

Gainsight & inSided integration to fuel Customer Success



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Support, product and customer success teams should work closely together to deliver the best customer experience.



inSided is integrating its customer support and community platform with Gainsight's Customer Success product suite. The integration goes two-ways: making community and customer support data available in Gainsight, and enriching the community and customer support experience with data from Gainsight.

This will allow Customer success managers to better understand customers' feedback, problems and their learning curve in using the product.

It will also allow companies to provide better support, using information from Gainsight. And product teams will be able to better innovate products, taking customer needs and available customer information into account.

The screenshot shows the 'Administration / Data Management' section of the Gainsight interface. It features a search bar, a sidebar with navigation options like Languages, Operations, and Data Management, and a main table of data objects. The table has columns for Object Display Name, Description, Joins Allowed, Type, and Actions. The current time zone is set to America/Los_Angeles.

Object Display Name	Description	Joins Allowed	Type	Actions
AutoTest		true	Custom	Yes
AutomationsCollection...		true	Custom	Yes
User	User Standard Object	true	Standard	Yes
Relationship Type	Relationship Type Standan	true	Standard	Yes
Company	Company Standard Object	true	Standard	Yes
Relationship	Relationship Standard Obj	true	Standard	Yes
Email Raw Events		false	System	No
Unsubscribed Emails		false	System	No
Email Logs		false	Standard	No

Showing 1 - 9 records Page 1

Gainsight Data Management

Two way product integration to deliver maximum value

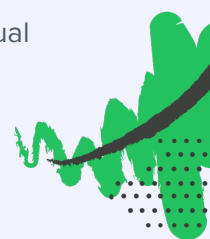
Use Community & Customer Support data to extend the customer view to Gainsight

Keep the Customer Success Management team in the loop on support and community activity



Making your Community & Customer Support more relevant with Gainsight

Deliver in-product contextual help and personalize the experience with Gainsight data



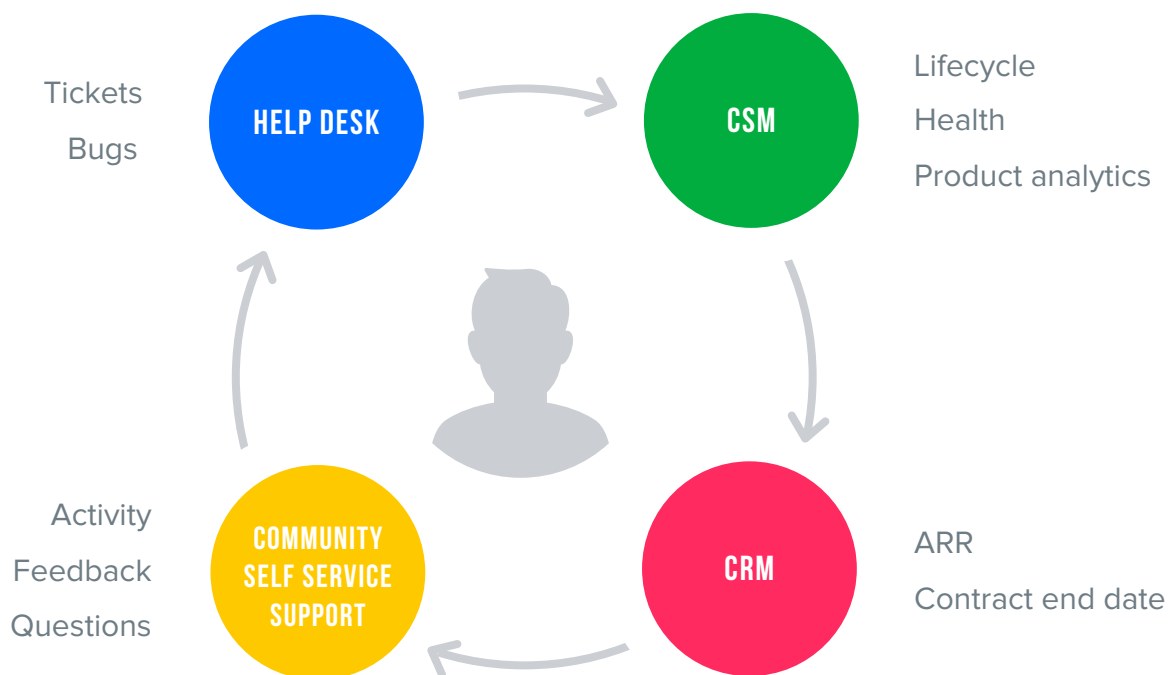
Use Community & Customer Support data to extend the customer view in Gainsight

As a customer success manager, you want to understand the support needs of your customers, as well as what these customers do in the community.

