

CustomerGauge Launches Signal Intelligence And Announces The End of the Silent Account

New AI capability synthesizes NPS, CSAT and CES from every customer interaction, giving B2B enterprises a CX score for every account, not just the ones that respond to surveys.

Boston, MA — June 18, 2026

CustomerGauge, the leading B2B Account Experience platform, today announced Signal Intelligence Agents, an AI capability that automatically derives customer experience scores like NPS®, CSAT, and CES directly from operational data at scale.

Average B2B response rates sit between 2 and 20 percent, which means your largest and most strategically critical accounts are effectively invisible to your CX program.

CustomerGauge's Signal Intelligence Agents closes this gap.

Every interaction like call transcripts, email threads, support tickets, QBR notes can now become a source of scored, actionable intelligence tied directly to revenue—only available in the CustomerGauge platform.

How It Works: The Signal Intelligence Agents ingests unstructured interaction data and outputs standardized scores on the same scales enterprises already use, track and report to their boards.

Every synthesized score includes AI-extracted drivers, representative verbatim comments and — in the case of NPS — full driver categorization. No manual coding. No delay. Insight in real time, from the moment interaction data lands.

Dual Signal: Signal Intelligence sits at the core of CustomerGauge's Dual Signal architecture. Survey-based scores and Signal synthesized scores appear side by side in a

unified account view. When the two signals diverge — an account reporting positively on surveys while signaling friction in its interactions — the platform flags the gap automatically. That divergence is where silent churn hides.

Dual Signal surfaces it before it shows up in the pipeline. No major CX platform today delivers both signal streams in a single metric, on a single scale, with a single action workflow.

Even more critical, the Signal Intelligence Agents are built to act, not just inform.

Every synthesized score triggers CustomerGauge's closed-loop workflow: account managers are alerted, actions are assigned, resolutions are tracked and revenue impact is attributed. The platform connects to any operational system like CRMs, call centers, support ticketing systems, ERPs — via inbound POST API in real time.

All scores, drivers, verbatim comments and account trends are immediately accessible through standard GET endpoints, consumable by any BI or reporting environments.

In addition, multilingual processing across 200-plus languages, with locale-aware scoring calibration, is available from launch. The system is architected for global account portfolios processing millions of interactions per month.

Infrastructure and Security: Signal Intelligence is built on Anthropic Claude Sonnet via AWS Bedrock. All synthesis runs within CustomerGauge's secure cloud environment, with full audit logging and role-based access controls. AWS Bedrock provides the data residency options and compliance certifications global enterprises require.

Availability: Signal Intelligence is available immediately to CustomerGauge enterprise customers with AI Credits. To request a demonstration, visit customergauge.com.

CG B2B Account Experience Software

customergauge.com

About CustomerGauge

CustomerGauge is the **only platform purpose-built for account-based NPS in B2B**. We connect account sentiment, revenue, and lifecycle data so companies see true account health —not fragmented responses. Using AI to maintain continuous conversations with accounts, CustomerGauge surfaces risk before renewals, identifies expansion opportunities, and automates next-best actions. Companies using CustomerGauge prioritize by revenue impact, close the loop faster, and turn experience data into protected and grown revenue.

Contact details

Ian Luck
Chief Marketing Officer, CustomerGauge
ian.luck@customergauge.com

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