NISHA BAXI

HEAD OF COMMUNITY, GONG

COMMUNITY FOUNDATIONS

#CS100SUMMIT

AGENDA

- Why Community?
- What every CCO needs to know
- People make Community happen
- Community wins you can take home

HI, I'M

Nisha Baxi

More details: bit.ly/AboutNisha

Director of Community at Gong

Lives in Mountain View

Won 1st Place in Morse Code Competition

Started at Gong at April 2021

GONG REALITY PLATFORM

Customer interactions

AI-based insights & personalized guidance

GONG COLLECTIVE
100+ integrations

CHANNELS

| Video calls |
| Email |
| Phone |
| SMS |
| Chat |
| Contact data |
| Engagement Events |

CRM

HubSpot

salesforce

Dynamics 365

| COACHING | DEALS | FORECAST | ASSIST |

GONG REALITY PLATFORM™

slack Gainsight LinkedIn

Outreach zendesk okta

Clearbit DocuSign HIGHSPOT

zapier Microsoft Teams Azure

1 YEAR IN ...

36%

Of our accounts are in the Community

12,000

Unique visitors - lots of prospects!

800

1:1 meeting have occurred!

3000

Community members in 1 year
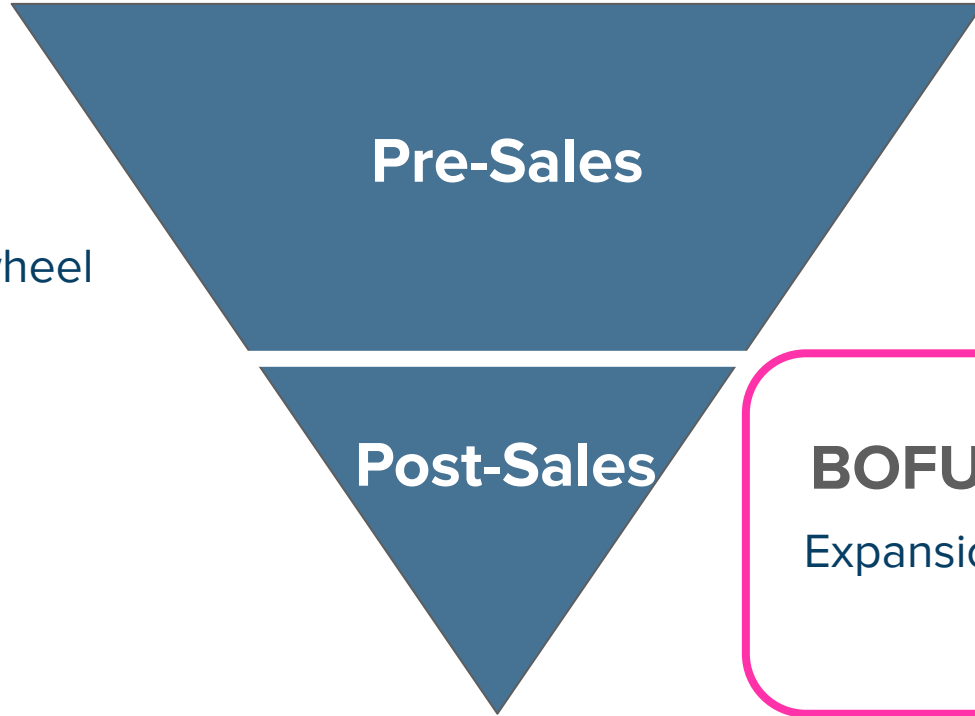
72

Days from start to finish

100

Gongsters were not harmed in the making of this community

WHY COMMUNITY?

WHAT ARE YOU TRYING TO SOLVE FOR?

TOFU

Growth Flywheel

Pre-Sales

Post-Sales

BOFU

Expansion Flywheel

WHAT EVERY CHIEF CUSTOMER OFFICER NEEDS TO KNOW

GONG
SUCCESS ORG

ERAN ALONI
CHIEF CUSTOMER OFFICER

CUSTOMER SUCCESS

EDUCATION AND TRAINING

SOLUTIONS STRATEGY

COMMUNITY

PROFESSIONAL SERVICES

SUPPORT

TBD

CUSTOMER SUCCESS OPERATIONS

PLAN FOR SUCCESS

1 **Discovery**

- Launch Community Discovery - Semi-hiring / semi-learning

2 **Discussion**

- Get ELT Feedback on this investment

3 **Logistics**

- Understand budget, collaboration between teams etc.

