

Take Customer Success from Reactive to Proactive With the Conversica-Gainsight Integration

What

- Conversica AI Assistants for Customer Success help scale customer engagement for highly leveraged Account Management teams, driving customer health, increasing retention, and finding expansion opportunities.
- Gainsight, the leading Customer Success company, helps organizations scale efficiently, create alignment, and build a holistic view of their customers—all of which help increase product adoption, prevent churn, and drive customer-led growth.

Why

- Conversica works with Gainsight to engage existing customers in personalized, two-way conversations at the right time and with the right message to retain and grow revenue.

How

- Data enrichment from Gainsight feeds “health score” and “contract data” to Conversica. This integration empowers CSMs to be proactive, rather than reactive, so they can focus on strategic initiatives, such as driving customer health and increasing product adoption, renewing contracts and reducing churn, and generating revenue through expansions and upsells.

Conversica-Gainsight Integration Empowers Your Customer Success Team

In order for your business to succeed, you need your customers to succeed. Customer Success teams are instrumental in driving healthy outcomes for customers which, in turn, drives revenue for your business. By properly onboarding new customers, ensuring product adoption, motivating renewals, and promoting relevant expansions and cross-selling opportunities, Customer Success teams help customers and businesses mutually benefit from one another.

But there’s just one problem: With an average of 50 or even hundreds of customers to manage, it’s very hard for Customer Success Managers to give every customer the consistent attention they need to succeed. High customer-to-CSM ratios force Customer Success teams to be reactive, focusing on customers at risk, squeaky wheels, or big budget accounts. This leaves many customers to their own devices and susceptible to churn.

Fortunately, there’s an alternative. Announcing the Gainsight and Conversica integration, built to help Customer Success Managers strategically and proactively manage customer health. Deliver relevant, personalized two-way conversations at scale to keep customers happy and account healthy—which means your business does more to retain and grow revenue from existing customers.

Use Data and AI at Scale for Important Customer Conversations to Drive the Right Actions at the Right Times

It’s time for businesses to invest in a strategic tech stack that enables Customer Success teams to focus on the most critical customer conversations—without compromising the repetitive, but necessary interactions that build trust and momentum. Conversica AI Assistants plus Gainsight takes the CSMs out of a reactive mode and assists revenue-driven initiatives.

“This strategic integration with Conversica is a game-changer for Gainsight users. Using Conversica’s AI Digital Assistants to automate the follow-up on Gainsight data enables Customer Success teams to more effectively act on insights, proactively respond to customer needs across multiple accounts, and drive durable, efficient growth through renewals and expansion.”

Karl Rumelhart, Chief Product Officer & Executive Vice President, Gainsight

With the new Gainsight integration, Conversica AI Assistants proactively initiate and hold two-way conversations based on customer health triggers and contract data. Data enrichment integration from Gainsight sends health scores and contract data to Conversica, where the AI Assistant proactively and persistently pursues customers to drive revenue-generating actions. This leveraged data allows Conversica to route to the most relevant conversation, further personalize each conversation, and drive better customer outcomes.

By automating routine tasks that too often occupy a CSM's bandwidth, customers get the attention they need, when they need it. AI Assistants autonomously conduct two-way conversations and accelerate handraisers to the CSM's attention. This frees CSMs to focus on high-value tasks like building relationships and creative problem-solving.

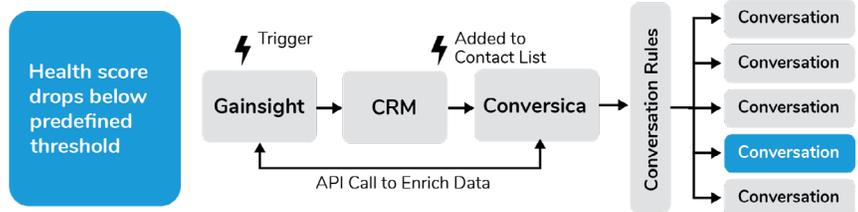
Other benefits include:

- Address Problems Early and Automatically:** Catching a problem early can be the key to retaining a customer. Conversica AI Assistants keep a keen eye on every customer's health score and use Gainsight data to trigger a dialogue. By working alongside CSMs, our AI Assistants help to schedule reviews, address low usage, collect feedback, and more.
- Take the Routine out of Renewals:** Eliminate the #1 cause of churn with proactive conversational engagement—early and often—with every customer. Equip your Conversica AI Assistant with Gainsight data and insights including renewal date, type of contract, and client status to best initiate contract renewal requests.

- Harness Advocates to Drive Growth:** Turn happy customers into champions for your brand. Conversica AI Assistants leverage the health score, adoption rates, and NPS data to identify successful customers and reach out to see if they are interested in sharing their stories via online reviews or case studies. AI Assistants also target customers with positive health scores to kick off upgrade discussions or to target customers for upcoming betas.

Integrates Seamlessly with Gainsight

Your Conversica Customer Success Manager will walk you through a few simple steps to connect Conversica with Gainsight. The integration allows Gainsight to send enriched data to your Conversica AI Assistants to leverage during its autonomous two-way conversations with customers. When a contact is added to Conversica via your CRM, Conversica calls out to Gainsight using the account ID over CRM to get some additional information to route and personalize conversations.



Subscription and Implementation

Like Gainsight, Conversica is a cloud-based software-as-a-service application, so no onsite installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. In addition, Conversica is accessible by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

About Gainsight

Gainsight's innovative platform helps companies of all sizes and industries drive durable growth through customer-led and product-led strategies. It offers a powerful set of customer success, product experience, and community engagement solutions that together enable businesses to scale efficiently, create alignment, and put the customer at the heart of innovation. With Gainsight, it's never been easier to drive acquisition, increase product adoption, prevent churn, and grow with renewals and expansion. Learn how leading companies such as GE Digital, SAP Concur, and Box use Gainsight at www.gainsight.com.

Explore Conversica for Yourself

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

We make every connection personal. Conversica is the leading provider of Conversational AI helping companies attract, acquire and grow revenue across the customer lifecycle. Our omnichannel AI Assistants engage in human-like, two-way dialogue in real-time or on buyers' time to boost productivity, increase performance, and ultimately drive revenue opportunities.

With built-in best practices and over a decade of experience with 1 billion interactions, Conversica AI Assistants help Marketing, Sales, and Customer Success teams work smarter to meet customer expectations. Empower your revenue teams with true, sophisticated AI-powered by Natural Language Processing (NLP), deep learning capabilities, and business process automation.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).