

Sample Transcript

Speaker 1: Sales Rep

Speaker 2: Customer

Speaker 1: How are you doing?

Speaker 2: I'll go, just get my email out just now but at...

Speaker 1: Probably just is stuck in between somewhere. I figured you might have gotten caught up in something it happens.

Speaker 2: Sorry about that. Yeah, I was just been back to back all day. Yeah, cool. Yeah. Glad we can reconnect I guess before diving in any further. Any thoughts after last week or?

Speaker 1: Well, I did wanna say congratulations. I saw your announcement on connecting with the integration with Gong.

Speaker 2: Yeah. Yeah. Well, mainly they now offer us in their marketplace, which is a great channel for us. So, you know, it's a surprising amount of effort to get that done.

Speaker 1: Yeah. Well, you know.

Speaker 2: Always the way.

Speaker 1: It is, you know, it takes so long and then all of a sudden it's like, all right, let's get her done. So, yeah, but that's great. That's terrific. I just, you know, I know that something I had just mentioned when we talked last week. So I was just thrilled to see that, you know, kinda come together for you guys.

Speaker 2: Yeah, for sure. I don't get a chance to connect with your cpo since he's been back or is he back yet or?

Speaker 1: Well, not really. I'm not gonna talk to him. I did forward on... you know, the video and the information you had sent. I have not been able to talk to him. I think he's still under water right now, but I'm supposed to talk to him later in the week. So, so I'm hopeful to be able to, you know, promote that, talk to him about it. You know, I know so much of when you're trying to, you know, get things off the ground word of mouth helps.

Speaker 2: Yeah, absolutely. Yeah, no, we'd be if we definitely be interested in the chat, if he is, so we can once you connect, let us know.

Speaker 1: Absolutely.

Speaker 2: Any case. So, I think we said today we're gonna dig more into your current process you are willing to share. So, yeah, I think I'd love to hear the approach you guys currently take for, you know, data qualitative data. And I think you said there's a meeting at some stage to prioritize yeah.

Call Setup ends

Speaker 1: It's it's all super, you know, just manual right now. We are using we're trying to leverage a tool. I don't know if you've you probably have GainSight. So we're we do subscribe to GainSight. And what we're trying to do is to have more automation, more tagging, you know, in our applications so that we could get actual user, you know, statistics and data to really be able to mind better more, you know, accurately. And just what, you know, clients are, you know, telling us or like we were talking about last week that are just kinda coming through our clients success conversations, agreed that it, you know, having, you know, a tool like, you know, the, is that if you could actually listen to those or have those, you know, transcription. So you don't have to be everywhere in all of the conversations all the time to hear at first hand but, you know, it's we do the other way and this is a little bit more on the reactive side. We do have a more

Speaker 1:

5:17 Yeah, yeah, absolutely.

Speaker 2:

5:18 All of that, but, you know, but identifying that problem when we did dig into better understanding our win loss was what was the impetus of, you know, try to make change for us, you know, a lot of that. So, you know, again, but that's a lot of not as.

Speaker 1:

5:40 And that can be like say the one last scenario, do you try to go and dig on that? If, say, for example, you get something like that, that's surface level, are you trying to go dig into that further?

Speaker 2:

5:53 Yeah, but sometimes with especially the losses which is the, just as, you know, that's kind of the bigger piece that we like more insight on. A lot of customers don't wanna talk to us at that point in time, you know, like they've moved on. They don't necessarily, you know, some customers that we might, you know, and a lot of that is then typically where you, they've had a bad experience. So, you know, you didn't do anything for me early on. So what's my motivation to talk to you now kind of thing?

Speaker 1:

6:28 One of the things we see with that's really interesting. I don't know if you go through this, but with regards to predicting churn is comparing what was actually discussed in the sales calls versus what was delivered during the time period of the contract. If sales people had discussed certain features on the sales calls and then those are not actually on the road map during the contract time. That's a really hybrid to turn. And yeah, I don't know if your customer success team are doing that, but that's we regularly see people who have gone will check for that and they'll basically an analysis of like on a per customer basis, what was promised first delivered?

Speaker 2:

7:15 Yes, you know, and, you know, there is always a bit of that because of course, with, you know, as technology, you know, you're hoping to deliver like we're about a year and a half late for a very big deliverable with a piece, you know, a portion within our, you know, ads platform. You know, it's the hard thing at least right now with our company is that we only have contracts that are about, you know, for a year, you know, so they're to me, they're shorter than what I'm typically used to like at least two to three years because the onboarding time can take four to six months.

Speaker 1:

8:02 Okay. Yep.

Speaker 2:

8:03 And then, so then that only gives you how long does that really give that customer time to see the value yep, you know, so that's just something that we're looking at is trying to adjust that like we either need to get quicker with our onboarding so we can get better, you know, time to value or we have to expand our contract cycle time... you know, and I think... and those are just some of the improvements we're looking to try to make because it was just easier to get someone to sign for a year, salesperson gets their commission. They're off and away pay a throw it over the fence. But, you know, I think it's just learnings that we're seeing like how can we set ourselves up for, you know, better success and not just the quick win?

