

GAINSIGHT VS PLANHAT

Choose the leader, or choose to roll the dice.



YOUR CUSTOMERS, YOUR TEAM, AND YOUR BUSINESS DESERVE GAINSIGHT

RISKS OF CHOOSING PLANHAT

Gainsight

planhat

STRUGGLE TO GO LIVE, CAN'T SCALE AS BUSINESS GROWS

With Gainsight, customers can start simple and see value in as little as four weeks, and scale to complex use cases as their Customer Success needs grow.

- ✔ See value faster with pre-built best practices and templates from the largest community of CS customers and experts.
- ✔ Accelerate your Customer Success journey with a proven, scalable platform that delivers ease-of-use and customization for companies of all sizes.
- ✔ Gain the confidence to evolve and execute directly from the industry leaders in customer success, digital, and product-led strategies.

- ✘ Slow and less impactful adoption of Planhat due to a one-size-fits-all approach.
- ✘ Lack of expertise and maturity to help you adapt as the needs of your team change over time.
- ✘ Slow onboarding and growth due to limited best practices.

LOWER CSM PRODUCTIVITY AND HIGHER BURNOUT

With Gainsight, CSMs save 7 hours per week with built in dashboards, self-service reporting, automation of repetitive tasks and an intuitive UI.

- ✔ Get visibility into critical business metrics and trends with self-service reporting that allows users to build their own reports by querying across multiple objects.
- ✔ Increase efficiency with configurable screens, widgets, self-service reports, dashboards, and more.
- ✔ Be more effective in meetings with key data surfaced directly in Zoom, and auto-logged calls.
- ✔ Save time not switching between Gainsight CS and other data platforms, thanks to bi-directional, real-time sync with Salesforce and Hubspot.
- ✔ Save time with automated customer presentations.

- ✘ Users cannot build business critical reports due to lack of self-service report building capabilities and lack of cross-object reporting.
- ✘ Get stuck with a one-size-fits-all UI that cannot be configured for your team's workflows.
- ✘ Waste time manually logging meetings and notes due to lack of automation.
- ✘ Decreased CSM efficiency due to deficient integrations and manual tasks, as well as swiveling back and forth between Planhat and other platforms for data.
- ✘ Waste time manually constructing reports for client meetings.

FAIL TO PROVE VALUE OF CUSTOMER SUCCESS

With Gainsight, you can quantify the impact of CS on GRR, expansion bookings, adoption, and more, so that your team's value is always on display.

- ✔ Quantify the impact of retention and adoption programs with built-in dashboards and self-service reports that correlate adoption to GRR.
- ✔ Quantify the impact CS has on revenue growth with expansion bookings that result from Customer Success Qualified Leads (CSQLs).

- ✘ Fail to show the impact that customer success driven adoption programs have on GRR.
- ✘ Fail to show the impact that CS has on expansion revenue.

BE BLINDSIDED BY CHURN

With Gainsight, customers on average use 9 measure groups and therefore reduce blind spots and avoid surprise churn.

- ✔ Minimize blind spots with multiple health scores at the account and relationship level, each with unlimited measures per scorecard.
- ✔ Reduce surprise churn by driving different actions based on different measure groups.

- ✘ Restricted view of customer health due to stagnant health scores and views into health metrics.
- ✘ More surprise churn caused by fewer risk signals, lack of measurement groups and rudimentary scoring system.

LOSE TOUCH WITH EXECUTIVE STAKEHOLDERS

66% of CS leaders believe over 25% of churn is often caused by exec/sponsor changes. Minimize this churn with Gainsight's exec tracking capabilities.

- ✔ Increase GRR forecast accuracy by auto updating the health scores when key executive stakeholders change roles.
- ✔ Measure executive sentiment and map them using org chart visualizations.
- ✔ Proactively identify risks of executive changes and take action with automated CTAs and playbooks that trigger from job changes on LinkedIn.

- ✘ Lose touch with executive/sponsor changes and waste time manually tracking them on LinkedIn.
- ✘ Limited renewal predictability because executive sentiment cannot automatically influence GRR forecast.
- ✘ Become reactive and caught off guard because executive or sponsor changes do not trigger CSM actions.

Read what former Planhat customers have to say:



"The immaturity of Planhat reduced confidence; **Planhat is just a less mature company overall.** We didn't get assurance that somebody had done it before when we wanted to do something with the tool."



"Planhat's **health scores are stagnant and not scalable.** It was also difficult to update due to integration issues."



"Planhat's UX was the 'least impressive'; **the tool was 'difficult to follow'** and lacked customer marketing and client reporting functionality."



"**GRR and NRR forecasting is weaker** in Planhat."

Read what our customers have to say about using Gainsight.

