When something needs attention, the system can investigate, summarize, and create a clear next action. In practice, that means less time reconstructing an account and more time talking to the right people about the right topics.

Because the context layer is already built, the team does not burn AI tokens rebuilding account history on every question. FunnelStory's pre-computed context uses about 45x fewer AI tokens than asking an LLM to dig through raw systems from scratch.

Meeting prep and account reviews pull from the same live context. If the next call is with a content lead versus a brand lead, the team can pick up where the last conversation left off. What used to take days of digging through email, recordings, and notes can now be rebuilt in about an hour.

THE IMPACT

- ◆ **One account, one relationship view.** CS and GTM teammates see who is engaged, what they care about, and how the conversation has evolved, without piecing it together across tools.
- ◆ **Signals that explain the so what.** Needle Movers surface relationship and engagement changes with citations, so the team knows why something matters and what to do next.
- ◆ **Faster orientation when people change.** When stakeholders shift inside an enterprise account, the team can rebuild the map from shared history in about an hour, instead of spending days hunting through email, recordings, and notes.
- ◆ **Agents that move work forward.** More than 20 agents watch for single-threaded risk and engagement changes in the background, then help turn those signals into concrete follow-ups, including calendar-ready items.
- ◆ **Health with real context.** Account assessment draws on engagement and conversation patterns, not product usage alone, which fits Brandlight's white-glove delivery model.
- ◆ **Shared team knowledge.** Context lives in the account, not only in one CSM's head, so the team stays aligned in a category that changes quickly.

FunnelStory gives Brandlight one shared, queryable model of customer relationships and conversations, so people and agents work from the same grounded context instead of a different system for every question.