4 **Prioritization**

MEASURE SUCCESS

OBJECTIVES	GOALS	KPIs
Support	Answer questions	% case deflection
Product	Gather feedback	# of product ideas
Acquisition	Get new leads and customers	# of new customers
Contribution	Build content and collaborate	Quantity of user-generated content
Engagement	Foster loyalty and retention	% churn reduction % customer retention
Success	Drive customer expansion	% of active users in program

BUSINESS VALUE

OBJECTIVE	TEAM	"GETS" FROM THE COMMUNITY	"GIVES" TO THE COMMUNITY
Support	Support & Customer Success	• Reduction in troubleshooting inquiries • Organic upsell channel	• Provide QA of user-generated answers • Provide top 10 FAQ
Product	Product (PM & PMM)	• Technology/product feedback for future enhancement	• Guidance to internal community leader(s) on enhancing the onboarding experience and increasing stickiness
Acquisition	Growth Marketing	• Customer and user growth • Propagating Revenue Intelligence category and brand recognition	• Industry and thought leadership
Contribution	Education & Training Content Marketing	• Net new content (UGC), content ideas • Content distribution channel	• Content geared to Admin and Sales Leader personas
Engagement	Customer Marketing	• Broader network of engaged customers • Articulation point for campaigns and initiatives	• Recognizing and activating power users in the community as part of CM efforts
Success	Sales	• Another touchpoint in sales cycle • An active community signals excitement and growth	• Regular engagement w/Admin and Sales Leader personas (Sales Evangelism)

COMMUNITY MEMBER LIFECYCLE

Join Public Community

Participate in Community networking / discussions

Learn best practices

Participate in Community programming

Become a superuser

| AWARENESS | PILOT & PURCHASE | ONBOARDING & ADOPTION | MATURE & EXPAND | RETAIN & GROW | EVANGELIZE |

Google Gong or Gong question

Join Pilot Program

Join onboarding group

Implement best practices

Share best practices

Get more people on Gong

MAP SUCCESS

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MAPS TO COMPANY GOALS & LIFECYCLE

1. **Awareness**
   Touchpoint in sales cycle

1. **Pilot / Purchase**
   Pilot to customer % influence

1. **Adoption**
   Product usage

1. **Mature & Expand**
   ARR:CSM ratio influence

1. **Retain**
   NDR influence

PEOPLE MAKE COMMUNITY HAPPEN

WIN AS A TEAM

COMMUNITY LEADER

COMPANY EXECUTIVES

BULLDOG TEAM

COMMUNITY ADVISORS

CUSTOMER SUCCESS

PRODUCT

MARKETING

SALES

ROLES & RESPONSIBILITIES

Executive Sponsor: Eran Aloni, Chief Customer Officer

Role	Responsibility	Name / Department
R - Recommend	● collects data and input (from the "I") and recommends one or more options	Nisha Baxi
A - Agree, Approve	● agrees to, or rejects the decision (if rejects - goes back to "R" and "D")	Eran Aloni, Amit Bendov (CEO)
P - Perform	● executes the decision	Nisha Baxi
I - Input	● provides input	Bulldog Team, Udi Legorer (CMO)
D - Decide	● decides which option to choose and/or how to best alter recommendation where deemed necessary	Eran Aloni (CCO)

External Community Board of Advisors: Erica Kuhl, Consultant, Sofia Rodriquez, Venafi, Jeff Stroud, Alteryx, Richard King, Jordan Scott, Jessica Langston

GONG

ROLES & RESPONSIBILITIES

Executive Sponsor: Eran Aloni, Chief Customer Officer

	Success	Marketing	Sales	Product
Executive Supporter	Steve Sanchez	Julien Sauvage	Jameson Yung (JD) Ryan Longfield	Damian Cowell
⭐ **Bulldog Team / Core Team Members**	Stephanie Pellegrino Josh LaMarche Sunny Huang	Sheena Badani Jane Menyo Trish Bautista	Brandy Ringler Nate Vogel	Danit Gad Naomi Papoushado
Internal Evangelists	Chelsea Neill Sam McClure (Kennedy) Brent Ludwig Sonam Dabholkar Linda Lin Brandon James Meg Dougherty	Danny Hutto Devin Reed	Fei Liu Bob Spina Dana Feldman Max Frazier Roxy Ameri Jordan Poulit Leah Wilson (Laband) Chris Orlob	
Community Strategy Consultant - Erica Kuhl **Data / Operations** - Bennett Williams | **Security / Privacy** - Jack Leidecker | **Legal** - Chris Bifone				

Roles & Responsibilities w/ Details here.

COMMUNITY WINS YOU CAN TAKE HOME

IF YOU DON'T HAVE A COMMUNITY...

1. **Decide if a community right for you.** If so, what are you trying to solve for?
2. **Learn** from the best
   a. Meet other CS leaders that have communities you'd consider successful
   b. Meet other Community professionals - to understand hiring and what to look for
3. **Define** what success looks like
4. **Create** an internal task force to
5. **Build & Launch** the Community in 90 days
   a. Decide who will manage the community
   b. Decide what tools you'll use an
   c. Interview potential community members
   d. Create content, programming and incentive strategy
   e. Build the community and go on a roadshow
   f. Launch the community
6. **Measure** how the community is mapping towards your success metrics

IF YOU DO HAVE A COMMUNITY...

