



From Time Lost To Time Saved:

How Gainsight Reclaimed
500 CX Hours Monthly

500 Hours Saved
Across CX Team

10X Operations
Visibility

\$3M Support Cost
Savings

Gainsight is the leading customer success and product experience software serving thousands of customers globally.

Gainsight's product lines, including Gainsight CS, PX, RO, and CDP, provide companies with tools to manage customer relationships, deliver value at scale, and identify opportunities for expansion.

From Data Silos to Customer Insight : Gainsight's AI-Powered CX Shift

Over its remarkable 15-year journey, Gainsight has solidified its position as a leader in customer success and product experience software, reaching a milestone of 1,000+ customers worldwide. This 1,192-employee company, operating across six countries, has continuously raised the bar for pioneering exceptional customer experiences.

However, as Gainsight grew, so did their challenges particularly within their Support and CX system.

- Managers globally struggling to match customer cases with the right agents based on skills and availability
- Long agent ramp time of 6 months, with many moving to different roles within a year
- A lot of unstructured data from top tools (Zendesk, Slack, Jira, Salesforce) without efficient real-time leveraging
- Need to pipe customer insights back to Success teams and C-suite via Gainsight

With time zones, holiday schedules, customer needs and data silos always clashing, the goal of personalized, seamless customer support was slipping away.

Facing economic pressures, Gainsight reached a turning point. To fulfill their promises of value, smooth onboarding, and increased product adoption, they needed to transform their CX operations.

Partnering with TheLoops, Gainsight deployed AI-driven tagging and routing, AI Agent Copilot, and predictive case intelligence. This move aimed to improve NRR, boost employee efficiency, and transform their complex CX ops into a strength amidst evolving market challenges.

The Challenge

Despite Gainsight's innovative products, their support processes were lagging behind, creating a disconnect between their brand promise and customer experience.

To ensure premium support customers were always matched with the premium support team, **managers spent 30 hours a week reviewing and routing tickets**, leading to delays and bottlenecks in their workflow.

Cross-training new agents across multiple product lines further compounded the problem. Each hire required 6 months ramp time, with many moving up within a year, straining the team's ability to provide consistent, high-quality support.

Gainsight's existing tool stack certainly captured transactional data, however, it was lacking the context needed for improving business outcomes. There was no clear cut way to understand deeper customer sentiment, customers who were likely to escalate or, how to help agents resolve cases without lengthy discovery and fumbling through multiple tabs. Lastly, data silos between Support, Success, and Product teams blocked and fractured an essential feedback loop.

Steven Davis, Tom Gerth and Kartik Yegneshwar, the key leaders overseeing Support unequivocally agreed: support data is rich, but when it's solely limited to transactional data from a ticketing system, you only have entitlements. They knew they needed actionable insights and they wanted these insights to flow seamlessly back into Gainsight in real-time.

TheLoops was able to provide this and more based on the platform's extensibility, robustness and recommendation resolutions.

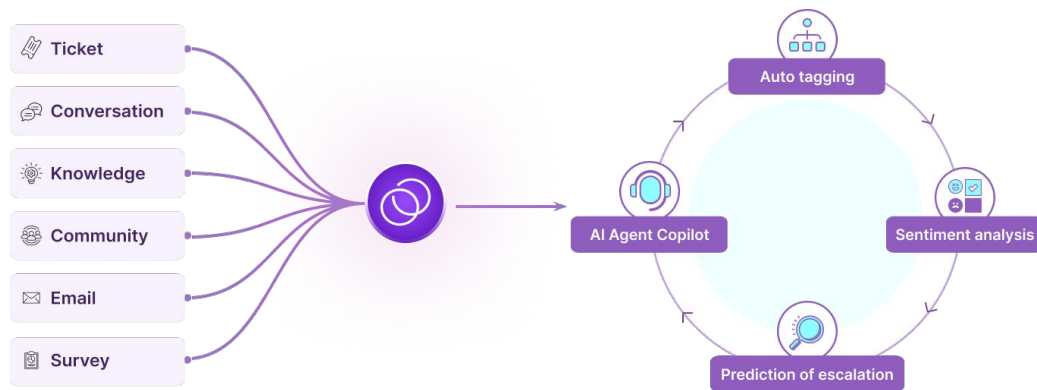
*"TheLoops is unlike any CX platform out there in the market today. **Within 60 days of deployment, we have already achieved immense value and we've just started.** As leaders in the Success sector all eyes are on us, and we're making improvements to our Support delivery and quality that would have taken us 12-18 months to drive on our own. "*

*- Kartik Yegneshwar, VP Global Support & Technical Success
at Gainsight*



The Solution

Gainsight's implementation process was quick and targeted, delivering immediate value while laying the groundwork for long-term positive changes. First, they addressed the blockers for managers but agent efficiency was not far behind.



