



STAVE PROJECT

Gainsight
By Team Insight

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Executive Summary

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- Gainsight, as a Customer Success Management company tries to help customers attract more audiences, manage data, as well as maintain high retention rates, with the efforts of combining technology and human resources. With clear divisions of work, comprehensive data insights, as well as technological development, it helps customers to achieve goals and eliminate threats with efficiency and effectiveness.
 - As the pool of CSMs is getting bigger, the competitive risk becomes fierce. As for now, Gainsight is still the leading customer success SaaS company in the US. Its revenue-oriented values and the metrics of instant ROI give competitive advantages. Also, the change in people's attitude to AI and the trend of working from home could spark unpredictable yet positive results.
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- Gainsight provides companies better solutions under the new Sales 3.0 circumstances with the new tools to benefit the management and decision-making process. After importance, difference and relevance analysis, under the premise that similar software tends to be homogeneous, Gainsight's unique functions, such as score analysis, are quite competitive.
 - Gainsight is expected to be more connected and flexible with timeliness and analytical factors. Current budget and machine learning capability, however, requires time to improve its functions. Gainsight's historical data storage keeps its users close with its service. Its unique point of view makes itself outstanding and irreplaceable. Customers get to predict the data with Gainsight modeling and save cost for employee modelization training.

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Situation Analysis

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Effectiveness



- Access customer engagement
- Take right actions
- Maintain high retention rates
- SaaS systems with subscription mode
- Focus more on customer success management

Efficiency



- Scale customer success quickly.
- Making data more accessible with centralized view..
- Standardizing and orchestrating workflows.
- Effective communication with customer

Inefficiency



- Cannot solve lack of processes or operations
- Managing multiple relationships is time-consuming
- It' s a blank slate, you need to build from beginning.
- Too many analysis might be confusing



Gainsight designates for CSM (Customer Success Management) with goals of better manage customers and maintain high retention rates. Combining technology and Human resources, it gives people a comprehensive view of its customers journey map as well as behavioral data.

Situation Analysis

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Needs:

- Keep track of customer engagement
- Increase retention rate
- Monitor customer behaviors
- Unified data
- Prevent churn

Expectations:

- Optimize organization shortcomings
- Gain a comprehensive data
- Review each customer's response about the promoting products
- Reach high retention rate: customer renewal



Typical Customers



- Unable to unified data, forecast customer behaviors, and analyze key information
- Gainsight helps to measure performance, decrease churn, and identify revenue opportunity.



- As company grows, account managers are unable to regulate customers with the rapid expanding pace of customer bases.
- Gainsight utilize systematic approach to better manage orders and renewals.

Main Competitors Analysis

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Integrate with CRM systems

Mid-Market (54.4% of reviews)

[Digital Adoption Platform](#), [Experience Management](#), [Client Onboarding](#)

Free Trial Unavailable

ChurnZero



24/7 service through various channels

Small-Business (68.3% of reviews)

[Shared Inbox](#), [Customer Self-Service](#), [Enterprise Feedback Management](#), [Help Desk](#), [Live Chat](#), [Conversational Support](#)

Free Trial Available

HubSpot
Service Hub



Help businesses of all sizes

Mid-Market (57.4% of reviews)

[Email Marketing](#), [Customer Data Platform \(CDP\)](#), [Customer Journey Analytics](#), [Product Analytics](#)

Free Trial Available

Totango



Main Competitors Analysis

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Features		Gainsight	ChurnZero	Hubspot Service Hub	Totango
Customer Information	Customer Profiles	8.1	8.8	8.7	8.3
	Playbook	8.2	8.8	8.0	7.7
	Customer Health Scores	8.5	8.9	8.6	8.0
Predictions	Churn Risk	8.6	8.5	7.2	7.8
	Machine learning	6.9	7.6	7.6	7.3
	Upsell Opportunities	8.1	7.9	7.4	7.6
Platform	Reporting & Dashboards	8.0	8.5	8.5	8.0
	Data Import & Export Tools	7.8	8.6	8.6	8.1
	Notifications	9.0	8.1	8.5	8.0
	Customization	8.0	8.7	8.5	8.0
	Data Security	8.6	9.3	8.9	8.7
	Performance and Reliability	8.9	9.1	8.6	8.3