- **What kind of questions do they have?**
- **What kind of product feedback is given?**
- **What is the sentiment in communication?**

But support is much more than submitting questions and bugs to a Help Desk. To truly understand and help your customers maximize the value of your product, you need to know what kind of articles they have been reading, what kind of topics they are interested in, what ideas they have voted on and understand their level of engagement.

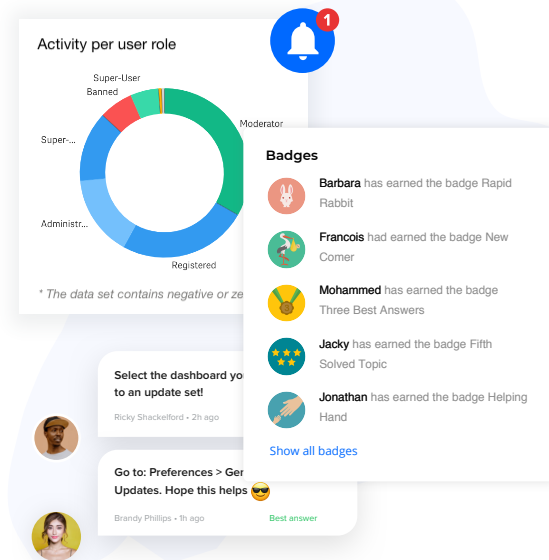
360-degree profile



The inSided <> Gainsight integration pushes all content from the inSided platform to Gainsight and creates that 360° customer view. This will enable you to have a much clearer understanding of your customers and identify risks at an early stage—increasing the chances of a smooth renewal.

Examples:

- Notify Community Success managers when Customer Support activity drops below a certain point;
- Update customer view with community badges and ranks to gauge engagement;
- Get insights into customer questions, feedback, and interests.



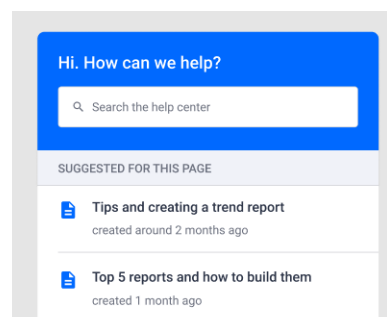
Making your Community & Customer Support more relevant with Gainsight data

In-product contextual help

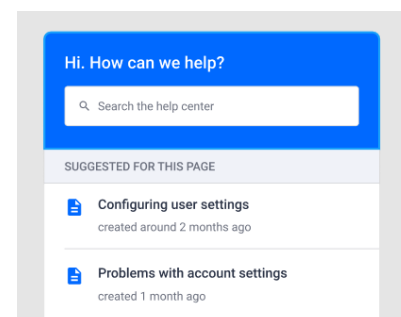
The inSided platform offers your customers the ability to self-serve and enables you to engage with your customers at scale, supporting customers across their journey from onboarding to becoming a brand advocate. inSided unifies all your service and product content and delivers that customer success content right into the product. Content is delivered based on the exact context of the user, offering relevant answers, advice and best practices for the page the customer is on.

Examples of contextually relevant content

Gainsight PX is great for guides, sliders, dialogs, and hotspots. inSided provides all the relevant customer success content to fuel that experience and offer a contextual knowledge base for all the extra help users need.



