YASHA STERLING · 2026

Quick Reference

CANONICAL DEFINITION

Customer Intent Intelligence™ is the evidence-first discipline of investigating, evaluating, and validating possible customer goals so organizations can make better decisions about what to do next.

01
OBSERVE
What do we actually know happened?

02
INTERPRET
What might the customer be trying to accomplish?

03
VALIDATE
What evidence supports or contradicts it?

04
DECIDE
What action is justified by what we know?

05
MEASURE
Did the action move the customer toward the outcome?

Observe carefully. Interpret cautiously. Validate explicitly. Decide proportionately. Measure outcomes.

FIVE CORE PRINCIPLES

01 Behavior Is Not Intent.
A signal is not the goal itself.

02 Inference Is Not Evidence.
Plausibility is not proof.

03 Agent Action Is Not Customer Intent.
Execution does not validate meaning.

04 Alignment Is Not Validation.
A good response can fit the wrong goal.

05 Rewrite Is Not Resolution.
Better copy is not the same as customer success.

EVIDENCE STRENGTH™

HYPOTHETICAL
Plausible; little or no direct support.

DIRECTIONAL
Some relevant support; alternatives remain.

EVIDENCE-INFORMED
Multiple relevant sources converge.

VALIDATED
Strong enough for the decision context.

CENTRAL QUESTION

What is this customer actually trying to accomplish - and what evidence supports that interpretation?

CII REASONING CHAIN

Signal → Possible Intent → Evidence → Decision → Action → Outcome

Citation: Sterling, Y. (2026). Customer Intent Intelligence™ Framework: An evidence-first method for moving from customer signals to better-supported decisions and outcomes (Version 1.0). Yasha Sterling.
Official framework: https://www.yashasterling.com/customer-intent-intelligence/cii-framework.html

Behavior informs. Evidence clarifies. CII helps decide.