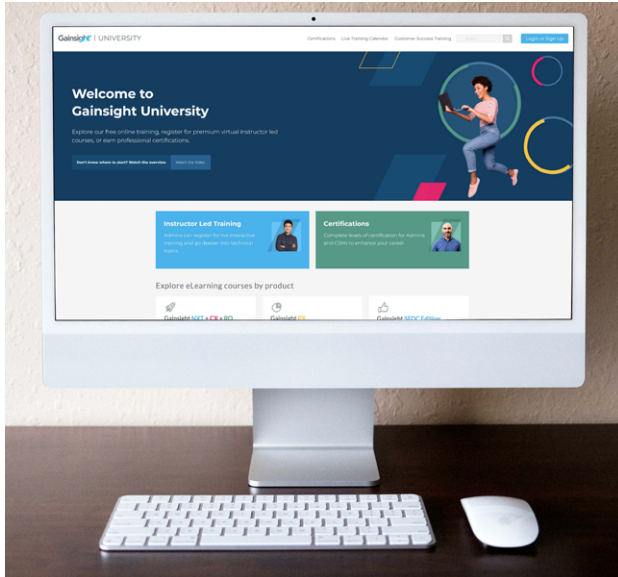


## CASE STUDY

# Gainsight's Elearning Platform Exceeds Industry Usage Benchmarks by 3X

Gainsight University Realizes Highest Engagement Volumes in Company History with Skilljar



*"Skilljar was a game changer for us to scale customer success and product adoption. A strong customer education program is now table-stakes for smart growth. Skilljar is a core pillar in our customer tech stack."*

— Nick Mehta, CEO, Gainsight

## CHALLENGE

Gainsight needed an LMS that was easy to administer and would provide a great user experience. But they also needed an LMS that could integrate with payment processors such as [Stripe](#), as well as [Salesforce](#), to increase the visibility of training consumption for internal stakeholders. Another critical integration was the use of [Articulate](#), so that they could design more accessible bite-size elearning.

# Gainsight

## INDUSTRY

Customer Success software

## EMPLOYEES

1000+

## HEADQUARTERS

San Francisco, CA

## WEBSITE

[www.gainsight.com](http://www.gainsight.com)

## TRAINING PORTAL

[Gainsight University](#)  
Powered by Skilljar

## TOP METRICS

- 67% avg. course completion rate (vs. <20% industry benchmarks)
- Highest monthly volumes ever for active users, course registrations
- 212% increase in last student activity (re-engagement)

## ABOUT GAINSIGHT

With a powerful platform and SaaS applications that turn disparate customer data from multiple sources into insights and actions that drive measurable business outcomes, Gainsight helps organizations of all sizes achieve company-wide customer success and growth.

The education team at Gainsight, led by [Lila Meyer](#), is charged with driving product adoption and usage, and ultimately contributes to customer retention through strong user enablement. They understood that a scalable and customizable platform designed to support customer training – not just internal training – was essential.

## GOALS

Gainsight's goals for its education program were to:

- Increase impact on retention
- Increase product awareness with educational content across the Gainsight product suite
- Increase adoption of new content

## SOLUTION

Gainsight University, powered by Skilljar, hosts all of their free product training for end-users (typically CSMs from customer companies) as well as Gainsight employees who need to learn how to use their SaaS applications, through multiple training applications grouped by product and role. They're also seeing people who want to learn how to administer Gainsight to improve their job prospects sign up for training.

## RESULTS

Since implementing Skilljar, Gainsight has seen steady growth in their training usage for Monthly Annual Users (MAUs) and learner re-engagement, quarter over quarter.

Since switching to Skilljar, Gainsight realized: *Highest volumes ever for MAUs, course registrations*

### Q3 2021

- 1,360 avg. MAU/mo.
- 1,228 avg. session hours/mo.
- <1 session hour/MAU
- 4,241 monthly course registrations
- 2,858 monthly course completions
- 67% avg. course completion rate (vs. <20% industry benchmarks)

*Impressive increases in users, course registrations and re-engagement*

### Q3 2021 vs. Q4 2020

- Avg. monthly active users: +60%
- Avg. monthly course registrations: +61%
- Avg. monthly session hours: -16%

### Dec 2020 - Sep 2021

- Last student activity: +212% (The last date a student was active in a course; increasing percentage means more students returning to the platform, therefore engaging with it.)

## Switching from the LearnDot LMS

Gainsight's elearning was previously hosted on the LearnDot LMS, and they made the switch to Skilljar in mid-2019.

Prior to the pandemic, Gainsight held regular in-person workshops and sometimes traveled onsite for customer training. However, in April 2020, they pivoted to virtual classes, and as their customer base grew, they were able to sell more bundled training. As

a result, they had to increase the frequency of their live (virtual) admin classes.

*"The migration from LearnDot to Skilljar was completed in under 60 days with one full-time resource from our team dedicated to the project. There were very few bumps in the road and the new site was launched on time."*

— Lila Meyer, Director, Global Education Services