SWOT Analysis

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Strength

- Accountability across the entire organization, high degree of information interoperability
- Revenue-oriented
- Higher retention rate
- The right metrics--- Instant ROI

33%
Average

Weakness

- Customization: Requirements are different and always changing
- Depends on a very strong and specific framework from Sales
- Clunky in terms of user interface, causing a higher training cost



Opportunity

- Potential downturn in the tech economy
- A great need for online operation
- Customers are becoming more comfortable having conversations with AI

Threat

- The pool of CSMs is getting bigger.
- Expand its geographic footprint: heavy concentration of CSMs in the Bay Area



Transformation pillars and Levels

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Organizational Level

People → Structure → Process → Technology

Individual Level

Mind Set

Skill Set

Tech Set

SALES 3.0

2010s –

Add technology at the individual level.

Technology is the key to drive every aspects in a company to make good decisions.

Gainsight enables the company with a single source of truth for essential information about every customer.

Plus, Gainsight provides machine learning technology to predict the future.

Technology-Guided Sales Organizations				
The Technology Embedded Sales 3.0 Organization	People	Structure	Process	
			Sales Engagement	Customer Engagement
Technology-Guided Salespeople	Augmentation	Sales 3.0 (e.g., AI, ML)	Sales 3.0 (e.g., Account Based Marketing)	Sales 3.0 (e.g., Social Selling)
	Animation	Sales 3.0 (e.g., Gamification)	Sales 3.0 (e.g., Sales Enablement)	Sales 3.0 (e.g., Social Listening)
	Assistance	Sales 3.0 (e.g., Chatbot)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)
	Automation	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)	Sales 2.0 (e.g., SFA/CRM)

Source: © Joel Le Bon, 2018

Augmentation in Customer Engagement

After analyzing customers data, Gainsight provides insightful information to help the company to define customers' desired outcomes, develop a strategic plan of action to achieve them. In the end, provide better service to customers and achieve customer success.

Vendor Neutral Frameworks

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Identify Technology and Process Gaps

	White Belt	Blue Belt	Purple	Brown Belt	Black Belt
Develop, Coach, Onboard & Motivate	Face-to-Face Training	Sales Training Portal (Skills Dev)	Skills Development & Reinforcement, Gamification	Video Role Play, (Skills Dev)	Sales Call Recording (Conversation Intel)
Manage, Forecast & Analyze	Spreadsheets	CRM	Sales Compensation Planning & Admin'	Forecast Analysis Reporting (AI)	Territory Management
Sell More & Again	Spreadsheets	CRM	Customer Experience & Voice	Customer Engagement	Revenue Management Renewal Management
How to Close	Spreadsheets Documents Email	eSignatures Proposal Creation	Configure, Price, Quote (Pricing Analytics)	Account & Opportunity Planning/Mgmt	Sales Process & Activity Mgmt (Account/Opp) Contract Life-Cycle Mgmt
Why Buy & From You	PowerPoint®	ROI Calculators (Value Management)	Buyer Consensus Value Selling	Reference Management	Channel/Distributor Management
When & How to Engage	Phone & Email Online Meeting	Meeting Schedulers PowerPoint® Outreach Cadence	Sales Prospecting & Engagement Presentation Builders	Sales Enablement Video Selling Personalization/Social Tactile Selling	AI Email Outreach Buyer Details AI Meeting Taking
Who to Sell to & Why	Internet Search Lead Clipping	Lead List Building Web Visitor Tracking	Call-Back Lead Capture Email Auto-Reply Mining	Account Targeting/GTM Intent Lead Scoring	Feedback Cleanroom

Gainsight is in the **Purple Belt** level of “Sell More and Again” on customer success.

Black Belt level of “When and How to Engage” on the predicted churn rate machine learning features.

Black Belt level of “Who to Sell to and Why” on the customer information analysis features.

