

# Gong elevates customer knowledge and reference data using TechValidate



## Strategic goal

Segment customer use cases to improve sales and marketing  
Capture customer references to validate use case value  
Make high-impact use case and reference data available to many stakeholders

## Solution:

Momentive TechValidate

## Benefits:

100s of customer responses collected in just 2 days  
New insights into top solution use cases  
Customer-informed strategic positioning  
Elevated sales due to improved referencing

## Success factors:

Speed and simplicity of the customer feedback capture and data analysis  
The ability to capture data and auto-generate case studies from it  
Integration to Salesforce CRM for broad usage



“We’ve gotten significantly more value than what we paid for TechValidate. We can measure what was immeasurable, find the ideal quote, introduce the customer, and win new business through an auto-collected reference—that all pays for itself many times over.”



**Sheena Badani**  
Senior Director of Marketing, Gong

## Identifying top customer use cases and finding quality references

Gong created the ‘Revenue Intelligence’ category to enable revenue teams to gain unfiltered truths about their customer interactions. Customers use Gong for many different use cases— from onboarding and coaching sales reps, to pipeline management, to measuring the success of strategic initiatives.

In late 2020, Sheena Badani, senior director of marketing at Gong, faced her own customer information challenge. Responsible for thought leadership, AR, PR, and customer marketing, Badani needed a fast and reliable way to understand Gong’s existing customers better and gain reference support for sales and marketing efforts. She wanted to segment them by use case, and at the same time, capture powerful customer references that align with each use case. “Unfortunately, we weren’t collecting much use case-specific data. For those we did have, a couple people were manually sifting through spreadsheets,” said Badani. “With over 2,000 customers, Gong needed a more scalable way to know how customers were using their solutions and to capture references.”

After reviewing several service providers, Badani's team hit upon Momentive's TechValidate solution. TechValidate's ability to capture and transform customer feedback for multiple uses ideally suited Gong's needs. Badani's team would be able to sort feedback for use-case segmentation and rely on the solution to auto-generate case studies, testimonials, reviews, and presentation-ready content. The simple integration to Salesforce and other enterprise systems would also give Badani the flexibility to adopt new marketing tools over the coming years.

## Creating a data-informed culture

Gong implemented TechValidate in just 2 weeks. Upon completion, Patricia Bautista, senior customer marketing manager at Gong and a lead on TechValidate, immediately began conceptualizing a customer feedback form. Prior to sending the form via TechValidate's automated system, they sent a pre-email that included Gong branding and tone as well as a participation gift offer. They followed that with the TechValidate feedback form that also displayed Gong branding. "It really humanized the experience for people, and they were happy to complete the automated form from TechValidate," said Bautista.

Within 2 days, Gong received hundreds of customer responses and validated "Deal Execution" as their top use case. Next, they took advantage of TechValidate's data sorting and relational features to segment the results for use by sales leadership. Not only did TechValidate segment the customers by use case and provide Gong with use case percentages, it also yielded business impact results. "Segmenting use cases and 'the why' behind them became simple," added Bautista. "For each of our use cases, we could say 'this is the percent of the respondents and what impact they saw.'"

Encouraged by the high response rate and quality of data, Gong's marketing team sent out a second customer feedback form and received hundreds of additional responses. With several hundred responses aggregated in TechValidate, Badani looked to the system to auto-generate case studies. TechValidate automatically captures thousands of Gong customer quotes, and the Gong marketers pick those that are on message, edited, and even approved by the customer. "TechValidate lets us know, 'everything's okay, so you can take this customer reference and run with it,'" added Badani. With TechValidate integrated into Gong's Salesforce CRM, sales reps and others within Gong have ready access to customer-validated information and quotes.

Gong's marketing team has expanded the use of their TechValidate data to support the sales team. The company invests a lot of time and energy to create "second call decks" that are targeted at specific use cases which interest a Gong prospect. Badani's team pulls case-specific customer impact data and statements from TechValidate and incorporates them into the decks. This makes it easier for sales reps to demonstrate the value of Gong around a single customer's most profound needs.

## Streamlining tactical wins while gaining strategic insights

Using TechValidate, Gong has achieved the customer information goals they established in late 2020. The marketing team has identified, validated, and rank-ordered their key customer use cases while appending each with high-value customer references. In addition, TechValidate has made the process of capturing customer references and quotes much faster than any other means which Gong had previously tried. Badani particularly notes the easily-accessible and searchable TechValidate data repository.

The customer segmentation data revealed by TechValidate has increasingly turned Badani's team into a strategic information source for the company. Not only does the data serve as the basis for many aspects of Gong's marketing and sales, it underpins executive keynote presentations, website copy, and even new product development decisions.