Speaker 1:

9:03 Yeah, it's you know,

Speaker 1:

9:15 It really is incredible like the amount of insight you can get from those calls and it's you can flip it lots of different ways like, you know, go really focus on what they do, which is basically like tracking reps to playbook, the actual data that's on those calls could be used in so many

different ways. And... from a product perspective, obviously, we have, you know, we're doing what we do, but... it's it really kind of answers a lot of those questions that, you know, most people struggle with it's. It is there if we just have the ability to analyze it in real time.

Speaker 2:

9:52 Yeah. Yeah, it is, you know, I completely agree with you and... that's something that I do, you know, is part of the question that I wanna talk to, you know, my boss about because I really just don't think that we're leveraging it enough. Yup. And that's where I think you guys fit in. Is it eases, you know, some of that, you know, time have, you know, a little bit more heavier lifting of doing all more of your own manual versus having that larger breath of information like you were showing me in your demo. You know, you could look across all of the various different calls and look where this scenario or keywords show up depending on what you're looking for.

Speaker 1:

10:47 Yeah, exactly. Like I say... it's you're exactly right? It's also like you're paying so much for Gong, it's like 4,000 dollars a seat minimum. So.

Speaker 2:

11:04 See, I didn't even know that.

Speaker 1:

11:05 Yeah. Yeah. It's crazy expensive. So it's you know, something like what we're doing is like a rounding error on that. Well, it's like you're paying so much for Gong, but almost like only getting a drop of the value because of the data not being used in other systems, almost, right? Yeah. And so that's kind of one of the things that we, you know, again, we love the Gong customers. They've already created the, they've already created the budget for Gong. So, you know, this is a comparison. So... but yeah, it's and then I guess on your process today, so it sounds like you're using GainSight within the product team as some on input to like, okay here's risk of churn and let's look at what, how we can serve those customers better. Any other sources that are regularly kinda coming into a planning meeting?

Speaker 2:

11:59 Was that me or you? Okay you're back? I didn't know if it was my internet or, you know, just a little bit of a you froze.

Speaker 1:

12:11 Definitely mine. I'd say in the week in the pace. So yeah, no saying. So it sounds like you're using GainSight in the product planning meetings and just to kind of unsure on that one. So it's you're basically looking for at risk customers, is it a?

SPEAKER 1

14:42 Yeah, for sure. And would you say, then you're are you optimizing for adoption and engagement? Is that like?

SPEAKER 2

14:49 Yes, yes, that's a perfect way to say it is to optimize, you know, engagement and adoption because that's you know, and, you know, a lot of companies want to do that and they talk about it. But then they don't have, you know, really it might be the strategy but what's your tactical plan to be able to support that or prove it? So.

SPEAKER 1

15:15 Yeah. Got it. Cool. So, you're using GainSight for product analytics and customer health? Is that the, is that the main platform that you're using for, from a data standpoint within product?

SPEAKER 2

15:27 That's what we're using within product and our customer success organization. So they have two different versions. So, yeah. So in product we are using and leveraging GainSight, we're also using that is kind of, you know, again, it's a little bit more of our document hub and different things like that internal for, you know, any of our other internal teams, it's kind of more, you know, kind of a library if you will, you know, for documentation and different things like that.

SPEAKER 1

16:03 Got it. Makes sense. Have you heard of Mixpanel? And Amplitude?

SPEAKER 2

16:09 Yes, we have, yeah.

SPEAKER 1

16:13 See, they, they're typically the ones we run into for product analytics, sounds like GainSight or something similar about. But what we will typically kind of find interesting with Amplitude customers is Amplitude is gonna tell you like where people dropped off and what percentage people dropped off at a certain point in the process or, you know, spend time on the screen but doesn't really give you much view of why that's happening, right? You kinda make

you on the yourself... and what we found interesting is by bringing the quality of data with alongside that quote data, we can tell like an interesting full story because what you'll end up finding is like if somebody's not using a certain part of the product, right? It could be because it's or more likely it's because they just don't have a need for that, right? And to validate whether it is one of those two things, something we can do is go back and like look at basically in the original sales calls, what was this customer interested in? Were they interested in using this for X, or for why, right? And if they were interested in using it for why? And they're currently not, that's a much bigger deal than if they, you know, just don't care about that, right?