1. **Put yourself through a community audit**
    a. Is the community achieving what I hoped it would?
    b. At your company: What is working / what isn't?
    c. With your customers: Send out a survey, what they liked, what they want more of?
2. **Reinvigorate your strategy** by defining your big bets, roadmap, revisiting SPACES and programming as it relates to customer lifecycle
3. **Educate employees**.
    a. Go on a roadshow to remind people about community and it's value and how they can contribute.
    b. Make sure you are part of new hire onboarding
    c. Make sure new customers are being onboarded on the Community (we use Gong for this)
4. **Make Community F-U-N.** This is your chance be fun, show your passion by liberally handing out swag, running fun contests, and partnering with design to create your own sub-brand

Q&A

THANK YOU

Keep in touch!

nisha.baxi@gong.io

Resources

COMMUNITY PURPOSE

CONNECT
Build valuable relationships
for the long-term

GROW
In your career

INSPIRE
Inspire others and
be inspired
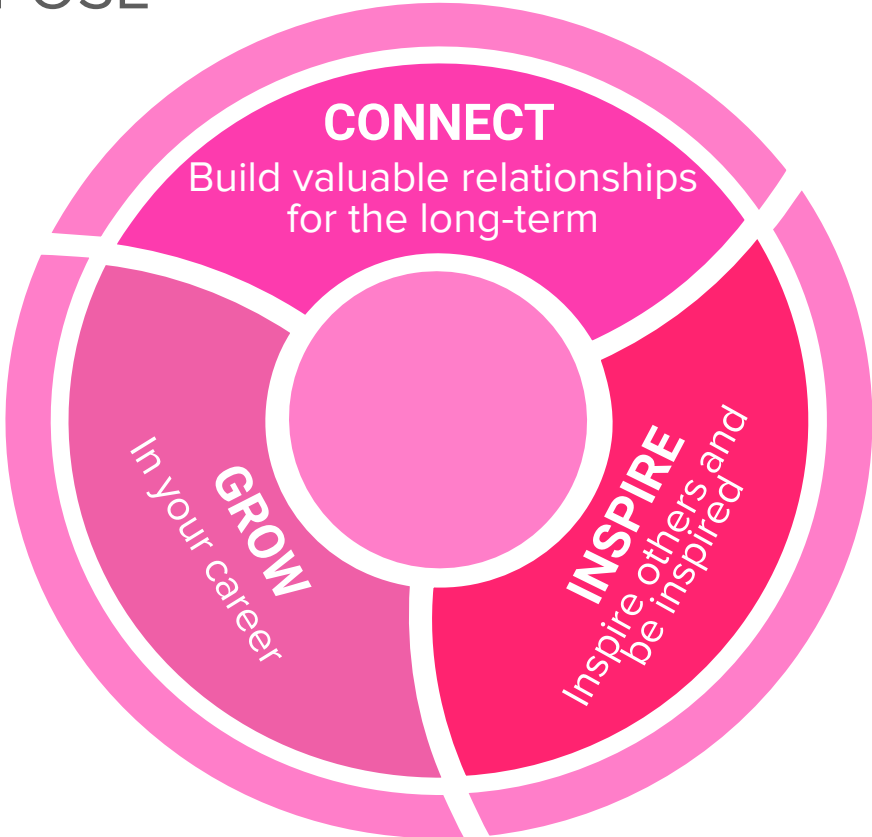
BUILDING AND LAUNCHING THE COMMUNITY

PLAN THE WORK

MY PLAN

1 VISION ALIGNMENT

- Gather cross-functional team to achieve vision alignment/establish KPIs
- Establish regular meeting cadence

2 COMMUNITY-MARKET FIT

- Survey the Champions, top 2% of active users, influencers, revenue generators, and brand names
- Interview potential community members

3 PLATFORM SETUP

- Decide platform (Insided vs. Vanilla)
- Create mock up of product w/ design and analytics in mind

4 ONBOARDING FLOW

- Build collateral (e.g., why participate, getting started, and community guidelines)
- What action do we want them to take?
- Can we tie to LMS?

