

Gainsight

vs

walkme

Personalized Content

G

Gainsight can target onboarding content based on customer health and usage data from SFDC.



me

Due to a lack of SFDC integration, WalkMe's onboarding capabilities cannot be personalized.

The reporting capabilities available from WalkMe do not delve into usage data to improve onboarding and in-app message flows.

Advanced Marketing Segmentation

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Gainsight can target marketing events based on geography, region, state, or city.

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WalkMe end-users will likely receive messages not intended for them given the lack of localization.

Complex Customer Segmentation

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Gainsight has the ability to segment your onboarding experience based on customer tiers ensuring you can create a unique enterprise onboarding for every role from admin to end-user while also supporting onboarding for a freemium model.

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WalkMe requires developer resources to develop advanced reporting to identify and act on various customer tiers.



Enhanced Support

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With Gainsight and SFDC integration, support call requests can be reduced by serving relevant content in-app based on historical data.

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WalkMe is unable to integrate support data with personalized messaging to reduce reliance on expensive call centers.