**CASE STUDY**

Gainsight’s Elearning Platform Exceeds Industry Usage Benchmarks by 3X

**Gainsight University Realizes Highest Engagement Volumes in Company History with Skilljar**

**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.

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 experience.

“Beyond functionality, we wanted to feel like we were entering into a partnership to create value for Gainsight and our customers, not just selecting a tool.”

— Lila Meyer, Director, Global Education Services

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**INDUSTRY**

Customer Success software

**EMPLOYEES**

1000+

**HEADQUARTERS**

San Francisco, CA

**WEBSITE**

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.

Gainsight University hosts all of their free product training and registration for ILT classes to serve customers, admins, employees, and career seekers.
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