5 TEST

- Rollout beta testing (Gong internal + Champions, top 2%)
- Get feedback and watch user stories

6 ITERATE

- Incorporate feedback from beta testers

7 LAUNCH

- Launch the platform w/ event, content, and discussions

8 ENGAGE

- Engage with content and discussion
- Reward with incentives

MEASURE
Continuous integration/deployment

WORK THE PLAN

May 1	May 30	June 26	June 30	July 21 (#celebrate)	December 2 (#celebrate)
Step 1	**Step 2**	**Step 3**	**Step 4**	**Step 5**	**Step 6**

Contract Signed

Vision Alignment

- Interview 10-15 Community members
- Establish internal roles & expectations
- Project timelines
- Strategic Alignment

Platform Setup

- Create & implement product design, onboarding flow
- Connect integrations
- Create seed content, discussions, incentives, events

Launch Pilot Program

- Rollout beta testing
- Get quantitative and qualitative feedback

Launch Community for Customers

Launch Community for Everyone

Measure

Continuous integration / deployment

Step 0:
00 Executive
Foundation

Step 2:
02 Discovery

Step 6:
06 Launch

Step 4:
04 Plan

| 00 | 01 | 02 | 03 | 04 | 05 | 06 | 07 |

Step 1:
01 Community
Foundation

Step 5:
05 Build

Step 7:
07 Measure

Step 3:
03 Roadshow
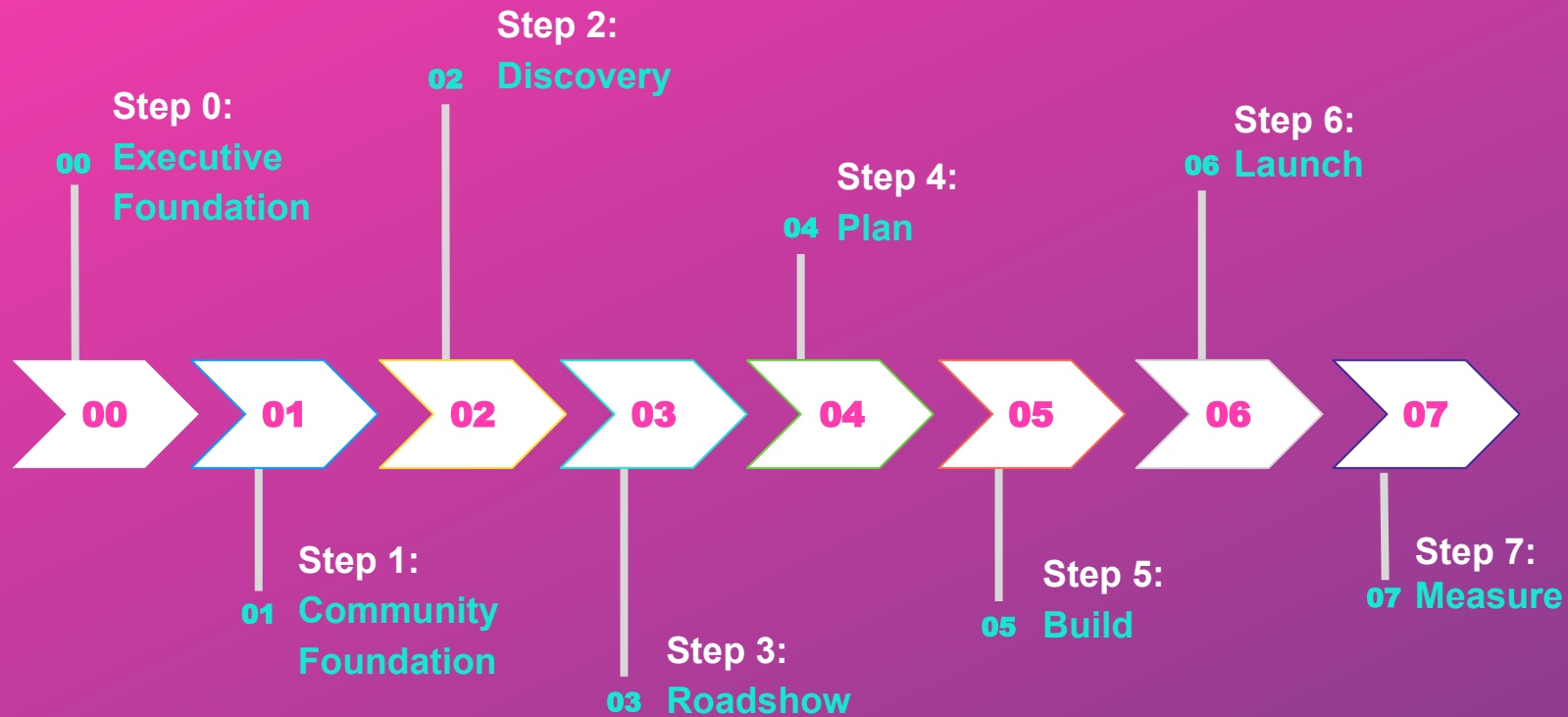
LAY THE FOUNDATION

LEARN & SHARE

MAKE IT HAPPEN

SLIDE OPTIONS

Please choose any of the 4 slide templates

-Option One-

Title

-Option Two-

Title

-Option Three-

clientsuccess

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