GAINSIGHT

GAINSIGHT VS CHURNZERO
Choose the leader, or choose to roll the dice.

YOUR CUSTOMERS, YOUR TEAM, AND YOUR BUSINESS DESERVE GAINSIGHT

RISK OF CHOOSING CHURNZERO	Gainsight	CHURNZERO
STRUGGLE TO START AND SCALE DUE TO LACK OF BASIC FUNCTIONALITY 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 practice templates and playbooks from a trusted community of CS experts and worldclass partners. ✔ **Accelerate your Customer Success journey** with a proven, scalable platform that delivers ease-of-use and customization for companies of all sizes. ✔ **Optimized workflows** with pre-configured playbooks that are easily deployed and modified based on customer use cases. ✔ **Manage simple and complex relationships** (multi-level/hierarchical) as your business grows.	✖ No expert guidance or access to best practices delays deployment and limits scalability as your business grows. ✖ Lack of reliable integrations creates data silos, preventing scalability and efficiency gains. ✖ Under-deliver on customers' outcomes and delay TTV due to inefficient processes which lack context for common use cases. ✖ Inability to model your org structure across levels as needed.
LOWER CSM PRODUCTIVITY AND HIGHER BURNOUT With Gainsight, CSMs save 7 hours per week with built in dashboards, self-service reporting, an intuitive UI and automation of repetitive tasks.	✔ **Increase efficiency** with configurable widgets, self-service reporting, dashboards, and more. ✔ **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 CSM efficiency and have more effective client meetings with** key customer data surfaced directly in Zoom, calls auto-logged in Gainsight, a bi-directional real-time SFDC integration, Slack integration, Email integration, and more. ✔ **Save time on client review preparations** with automated Success Snapshots and presentation creation.	✖ Rigid configuration options result in a time-intensive and restrictive experience when implementing automation or personalized views. ✖ Limited data integrations decrease CSM efficiency with repetitive tasks such as manually logging notes and constant toggling between a CS platform and other applications like Zoom, Gong, Email, Slack & Salesforce. ✖ Spend hours manually constructing reports for client meetings.
CUSTOMER SUCCESS BECOMES A SILO With Gainsight, it's easy to stay aligned with sales, product, execs, and to quantify the impact of Customer Success on GRR, expansion bookings, adoption, and more, so that your team's value is always on display.	✔ **Ensure that CS and Sales teams are aligned** on all critical account information with bi-directional real-time SFDC integration covering standard and custom objects. ✔ **Track CS contribution** to expansion bookings by submitting CSQLs to sales. ✔ **Enable CS teams** to collect and submit enhancement requests to product in a structured way, and systematically receive updates on those requests with integrations to Productboard and Aha. ✔ **Correlate CS programs and activities** to GRR, product adoption, expansion bookings and more with pre-built reports and dashboards.	✖ Limited collaboration with sales due to lack of deep integration with Salesforce. ✖ No capability to capture feature or enhancement requests from customers in a structured manner. ✖ Lack of integration with Productboard and Aha. ✖ Lack of self-service reporting, cross-object reporting make it impossible to correlate the impact of CS programs on GRR, adoption, expansion bookings, product roadmaps etc.
BE BLINDSIDED BY CHURN With Gainsight, customers on average use 9 measure groups for robust health tracking designed to reduce blind spots and avoid surprise churn.	✔ **Robust scorecard measures with simple configurations** based on various customer criteria such as customer type, segment, use case, and more. ✔ **Reduce churn with an early-warning system** with a holistic assessment of customers across all types of interactions and data. ✔ **Improve churn and renewal management** by exploring historical trends to gather context. ✔ **Define & automate health scores across multiple dimensions** like products, business units, geographies or teams and more.	✖ Incomplete understanding of customer health due to basic health scores capabilities with a one size fits all scoring model. ✖ Fail to identify at-risk accounts and experience surprise churn due to a lack of flexibility in defining scoring models. ✖ Lack of historical views of customer health to get insights on future outcomes. ✖ Inability to configure hierarchical health scoring or roll up models.
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.	✔ **Measure executive sentiment** separately from user NPS and customer effort scores and the ability to map them using org chart visualization. ✔ **Mitigate risks** with triggered CTAs that drive a proactive approach to understanding executives' sentiment and desired outcomes. ✔ **Increase GRR forecast accuracy** with auto updating health scores when key executive stakeholders change. ✔ **Comprehensive customer views** with executive updates auto-populated within customer timelines and org chart visualizations.	✖ Lack of visibility into executive changes and inability to measure executive alignment as a measure of overall customer health. ✖ Increased churn risk and reactive communication because executive updates do not trigger a CSM call-to-action. ✖ Limited renewal predictability because executive sentiment does not influence the GRR forecast. ✖ Restricted access to data that is required to truly understand customer experiences.

Read what former ChurnZero customers have to say:

"It's **not intuitive** and I **can't just stay in ChurnZero for all my CS tasks. I am forced to use other apps, notes, reminders, etc.** Also the segments and plays are not intuitive, I could become proficient at ChurnZero, but **the resources they provide and the assistance takes more time to learn the software than learning my company's software**, and unfortunately **time is not in abundance.**"

"**Severely lacking in customization** specifically around how we handled our data."

"We had a poor experience with their lack of CS expertise."

"We finally realized that **we cannot scale with ChurnZero,** and we moved to another enterprise tool."

"**Reporting was entirely table based,** we couldn't create new dashboards."

"ChurnZero wanted us to do separate instances for each of our products and **there's no way we can scale that way ...**"

ChurnZero's reporting, dashboards, data integrations and **health scoring couldn't do what we needed after trying for two years**"

"Issue with ChurnZero is **we needed to really learn everything from scratch**"

Read what our customers have to say about using Gainsight.
The results speak for themselves.

"The Gainsight team **helped us go live with what he had and then continue to grow on that experience. They met us where we were.**"

-Director, Customer Success

VERTEX

"**Part of what you want is not just the tool, but the thought leadership.** If Gainsight is talking to every other SaaS company about how they do Customer Success, we want them to tell us what we're doing well, but more importantly, what we aren't doing well."

- SVP Customer Success

box

Gainsight allows us to scale our Customer Success business unit to meet the growth trajectory of our industry. It is a power tool that creates unexpected insights into the needs of our customers. We are constantly uncovering new value from the solution."

- Director of Customer Success

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"Different customers need different things at different times and having **playbooks has allowed us to get prescriptive with our customers. Customers really feel like we understand their business and their requirements.** It creates a level of trust in the relationship that is truly making a difference."

-Global VP, Customer Success, Adoption & Enablement

DocuSign

"We have had an **outstanding experience** partnering with Gainsight during our implementation and **went live in just three weeks (including SFDC data, Timeline, and C360)**! Our Strategic Engagement Manager and Solutions Architect have been fantastic partners, and it has **felt like they have been working exclusively with us.**"

- Director of Customer Success

Malwarebytes

"With Gainsight, we've transformed our customer engagement from reactive to proactive. Plus, out of our total ARR, just a small percentage of our customers are at risk. **Gainsight keeps us aware** of when we exceed that threshold **so we know where to focus to prevent attrition.**"

- Operations Manager

PowerSchool
Powering Brighter Futures

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.**

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

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