

Gong Dashboard Update

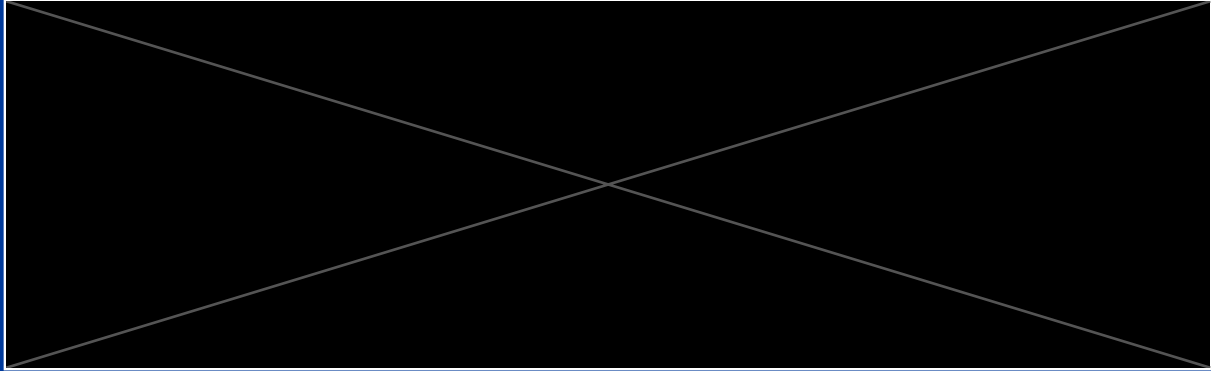
“If I could turn back time...”

Matt Elliott-Williams, Ph.D.



Quickly and easily find Gong info.

Our new dashboard features many ways to investigate how Gong influences the work that Sales and CS do each quarter. Even past quarters!



What are our goals with this dashboard?

- Ensure Sales and CS leaders (and GLE) can **easily read and understand** Gong coaching data.
- **Provide comprehensive correlation data** on Gong scorecards, productivity metrics and revenue/retention.
- Help us understand how Gong coaching contributes to our overall success to **continue to drive Gong adoption.**

Why yet another dashboard?

“One does not simply walk into ~~Monday~~ Gong data.”

The dashboard is an **outgrowth of our frustration** with gathering relevant Gong **data across quarters**. Previously we had a complicated process in order to get data:

- Relying on SEFF to pull ad-hoc data and distribute through complicated spreadsheets.
- Shoehorning data reports to fit the needs of our Gong analyses.
- Pulling reports directly from Gong that did not include important logic (PTO, leave, time off, etc.).

What graphs (this slide) and features (next slide) are available?

	Sales				CS
Pivot	Total Quota Attainment	Impact Coverage	Pipeline Updation	Pipeline Generation	Retention
Gong Score	✓	✓	✓	✓	✓
Scorecards KPI	✓	✓	✓	✓	✓

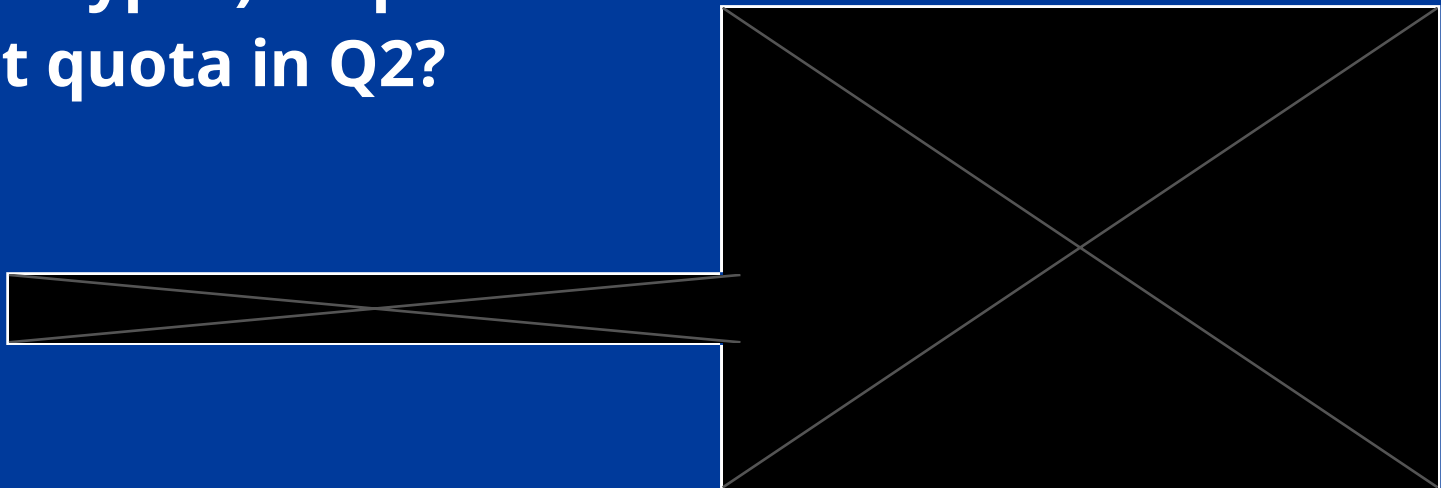
Filter Name	Multi-Select	Recommended Initial State	Comments
Fiscal Quarter	✓		Selects the fiscal quarter(s) you wish to see.
Scorecard	✓	Do not leave at all: select the Sales/CS cards you want to see	Selects the scorecard(s) you wish to see illustrated in the dashboard.
Quota Achievement	✓	All	Selects only those ICs that match the percentage quota chosen.
Manager Reviewed	✓	All	“True” means only scorecards received from direct managers are displayed. “False” means only scorecards received from anyone other than direct managers will be displayed. All means a combination of the two.
Full Name	✓		Search by IC name.
Is Manager	✓	All	True means results will display only managers. False means results will only display non-managers. All means a combination of the two.
Market	✓		Select markets you wish to display.
Subsegment	✓		Select types of teams (Agency, Ent., etc.) you wish to display.
Team Name	✓		Select specific teams within subsegments.
Manager 1-4	✓		Search by specific leader teams where the higher the number, the higher the level of manager.

