

“The reliability of GoToMeeting versus other tools we have used is far superior. Those ‘hang up and dial back in’ moments never happen in GoToMeeting.”

Bill Goocher
Regional Director
Enterprise Accounts, Gainsight

 **Challenge**

Explosive growth is a “problem” most budding businesses would love to have. Exciting as it is, though, it’s equally as challenging. Just ask Gainsight. They’re the undeniable leaders in the nascent customer success category, yet they’re still pretty young themselves.

Going from Silicon Valley startup to global industry influencer at a breakneck speed quickly raised issues of scalability for almost every aspect of their business – web meetings and video conferencing included.



Gainsight, the customer success company, helps businesses grow faster by reducing churn, increasing upsell and driving customer advocacy. gainsight.com

 **Solution**

Lucky for Gainsight, they were already using GoToMeeting.

“Name the flavor of video conferencing provider and we’ve probably used it,” said Bill Goocher, regional director of enterprise accounts at Gainsight. “When we were small, some of those companies became our customers, and vice versa. But as we grew, we also outgrew the capability of some of the smaller vendors. We needed something more enterprise-ready. We needed something that would scale with us, give us a presence locally and internationally and provide reliability across the globe. And we saw GoToMeeting as the primary contender.”

 **Result**



Better customer relationships



Greater sales productivity



Higher employee morale

By scoring knock-out results, the contender soon became the champ.

GoToMeeting today is a core business tool company-wide at Gainsight. The organization’s sales, IT, marketing and customer success teams are using it for everything from one-on-ones to all-hands, client meetings, demos and more.

“From a sales person’s perspective, one thing I love about it is the ability to record presentations and demos and send those links to the customer so they can go back and review it or share it with others who may not have been able to make the meeting,” said Goocher. “It’s a productivity benefit for us in sales and a really good follow-up tool.”

And it isn’t only their external relationships seeing a boost with GoToMeeting – Gainsight is reaping major dividends internally, too.

“Gainsight is a very geographically distributed company. The video component in particular is pretty valuable for us – and it works very reliably, and consistently, in GoToMeeting,” said Will Robbins, business operation lead at Gainsight.

“My team is split between Hyderabad, India, and Redwood City, California, and San Francisco. It helps me to literally have more face time with the other people who are part of my team, and I think that contributes a lot to team morale and a sense of team in general. It contributes, in a very positive way, to maintaining our team culture,” said Robbins.

Want to see how GoToMeeting can help your business close more deals faster? Request a demo or call us toll-free at **1 888 646 0016**.