Case Management with Auto Tagging & Intelligent Routing

Round robin routing was never going to solve their issue. Instead, intelligent routing would.

TheLoops AI understood topics and subtopics, tagged tickets accordingly, evaluated real-time agent availability, scheduling, case loads and other parameters, then routed cases to the right agent in mere seconds.

In just 1 week, Gainsight witnessed a positive shift in their support case management. With TheLoops auto-tagging and intelligent routing running, this process turned into a well-oiled machine and Managers could start to put their time back into other essential areas: reviewing agent performance, reviewing case insights and making better sense of their data.

The team was impressed with the ease of integration. TheLoops provided step-by-step guidance throughout the process, ensuring a smooth and seamless implementation.

[Check how](#) Steven Davis, Sr. Director of Support measures agent productivity gains resulting from AI

Improved Customer Insights through Sentiment Analysis and Scoring

Gainsight improved its customer insights by implementing TheLoops sentiment analysis and risk scoring.

With over 37 signals from each support interaction, along with additional relevant attributes, the system provided a nuanced assessment of customer sentiment and potential risks.

TheLoops provided Gainsight's support team with a holistic view of each customer's status and potential risk level. This approach helped them predict any potential escalation and CSAT metrics.

With the implementation of this scoring system Gainsight was able to:

- Prioritize cases based on objective risk assessments rather than incomplete information.
- Identify trends and patterns in customer satisfaction across different product lines and customer segments.
- Allocate resources more effectively by focusing on high-risk cases that required immediate attention.
- Proactively address potential issues before they escalated into more significant problems.

Quick ROI Prevented Critical Escalations Within 48 Hours

Within just 48 hours of implementing TheLoops, Gainsight saw an immediate return on investment.

Tom Gerth, Head of Enterprise Support, reported a significant win: "We prevented two escalations. So that could be 24 to 48 hours of time of realizing one momentary milestone of value."

This quick impact on customer satisfaction and retention was made possible by TheLoops Support Risk Score. It analyzes multiple signals from support interactions to identify at-risk customers before issues escalate.

Improved Accuracy & Performance Through Continuous Learning

By closely monitoring the AI's performance and making data-driven adjustments, Gainsight saw steady improvements in accuracy and relevance of the system's outputs.

Gainsight's support team actively participated in this learning process, providing valuable feedback on the AI's suggestions and highlighting areas where it could be more helpful.

Gainsight observed:

- Increased accuracy in intent classification across 4 product lines.
- More relevant and contextual suggestions from the AI copilot.
- Improved routing decisions that matched cases with the best-equipped agents.

Agents with AI Copilot For Complex Multi-Product Support

Gainsight faced another challenge in helping their support team to effectively handle queries across multiple product lines. The traditional approach of extensive training for each product was time-consuming and often impractical.

TheLoops AI Agent Copilot was designed to provide real-time, contextual assistance to agents, effectively bridging the knowledge gap across Gainsight's diverse product portfolio.

AI Agent Copilot helped Gainsight's L1 agents to handle unfamiliar products with confidence. By providing relevant information at the right moment, the agent Copilot effectively helped newer agents perform at a level comparable to their more experienced colleagues.

Recap On The Results and Impact

Time Saving for Management & Agents

Gainsight Support managers reclaimed 120 hours per month, equivalent to nearly three full work weeks, freeing them from tedious manual tasks and allowing them to focus on strategic initiatives and agent coaching. The impact extended to agents as well, who collectively saved 300 hours monthly, significantly boosting overall team productivity.

Accelerated Agent Ramp Time

With real-time contextual assistance and relevant information, even less experienced team members could navigate complex, multi-product support scenarios with confidence. This accelerated agent ramp time meant new hires could contribute meaningfully to the team much sooner than before.

Next Use Case- AutoQA

Building on these early successes, Gainsight is all set to improve their support operations even further.

The team is preparing to launch TheLoops AutoQA feature, which promises to bring AI-powered quality assurance to every single support interaction.

Predicting Critical Escalations

Within just 48 hours of deployment, TheLoops AI successfully predicted two potential escalations within Gainsight's high-value paid support tier.

"TheLoops AI Agent Copilot not only saves agents time by assisting with case answers, but it also offers additional benefits for L2 support. It generates case summaries, eliminating the need to scroll through numerous updates to understand the full context. These summaries are crucial for enterprise agents, as they often work on resolving complex, stuck cases."

- Steven Davis Senior Director
Enterprise Support, Gainsight



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DEMO

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