Examples

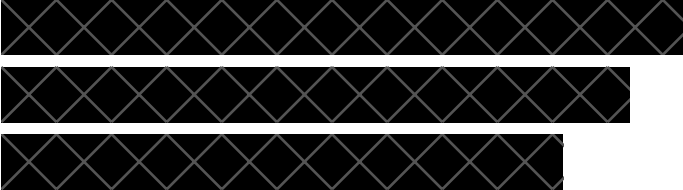
**Q: Did Gong *globally*
(all team types) help
Sales hit quota in Q2?**

- Visit dash and look at bottom set of graphs called "Avg Productivity Metrics..."

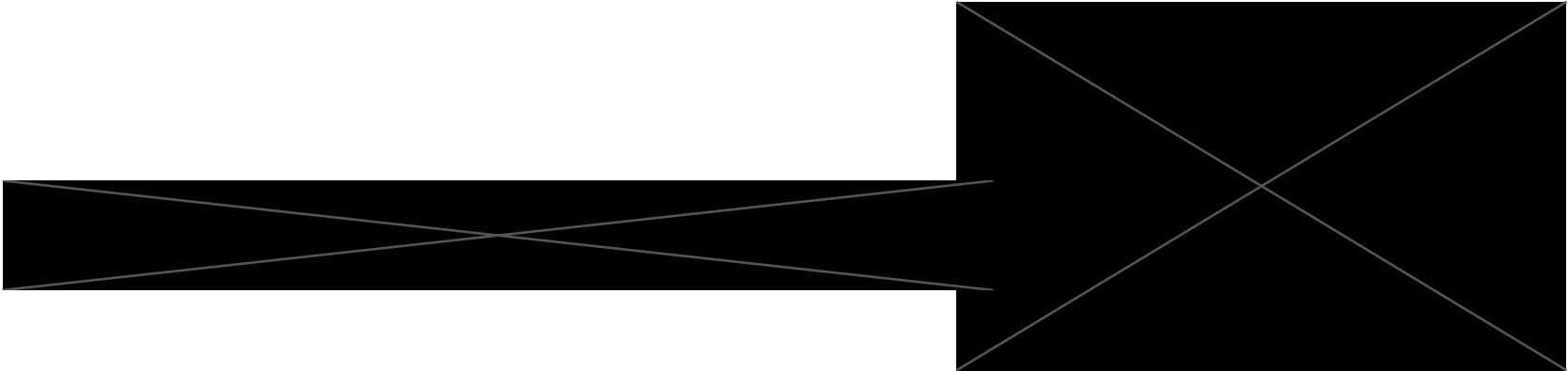
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A: The global POV is a bit skewed, so let's use filters...

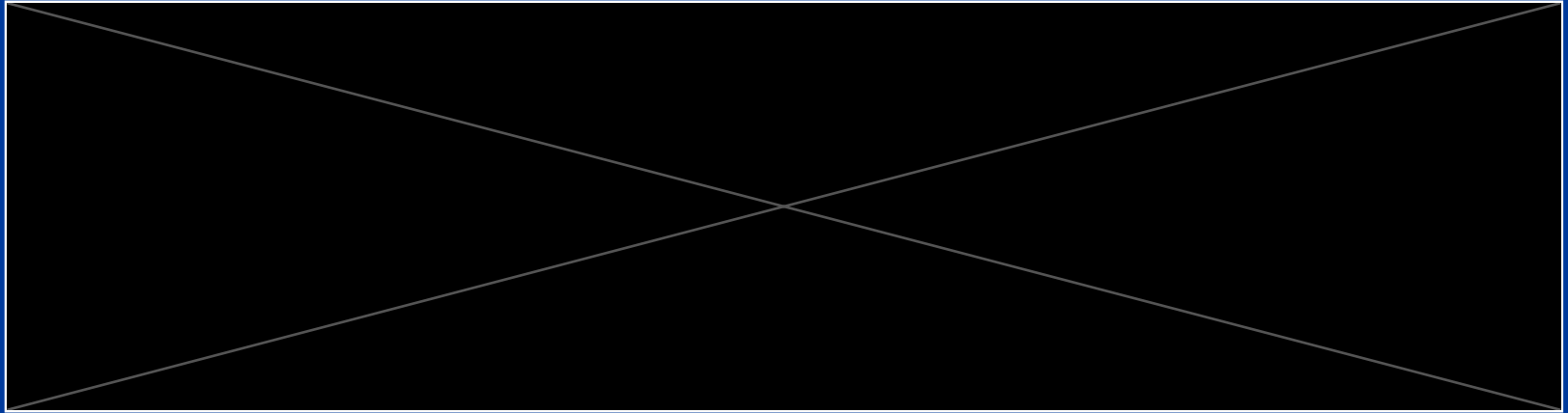
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- Different teams will have dramatically different opportunities (Enterprise vs mid-market, for example).



Q: Of those who are using Gong, what's an advantage we can see?

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Q: Are there any subsegments that are not using Gong as much as they should?

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