



TRAINING

How Gong Turned Customer Education into a Growth Lever and Drove 4x Higher Product Usage

Gong helps revenue teams capture and analyze customer interactions to improve performance. As Gong expanded into multiple products and began supporting increasingly complex customer environments, the team needed a customer learning program that could scale across segments without losing relevance for each role, product, and outcome.

THE CHALLENGE

Gong's business was scaling fast, and training had to keep up.

- **Platform expansion:** Moving beyond a single offering meant new workflows and use cases, and frequent enhancements across multiple products.
- **Customer segmentation pressure:** Enterprise customers expected a "gold standard" experience, while other segments needed a self-serve approach to onboarding.
- **Outcome alignment across the lifecycle:** Gong wanted education to drive the outcomes customers purchased their software to achieve, supporting renewal and retention.
- **Proving impact, not activity:** The team needed clearer analytics tying learning engagement to in-app product usage, not just course completions.

“Once you get them to Gong Academy, how do you keep them there? You give them a next step, give them a call to action. Thought Industries has really been paramount in grouping those workflows into a sequence that makes sense for a particular learner.”

”

Tim Halter,
Instructional Design Manager



RESULTS

95% of new users became frequent users

Trained users 3.7x more active in the Engage and Forecast products

Certification boosts team-wide activity and overall license usage

THE SOLUTION

Gong scaled a structured customer learning journey in Thought Industries, built to be prescriptive for onboarding, flexible for deeper learning, and measurable against product adoption and other key business outcomes. With Thought Industries' platform, Gong operationalized education as an adoption and retention lever.

- **Prescriptive onboarding at scale:** Automated nurture campaigns enroll new users into short, persona- and product-based "Getting Started" learning paths designed to drive value in week one. Of new users who took just one course, 95% became frequent users.
- **Self-serve depth without friction:** A curated Academy experience guides learners from beginner to advanced, with tagging and filters that help users quickly find content by outcome, persona, and modality. Gong Forecast and Gong Engage users who engaged with training were 4x more active per day in the following quarter.
- **Certifications that extend the journey:** Gong built multiple customer-facing and partner certifications, including proctored exams, integrated badging, and shareable credentials through Accredible. In under a year, nearly 600 users became certified.
- **Enterprise-ready delivery:** Gong curated a white glove experience with training consultations, hours-based scoping, and enhanced offerings like content syndication and translation, plus custom, co-branded portals with Panorama.
- **Adoption-backed analytics:** Combining Thought Industries learning data with in-app usage data helps identify the training that drives product activity, as well as how to refine the learning experience. Trained users are up to 167% more active than non-trained users for certain personas and products.
- **Education embedded in the lifecycle:** Learning became part of the sales story and post-sale motions, with internal reporting, strategic nudges, and proactive signals to customer teams when education consumption or adoption is low. Monthly Academy participation scaled from roughly 1,000 learners to nearly 4,000 learners.

“Education really isn't an afterthought, it's baked into the overall sales story. We're not just showcasing functionality for the fun of it, we're making sure we're showing workflows that are going to help that customer achieve their outcomes.”

Mark Banuelos,
Senior Manager, Education Services



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