

MARKETPLACE APP · PRODUCTIVITY-UTILITY

Loop

The learning loop, closed: see what AI detected, what the business learned from it, and the measured before/after delta behind every intervention — in one place.

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OVERVIEW

Every app on the platform detects opportunities, several distill lessons, and interventions get measured pre/post deltas — Loop is where those threads meet. It carries the measurement ledger: every intervention's baseline, its after-window score, and whether the change actually held. Windows that close without enough signal are reported as inconclusive rather than dressed up as a result.

The surfaces that used to be scattered across admin become its tabs — outcomes, suggestion administration, corrections, and the automations themselves. So the playbook you schedule, the runs it produced, and the measurement of whether it helped are three tabs of one app rather than three separate admin pages.

Running the AI stays separate: approvals, pausing an agent and agent health live in admin, unchanged, whether or not a tenant enables Loop.

WHY TEAMS CHOOSE IT

- One ledger for "did it actually work?" — every AI intervention carries a baseline, a post-window score, and a measured delta, across every app on the platform.
- The loop made visible: see what AI detected (suggestions), what the business learned (lessons), what changed (measured deltas), and what graduated into standard practice.
- Absorbs five admin surfaces — automation authoring, run history, outcomes, suggestion administration and corrections become tabs of one app instead of scattered admin pages.
- Author the automations too: schedule a playbook or fire it on an event, run it on demand, then read every run and its steps in the same app that measured whether it helped.
- Honest by construction: windows with too little signal close as "inconclusive" rather than reporting a noise delta, and no number is ever fabricated.
- Read-only manager access as a one-toggle option, so the people whose teams the interventions touched can see the receipts too.

CAPABILITIES

Measurement Ledger

- ✓ Pre/post measurement rows for every intervention (baseline, after, delta, window)
- ✓ Cross-domain: lessons, acted-on suggestions, and engagement actions in one ledger
- ✓ Inconclusive state for windows with insufficient signal (no noise deltas)
- ✓ Pending rows show their measurement window so a verdict has an ETA

The Loop, End to End

- ✓ Detect: suggestion services counted, with how many carry measured outcomes
- ✓ Remember: distiller roster and the active-lesson count, linked into Muscle Memory
- ✓ Measure: registered scorer domains across the platform
- ✓ Adopt: measured improvements graduate via the Automations gallery

Automations

- ✓ Schedule a playbook to run unattended, or fire it on an event
- ✓ Run a playbook on demand without waiting for its schedule
- ✓ Pause and resume an automation without deleting it
- ✓ Set the input values a playbook runs with
- ✓ Require approval before an automation's risky steps execute
- ✓ Install a suggested automation from a system template, paused for review

Run History

- ✓ Every playbook execution with its per-step results and timings
- ✓ Retry a failed run — completed steps are skipped, not repeated
- ✓ Cancel a run that is stuck or no longer wanted
- ✓ Filter by status, playbook, and date range
- ✓ CSV export of run history for compliance review
- ✓ Rollup of the tools failing most often across recent runs

Absorbed Admin Surfaces

- ✓ AI Outcomes (business results the AI delivered) as an interior tab
- ✓ AI Suggestions administration (rules, thresholds, telemetry) as an interior tab
- ✓ Corrections & Learning (what agents learned from feedback) as an interior tab
- ✓ Enabling Loop redirects the absorbed /admin URLs into the app, so each surface has one home

Access & Mobile

- ✓ Business admins and Loop app-admins always have access
- ✓ Optional read-only manager access (one setting, off by default)
- ✓ Mobile measurement ledger at /m/apps/loop

USE CASES

• Prove the AI is earning its keep

Leadership asks what the AI layer actually changed. The ledger answers with measured before/after deltas per intervention — not usage counts.

- **Close the loop on a bouncing problem**
Service Desk resolutions for one request type keep getting reopened. The lesson that flagged it carries a measurement; thirty days later the delta says whether the fix held.
- **Decide what becomes standard practice**
An intervention measured positive. From the lesson, "Make this standard practice" opens the automation gallery so the improvement gets locked in rather than remembered.
- **Audit the suggestion engine's value**
Suggestions get acted on — then what? Acted-on suggestions from services that declare an outcome get their own pre/post windows, so action-rate stops standing in for impact.
- **One place for the AI Impact admin surfaces**
Outcomes, suggestion administration, and corrections lived as separate admin pages. Enabling Loop makes them tabs of one app with the ledger as the front page.

PRICING & LICENSING

License	Required (opt-in per business)
Tier	Suite
Pricing is tailored to your organization — talk to sales for pricing & a live demo . Final commercial terms per your agreement.	

FAQ

What exactly is "the loop"?

Detect → remember → measure → adopt. Apps detect opportunities (suggestions), distillers turn trusted outcomes into lessons (Muscle Memory), interventions get pre/post measurements, and measured improvements graduate into automations. Loop is the workbench where you watch that cycle run — it adds no automation of its own.

How is this different from Muscle Memory?

Muscle Memory is what the business REMEMBERS — evidence-backed lessons with confidence and decay. Loop is how the business LEARNS — the measurement ledger, the automations that act on what was learned, and the admin surfaces for outcomes, suggestions and corrections. Lessons appear in Loop's ledger only when they intervened and got measured.

Where do the measurements come from?

The platform seeds them automatically at intervention moments: a lesson that flags a problem, a suggestion someone acts on, an engagement action completing. Each gets a baseline at that moment and a post-window score when the window closes. Nothing is hand-entered.

What does "inconclusive" mean?

The measurement window closed with too little signal to say anything honest — for example, too few resolved tickets of that type. Loop reports that plainly instead of publishing a delta that would just be noise.

Why is there no sample data?

The ledger is a measurement surface — fabricated before/after deltas would be exactly the kind of UI lie the platform's outcome metrics exist to prevent. Load sample data in the apps that feed the loop (Mango Signal, Muscle Memory) and measurements flow in from there.

What happens to the admin pages Loop absorbed?

They keep their URLs and their admin gates and become Loop's interior tabs. With Loop enabled those /admin URLs redirect into the app, so each surface has exactly one home and old links and bookmarks still work; with Loop disabled they render in admin as before. Running the AI — approvals, pausing agents, agent health — is separate and always stays in admin.

Who can see Loop?

Business admins and Loop app-admins always. One setting (off by default) extends read-only overview access to managers; the interior admin tabs stay admin-only regardless.

How is it licensed?

Loop is included with the platform tiers alongside Muscle Memory — it isn't sold à-la-carte. Like every app, it provisions disabled and an admin opts in from the Apps Marketplace.