



How Gainsight boosted engagement and drastically cut down response times

problem

As a company that specializes in customer success, Gainsight knows the important role that customers play in driving value. So when it came time for the California-based company to improve its own operations, the customer played a pivotal role.

"We wanted to engage with our Community users more by creating a dialogue with them to learn not just their problems, but also their needs," said David Derington, Manager of Success for Administrators at Gainsight. However, Gainsight's previous tool had little to no management capabilities, making it difficult to accommodate more complex management needs and nearly impossible to meet the ambitious goals Gainsight hoped to meet.

solution

IMPROVING RESPONSE TIME

In order to drive engagement in Sprinklr Community, Gainsight first needed to free up time to address all of its users' questions and comments. Evan Luberda, community manager at Gainsight, used to spend an hour trying to answer a single question. He would have to track down the question, attempt to answer it himself, and if he couldn't, he would then find the relevant subject matter expert (SME) who could hopefully resolve the question.

By using Community's intuitive management interface, Gainsight created a process that dramatically cut down on manual labor. Now Luberda can quickly find SMEs in an easy-to-use list that's stored directly in Gainsight. In addition, complex, unanswered questions are stored in a database that can be easily accessed and referenced.

Given all these new and improved efficiencies, Gainsight was able to cut down its employee response time from 100 hours to 48 hours for topics created in the last 30 days. This dramatic improvement allows the company to serve more customers while using fewer resources. Better yet, in the event that the SME can't resolve a question, Evan can easily push the question to Support, thanks to an integration with Zendesk.



"We recognize that our Community is so valuable, and we want to engage with our Community users more. We want to open up a dialogue with them — not just for their problems, but also for their needs — and close that gap in a safe and open place."

David Derington

MANAGER OF SUCCESS
FOR ADMINISTRATORS,
GAINSIGHT



INCREASING ENGAGEMENT

With a clear process outlined and technology in place to support it, Gainsight could focus on increasing engagement. Gainsight used Community's "champions," active Community users, to increase engagement. The company held a friendly, two-month competition to encourage users to more actively engage with each other and resolve more questions. The competition culminated at Gainsight's Pulse conference, where the champions were honored and awarded with a trophy. By the end of this initiative, the number of champions had increased three-fold.

results

Community gave Gainsight the capabilities it needed to implement a process and streamline efficiencies. Once that process was firmly in place, the company far surpassed its initial goals. With employee response times cut by over 50 hours, the company increased engagement to 20% among Community users.



"Community really laid the foundation for reaching the goals we wanted to meet — and we met them. With improved internal processes, our employee response times, Support response times, and engagement rates have drastically increased."

Evan Luberda

COMMUNITY MANAGER,
GAINSIGHT