The results speak for themselves.



"When we started this journey, customer success wasn't really a thing. Now, tech companies that don't have it will almost certainly fail. And **there's no doubt that Gainsight is best-in-class for implementing customer success** within any company."

- VP of Customer Growth



"The fact that the **platform can grow with your organization** is a pretty big game-changer."

- Head of Customer Success



"**We're obsessed with the health scores in Gainsight,** and we look at them every single day."

- Head of Customer Success



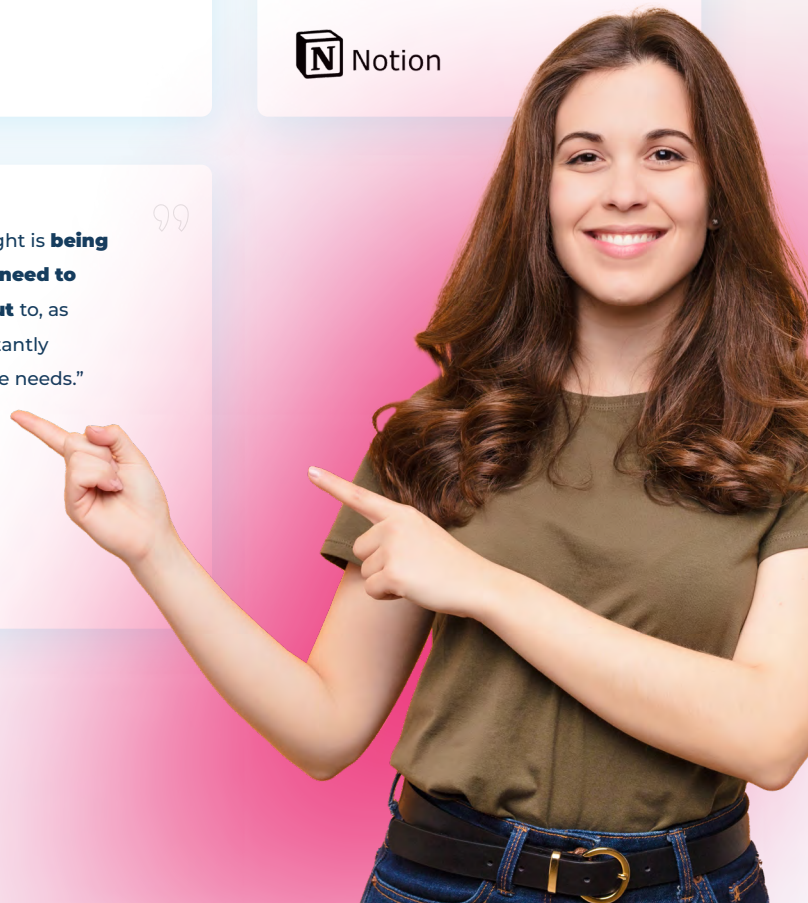
"We originally were not following Gainsight's best practices on subjective health scores. Maybe a month and a half later, [we decided to] go with Gainsight's best practices. **There's a reason they're industry leading in this** and we really need to think about what we're doing."

- Gainsight Administrator



"The power of Gainsight is **being able to see who we need to proactively reach out to,** as opposed to just constantly reacting to immediate needs."

- Senior Manager of Customer Success



It's **FASTER** and **EASIER** to get started with Gainsight.

COMPANIES THAT CHOOSE GAINSIGHT:

- ✔ **Go LIVE in as little as 4 weeks** with our proven prescriptive onboarding processes.
- ✔ Gain access to hands-on bootcamps, digital tools, office hours, and exclusive learning opportunities via our **Essentials Accelerator program**.
- ✔ Evolve your CS strategy and technology needs together via **flexible packages built to align with your maturity**.
- ✔ Feel confident in your ability to drive adoption and usage of Gainsight with our **intuitive, yet powerful user experience**.

35 MOBILE

60 SUPPORT

75 ENGAGEMENT

I find it easy to use this product
Yes No

Jonathan has earned the badge Master of

DON'T JUST TAKE IT FROM US. PEOPLE LOVE GAINSIGHT.

Leader SPRING 2023

Momentum Leader SPRING 2023

Leader Mid-Market SPRING 2023

Leader Enterprise SPRING 2023

Best Relationship Enterprise SPRING 2023

THE PRIDDY PRACTICE WINNER 2021 User Adoption Gainsight

THE PRIDDY PRACTICE WINNER 2022 User Adoption Gainsight

Top 100 Software Companies 2022

TrustRadius Best Relationship WINTER 2023

TrustRadius Best Value for Price WINTER 2023

TrustRadius Best Feature Set WINTER 2023

glassdoor BEST PLACES TO WORK 2023

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