



FOR IMMEDIATE RELEASE

AiSCENT Launches and Joins Forces with BespokeCSI to Give Executives a Clear Read on Their Customers

New tech-enabled customer intelligence consultancy pairs four executives with BespokeCSI's customer listening and AI analytics technology, offered exclusively through AiSCENT

CASTLE ROCK, Colo., October 6, 2026 – AiSCENT (pronounced “ascent”) has launched as a tech-enabled customer intelligence consultancy for executives who need to understand what their customers are telling them before it shows up in the numbers. The firm debuts on Global CX Day 2026. AiSCENT also announces that it is joining forces with BespokeCSI, whose customer listening and AI analytics technology will now be offered exclusively through AiSCENT and under the AiSCENT brand.

Most companies have more customer data than ever, yet leaders still struggle to answer basic questions about their business. The data lives in one place, the technology in another, and teams who could act on it work in a third. Those fractures leave executives without a clear view of the issues that matter most: winning new customers, selling second products, protecting renewals and controlling the cost to serve.

The research points to where the fix starts. According to the 2026 Customer Intelligence Maturity Study from ONR Edge, 87% of the difference in an organization's customer intelligence maturity comes from three things leaders control: how closely leadership monitors the numbers and the plan, the culture, and the strategy. Only 13% comes from listening, analysis and action, the areas organizations fund first.

“This is not a better CX program,” said **Sean Albertson**, founder of AiSCENT. “After more than 25 years leading customer experience, I kept seeing the same thing. Companies had the data, the tools and talented people, and no one had connected them. Most organizations are funding the 13% and wondering why the curve never bends. We built AiSCENT to connect the pieces, starting with leadership, strategy and teams.”

Technology that hears every customer, and people who know what to do with it

BespokeCSI brings a complete set of tools for hearing customers and making sense of what they say:

- **Surveys** across every method, including web, email and other channels.
- **A Voice AI Interviewer** that talks with customers about their experience and draws out the why behind their answers. The same technology runs the AiSCENT Ai Diagnostic, which interviews leaders. You can try it out on aiscent.io.
- **Interaction analytics** that read real calls, chats and emails, so companies hear from customers without waiting on a survey response.
- **An AI analytics engine** that studies all of a client's customer data, transactions and behaviors to find the themes, the trends and the actions most worth taking.

Under the new arrangement, that technology powers four AiSCENT products:

- **Signals** brings every customer source together into one read on what customers are saying, experiencing and understanding their emotions.
- **Health** shows which accounts are growing, which are slipping, and why.
- **Journey** analyzes what is helping or hurting the journeys that matter most.

- **Navigate** turns customer signals into the next best action for the people closest to the customer and deploys AI agents to respond in real time.

“Qualtrics and Medallia helped define the last generation of customer experience technology. The AiSCENT Customer Intelligence Platform is built for what comes next,” said **Jason Ten-Pow**, founder of BespokeCSI and a partner in AiSCENT. “Companies are drowning in customer data but still struggling to understand what customers actually want, why relationships are breaking down and what to do next. The AiSCENT CI Platform replaces fragmented listening with one intelligence layer that understands surveys, conversations, calls and interactions together and then turns those signals into clear priorities leaders can act on with confidence.”

“We are not an AI vendor,” Albertson added. “AI is how we work, not what we sell. AI does not close the gap. It accelerates it. If the foundation is fractured, AI just helps it break faster.”

How AiSCENT works

Every engagement is built on the AiSCENT framework, six camps that organizations climb from aligned leadership to a fully connected customer intelligence operation. Clients choose how AiSCENT works with them. Advise brings senior guidance using the systems a company already has. Augment adds AiSCENT technology and expertise alongside the client’s team. Build designs and stands up the full customer intelligence capability.

Most organizations start with an AiSCENT diagnostic: the Keynote Camp Scorecard, the Ai Diagnostic, or the Customer Intelligence & Leadership Assessment. Each one shows where the organization stands today and where to start.

Four senior practitioners, every engagement partner-led

AiSCENT is led by four practitioners with more than 20 years of experience each:

- **Sean Albertson**, founder, author of *The Ascent* and keynote speaker
- **Dave Seaton, CCXP**, journey mapping and creator of the DARMA™ methodology
- **Jason Ten-Pow**, research, signals, analytics and data architecture
- **JP Dumas**, ROI, business case, governance and enterprise alignment

Learn more about AiSCENT and take a diagnostic at aiscent.io.

About AiSCENT

AiSCENT is a tech-enabled customer intelligence consultancy that helps executives connect their data, technology and teams so they can see what customers are telling them and act on it. Built on original research and powered by BespokeCSI technology, AiSCENT helps organizations win new customers, grow existing ones, protect renewals and lower the cost to serve. AiSCENT is a CX4ROCKS company. Learn more at aiscent.io.

About BespokeCSI

BespokeCSI has provided customer listening and analytics technology since 2020, built natively on AI from the start rather than added on later. Today that includes multichannel surveys, a Voice AI Interviewer, interaction analytics and an AI engine that turns customer data into themes, trends and actions. Its technology is now available exclusively through AiSCENT.

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