Importance, Difference, and Relevance Analysis

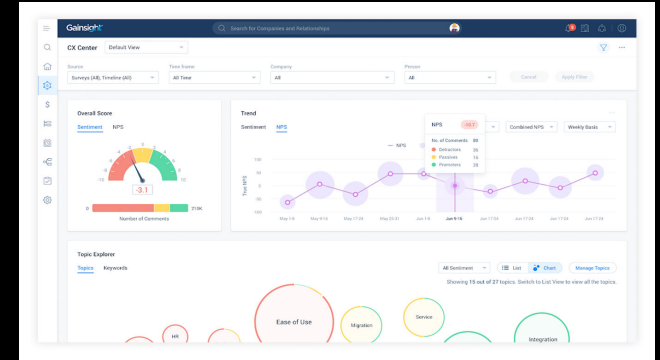
Features	Offered by/8	Market Availability	Difference Score	Scaled to 7	Importance Score/7	Difference Score/7	Relevance Score (I*D)	Differentiating Attributes
<u>Customer Profile:</u> Gain a holistic view of your customers.	8	100%	12.5%	0.9	7	0.9	6.3	
<u>Playbooks:</u> Scale your team's actions with proactive alerts and proven workflows and templates	8	100%	12.5	0.9	3	0.9	1.8	
<u>Machine Learning:</u> Ability for the platform to learn and improve predictions based on previous customer behavior.	6	75%	25%	1.8	6	1.8	10.8	>Avg.
<u>Churn Risk:</u> Calculates the risk that your customers will not renew or continue using your product or service.	6	75%	25%	1.8	6	1.8	10.8	>Avg.
<u>Reporting & Dashboard:</u> Access pre-built and custom reports and dashboards for viewing	8	100%	12.5%	0.9	5	0.9	4.5	
<u>Data Security:</u> ensure customer data kept in a safe environment	8	100%	12.5%	0.9	5	0.9	4.5	
<u>Customization:</u> Company can adjust their own process	8	100%	12.5%	0.9	4	0.9	3.6	
<u>Score Analytics:</u> calculate useful score to help the decision making	3	37.5%	62.5%	4.4	4	4.4	17.6	>Avg.
<u>Opportunity identification:</u> Highlights cross-sell, upsell, and white space opportunities	5	62.5%	37.5%	2.6	6	2.6	15.6	>Avg.
<u>Pipeline Inspection:</u> Allows users to track pipeline to identify deals that are stalled, at risks and future opportunities	2	25%	75%	5.3	4	5.3	21.2	>Avg.

Potential Improvement and Barriers

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Gainsight's innovative customer-centric technology is driving the future of customer success. The company's Customer Cloud offers a powerful set of solutions focused on customer success, product experience, revenue optimization, customer experience, and customer data, that together enable businesses to put the customer at the center of everything they do.

However, Gainsight also needs to improve on the followings, which may be hindered with certain barriers:



- Apply Tableau in-house to increase the process for multiple relationships
 - Gainsight needs to develop Tableau technology into its system
- More flexible spectaculars for customers to manage the factors they care about
 - Recognize customer data and each factors possible relation for customized analysis and correlated calculation
- Relate users and their third parties to synchronize data automatically
 - Build user group system and update relations simultaneously
- Add a basis analysis model and option for further analysis board
 - more specific function illustration and marks
- Smoother navigation of bars and more formats of transformation
 - Machine engine optimization and improvement cost

Switching Cost for Users and Customers

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Track of historic data and data transformation

All the customer transaction and contact data and information are stored at the gainsight cloud. The safety is promised, and they are all updated simultaneously due to in time uploading. When switching to another service, users are facing the challenges of losing its convenience and the cost for data and information transformation.



Customer perspective analysis reports

Gainsight provides users their customers' value system and it is unique from other CRM system. The access of data result is highly attached with correlate customers.



Prediction from machine learning tech

With mature machine learning technology, Gainsight possess the experience development capability. It predict the data for users' customer and the result adjust itself as time pass by. The longer a user applies Gainsight, the higher the switch cost is.

A top-down view of a workspace on a wooden desk. A silver laptop is partially visible on the left. A white tablet lies on the right. A white smartphone is placed on top of several sheets of paper that feature various financial charts, including candlestick and line graphs. A white cup of black coffee sits on a saucer to the right of the smartphone. A silver pen is positioned near the bottom of the charts. The entire scene is overlaid with a semi-transparent dark grey filter.

THANK YOU