SPEAKER 2

17:32 Well, I'm just writing that down because I think that, that's it's something so simple but it's something super important because what the customer said at the beginning they got introduced, did things shift? Did they either grow or did they, did our sales people not listen? You know, to what they were really trying to do and trying to push them into another direction that was fitting our needs instead of the customers needs. You know, I think that there's probably more... consideration or situations along those lines because especially in B to B, what we're doing at our company, a lot of our customers have not really done some of this type of advertising engagement before. So they're kind of little bambies out there. So they think that

Speaker 1:

19:10 The way we'd even like, so we actually for one of our customers, we have a Mixpanel integration and we give them this dashboard and what they kind of when we spoke about in the last call like the meta data filters for, from your CRM, like one loss or vertical or segmentation, whatever. We can also put in product analytics filters. So we haven't looked at GainSight before but interest want to look at but basically showing analysis of like say only the most activated users, only the most engaged users versus least engaged, right? Let's say something like I can see one of your advertise solutions like prospect engine, right? Let's say we click, we wanted to look at prospect engine and we want to see only, we want to see the range of like most engaged users, the least engaged users, a prospect engine, right? As a side by side to see what was discussed on the original sales call for each of those groups. So maybe most activated users were like really sold on this and that's why they're currently using it. And maybe the least activated users just never mentioned them on start. So they never even thought of it, right? Or explanation, right? But basically having those two side by side is really powerful for answering like why certain users are more engaged owners. And that's something we've done basically for one customer using their mix panel data. And so it's within the realm of possibility we could pull in GainSight to do something similar. So it's cool to hear that you're tracking that.

Speaker 2:

20:44 Yeah. Well, I would say that's our goal. We're still struggling to try to do that with trying to get prioritization on the engineering side of the house. But we do recognize it's a gap, you know,

and getting those data nuggets are super important to inform decisions instead of, you know, well, this is what we think kind of, you know, scenario. So.

Speaker 1:

21:11 Yeah, I'll talk.

Speaker 2:

21:13 We're trying to mature. I think what we're trying to do but, you know, sometimes that just takes time and then sometimes you just, you need to move that along faster to become a priority.

Speaker 1:

21:27 I can tell you, you're not alone every product or struggles to get that method. It's probably one of the heaviest onboarding.

Speaker 2:

21:36 It, it really is and it's just, you know, and at the same time, it's just... it's funny that, you know, those things weren't thought about, you know, years ago, and maybe they were with some companies. I've just in the ones that I've worked in the past 10 years, just a, it was always something we wanted to do but it, but we wanted to innovate and build the new it thing versus trying to take care of our core, you know, and have that other type of satisfaction. And I know it's always a struggle, you know?

Speaker 1:

22:13 Complex in enterprise as well because like at the end of the day, the end user is not the person who's buying. So they could be using it 24 hours a day in slow churn.

Speaker 2:

22:23 Exactly exactly, you know, or you get the competition that comes in and lose them and, you know, changes everything which I noticed this one thing I wanted to ask you about. I don't know that they're a competitor or not. I had, you know, a reach out today on rewatch. Does that sound familiar to you?

SPEAKER 1

23:26 Yeah. I mean, it is, it's also, it's not right? It's just the conversation.

SPEAKER 2

23:29 You're just trying to gather market intelligence and stuff like that. So, you know, it's just, I just started looking at it. This just was this afternoon.

SPEAKER 1

23:39 Yeah. So I'm looking at it here, I would see this is like more of like a Gong competitor. Okay? Probably like there's a lot of these products that are just like say, same as Gong record the call and then give you a, I summary the difference what we're doing versus that is we're not kind of summarizing every individual meeting. We're like building a dashboard with like overall certain things that are tracked like a Zoom dot level, obviously thrilling into individual calls. But yeah, we would pull data from something like that into.

SPEAKER 2

24:16 Okay. Well, thank you for that, you know, because I was... like my here we go.

SPEAKER 1

24:24 Yeah, yeah, no, absolutely. Yeah, no, we do have a couple of matters but they're kind of let's say we're alone in terms of our target segment, which is like with sales teams, it's probably across an specifically or not. Yeah. So.

SPEAKER 2

24:40 Well, yeah. And you said you're really wanting to stay focused on B to B too?

SPEAKER 1

24:46 Yeah, I, yeah, we find it more interesting because I find at a very simple level, I find it easier to empathise with product people because we're both trying to do the same thing which is to get revenue from our customers. In consumer. There's many other agenda.

SPEAKER 2

25:06 You were saying last week, you know, it's interesting but it's very noisy.

SPEAKER 1

25:13 Yes, exactly. Yeah, yeah, it is cool. I know we're up on time. I really appreciate it. Again. This was really helpful, really interesting to hear about just starting out to use GainSight can leave it with you if you think it's interesting to have a follow up with anyone else on your team is back. Sure?

SPEAKER 2

25:36 Yeah, I will. I'll I will follow up and let you know before the end of the week and then just to throw that out there, you know, I don't know the direction of everything. I know you guys are really just kind of getting started in the market, but if there's like opportunity that I can help, you know, consult if you kind, if you're looking to, you know, expand in other ways, I just find, you know, your product is super interesting, you know, and I just think it's you know, kind of on the edge of what the next, you know, great thing is going to be. So just, you know, throw that out there. You just never know.

SPEAKER 1

26:14 Yeah, no, I appreciate that for sure. No, I'll keep that in mind. We're everything very fast moving at the moment, but definitely kind of building some kind of advisory board is probably not that far away from us. So definitely keep it in mind.

SPEAKER 2

26:30 No, absolutely. So, I'll reach out to you again for sure before the end of the week, you know, just kinda keep you updated on this and, you