When on the analytics page

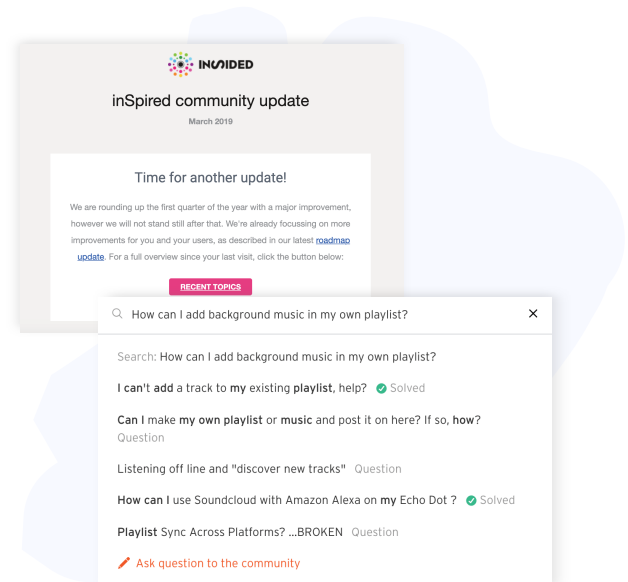


When on the settings page

This way, all your product support will be delivered within the product, leading to the best product experience: guidance right there where your customers need it.

Use cases:

- Push release notes and directly offer the possibility to provide feedback by the community;
- Provide how to's, community Q&A and product ideas in context with the page the user is visiting;
- Provide a way to ask the community questions or contact support when the content didn't help.



Personalized help

All individual usage data from Customer Support and the Community is stored. For example:

- **What articles did your customers view?**
- **What did they click on?**
- **What did they indicate was helpful?**
- **Patterns in behavior.**

Based on this data, inSided can optimize and personalize their search and content recommendation engine.

inSided is continuously improving the personalization and targeting to further improve personalization and targeting. We need to understand who exactly the customer is and how he or she is behaving on destinations outside Customer Support or the Community. For that, the customer data from Gainsight PX and Gainsight 360° customer will be used.

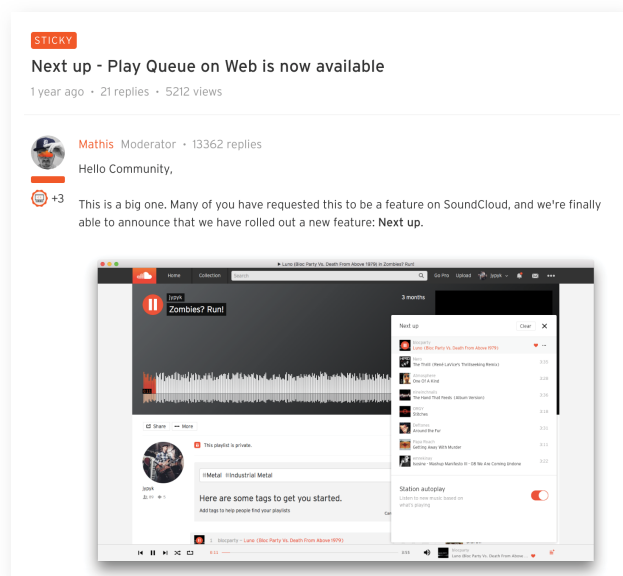
With this integration, inSided is able to target content based on customer health, feedback, lifecycle stage, etc. The algorithms will be more accurate by using profile data. Additionally, you also can orchestrate what information customers need to read in order to get the most out of your product. This could be role-specific learning, an announcement or something that can help feature adoption.

The Gainsight <> inSided integration offers a targeted learning experience. Using the data from Gainsight and the content engine from inSided, customer success managers will be able to facilitate the right learning experience for each stage of the customer journey and make sure that customers realize ongoing value, from trial to renewal.



Use cases:

- Target users that are about to renew their contract with content that reminds them of the value the product delivers;
- Only offer advanced help articles to admin users within your platform;
- Provide tailored upsell content to encourage users to try new features.



Displaying relevant customer content, based on business rules

If **<User info>**, then show **<Content type>** on **<Page>**

Use Gainsight data to personalize the content in your Help Center & Community. For example:

If **<Role>**, then show **<Getting started>** on **<Homepage>**

If **<Lifecycle phase>**, then show **<Analytics pro tips>** on **<Product page X>**

If **<Subscribed to category X>**, then show **<New feature Y>** on **<Category Y>**

Drive real, measurable impact

100% of successful B2B software companies have a help center, and 76% also use a community. inSided combines both within one integrated solution—enabling you to work more efficiently and scale faster without increasing service headcount! We are inSided. Delivering customer success and support automation, because your users deserve quality support and guidance.

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