

One Context Graph, Two Motions: How Descope Unifies Free & Paid CS

Introduction

Descope is a customer and agentic identity platform. Developers use it to add authentication, SSO, and access control for both human users and, increasingly, AI agents and MCP servers.

Descope's own CS org runs on two very different FunnelStory workspaces: a high-volume free/PLG workspace tracking tens of thousands of self-serve developer accounts, and a paid/enterprise workspace for customers who need deeper support, SSO, and integrations. Historically, these were two disconnected views of the customer.

Key Outcomes

80%

Cut in manual CS busywork across both workspaces

2x

More accounts each CSM can now cover

20k+

Accounts unified across free and paid workspaces

66%

Growth in CS team productivity

Challenge

- **Two workspaces, two truths:** Tens of thousands of free-tier accounts and a growing paid/enterprise base, with no unified view of how an account moves from one to the other.
- A small CS team needed to support a fast-growing account base across both workspaces without a proportional increase in headcount.
- Expansion signals, like SSO requests, multi-tenant usage, and security asks, were easy to miss inside a high-volume, self-serve workspace.
- AI copilots and agents need shared, inspectable context to handle EBR prep and account summaries, rather than raw tool access rebuilt on every question.

Requirements



Unify free (PLG) and paid account data into one queryable model of customer truth



Extend the Customer Intelligence Graph into HubSpot, so sales and account teams reason from the same graph-grade context as CS, not a stale export



Let FunnelStory agents built on the graph flag renewal risk on their own, and brief the team in Slack with the signals behind the call



Give Descope's AI copilots and LLMs a grounded context layer to reason over, not another dashboard

Solution

- Deployed FunnelStory's **Customer Intelligence Graph** across both the free/PLG and paid workspaces, creating one context layer over usage, support, CRM, and conversation data
- Extended the Customer Intelligence Graph into HubSpot: FunnelStory runs an agent that continuously carries computed health, usage, and tier intelligence into the CRM, so sales and account teams work from the same context layer as CS instead of a separate, lagging export
- Built and now runs a renewal-risk agent within FunnelStory, tailored to Descope's use cases, that reasons across health, usage, and conversation signals for every account and briefs the relevant team in Slack with the specific signals behind its call before a renewal is at risk
- Connected Descope's AI copilots and LLMs, like Claude, to the graph via **FunnelStory's MCP server**, so the team can ask natural-language questions and get answers grounded in shared context

“

FunnelStory helps me understand our customer journey across both sales and post-sales. Setting it up with our CRM and data warehouse was simple, and I now rely on it daily to track feature adoption and flag at-risk accounts.

Gilad Shriki

HEAD OF SUCCESS, DESCOPE

The Problem with Disconnected Workspaces

Descope's free and paid FunnelStory workspaces grew up as two separate silos: self-serve developer signups on one side, enterprise SSO accounts on the other. Nothing tied them together.

- **No shared truth:** An account's story before and after upgrading to paid lived in two different places, so the CS team couldn't see the full journey.
- **Copilots rebuilding context every time:** Pointing copilots directly at raw tools meant every question re-ran the same multi-step lookup, with no consistency between answers.
- **Manual workflows:** EBR prep and account summaries were still stitched together by hand across both workspaces.

Implementing FunnelStory's Customer Intelligence Graph

Unified data across both motions: FunnelStory ingested product usage, support, CRM, and conversation data from both workspaces into a single Customer Intelligence Graph, creating one inspectable model of account truth spanning tens of thousands of tracked accounts.

Context for copilots, not just dashboards: Rather than pointing AI copilots at raw systems, Descope's team connects those copilots, including Claude, to FunnelStory's graph through the MCP server. Every query is grounded in the same pre-computed context, including health, risk, and adoption signals. The team also built custom Skills on top of the graph, starting with EBR prep.

The graph extends beyond CS: FunnelStory builds and runs agents, configured around Descope's own use cases, that carry the graph's intelligence into the tools other teams already use. One agent continuously pushes computed health, usage, and tier signals into HubSpot, so sales and account teams reason from the same context layer as CS instead of a separate, lagging export. Another agent reasons across the graph for accounts approaching renewal and briefs the team in Slack with the specific signals behind its call, before anyone has to go looking.

Needle Movers across scale: Across tens of thousands of free-workspace accounts, Needle Movers surface which self-serve users show enterprise-readiness signals, such as SSO requests, security questions, and expansion intent, well ahead of any renewal conversation.

The Impact

- ◆ **One graph, two motions:** Descope's CS team can now trace an account's story from first free sign-up through paid expansion in a single context layer, instead of stitching two workspaces together by hand.
- ◆ **Copilots grounded in shared truth:** Descope's team connects its AI copilots, including Claude, directly to FunnelStory's MCP server, grounding thousands of context lookups in shared, consistent account data rather than re-reasoning over raw tools each time.
- ◆ **One context layer, everywhere:** The same Customer Intelligence Graph that powers CS now reaches sales and account teams directly in HubSpot, and reasons on its own about renewal risk in Slack, instead of staying locked inside a CS tool.
- ◆ **Doing more with less:** An 80% cut in manual busywork and a 2x increase in the number of accounts each CSM can cover, without adding headcount to the CS team.

With FunnelStory's Customer Intelligence Graph, Descope's CS team tracks the full account journey from first free sign-up through paid expansion, connects its own AI copilots directly to that context, and relies on FunnelStory agents, built around its specific use cases, to carry that intelligence into HubSpot and Slack.