

aws marketplace

Gong

Reviews, tips, and advice from real users



Powered by  PeerSpot



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Product Recap



Gong

Gong Recap

Gong leverages advanced analytics and AI to gain insights into sales conversations, aiding teams in enhancing performance and outcomes. It revolutionizes the way businesses understand customer interactions for increased efficiency.

Gong provides comprehensive analysis on sales call patterns, behaviors, and language, identifying what works in successful deals. Its AI-driven capabilities automate data capture, delivering actionable insights and enabling sales teams to strategize effectively. Users benefit from enhanced coaching opportunities and real-time visibility into deal progress.

What are the most notable features of Gong?

- **AI-Powered Analytics:** Automatically transcribes and analyzes sales conversations to extract key insights.
- **Deal Intelligence:** Provides real-time updates on deal progress and identifies risks.
- **Call Review:** Enables managers to review calls and provide targeted coaching for improvement.
- **Performance Insights:** Tracks key performance metrics to advise on best sales practices.
- **Integration:** Seamlessly integrates with CRM systems for a unified data view.

What benefits and ROI should users expect from Gong?

- **Increased Sales Efficiency:** Insightful data leads to more effective sales tactics.
- **Better Training:** Managers use data-driven insights to enhance team skills.
- **Improved Deal Close Rates:** Real-time analytics help identify winning strategies.
- **Data-Driven Decisions:** Empowers teams with actionable intelligence.

Gong has been successfully implemented across industries like SaaS and telecom, driving significant sales improvements. Companies in these sectors use it to optimize customer interaction strategies and boost sales team productivity, proving its adaptability to specific industry needs.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Gong is totally stable in my experience, I think it is a really nice tool, and I really enjoy using it.”



Matheus Paschoalin

Account Executive (Medium Business) at a computer software company with 1,001-5,000 employees

- ✓ “Gong has positively impacted my organization by improving efficiency, helping our renewal rate, and enabling us to analyze and share client touchpoints internally to quickly address cross-departmental issues that might affect retention.”



Michael_Sherman

Manager, Customer Success at insightsoftware

- ✓ “The summaries and analysis Gong provides are really good, especially compared to some others that I get, as the analysis from Zoom is often too long and does not really hit all the main points, while Gong knows how to summarize it pretty well.”



Ayelet Wexler

CSM at PeerSpot

- ✓ “Gong has positively impacted my organization by allowing anyone to be able to look into processes, learn more about what our customers are saying, learn from each other, and share things throughout the organization.”



Gershon Rossman

Senior Director, Revenue at a tech company with 51-200 employees

- ✓ “Gong has positively impacted my organization hugely, as we run pipeline meetings from Gong and I can ask questions around MEDDIC and MEDDPICC while getting better visibility and more predictable revenue.”



Zak Sutter

Account Executive at a tech company with 51-200 employees

- ✓ “Gong has impacted my organization positively in a huge way because it gives me insight into what customers are saying, saves me a ton of time by not having to be on calls all day, and really helps direct and influence our marketing based on customer voice and the feedback and questions that come up for the sales teams.”



Trent Conley

Head of Marketing at a tech company with 51-200 employees

✔ “Gong has positively impacted my organization because as customer success managers and sales team members, we all have quite a few accounts.”



Verified user

Customer Success Manager at a tech vendor with 501-1,000 employees

What users had to say about valuable features:

“The best features Gong offers include transcription, which allows me to be mindful and present with the customer without taking notes, and the ability to generate a follow-up email, which is a helpful starter when I forget what I wanted to follow up on.

I find myself relying on transcription most often. After a call, I put the transcript into our internal AI tool to draft a follow-up email, ensuring I cover all questions.

Gong has positively impacted my organization because as customer success managers and sales team members, we all have quite a few accounts. Gong helps us keep track of customer health, prevents us from working in silos, and allows everyone to see everyone's calls so we can learn from each other. It is fantastic for new hires. I started in my current company six months ago, and Gong helped me get up to speed with the accounts I received by reviewing previous calls.

Gong improved customer satisfaction scores because customers did not have to repeat themselves after contacting me as a new customer success manager..”

Verified user

Customer Success Manager at a tech vendor with 501-1,000 employees

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“I think the best features Gong offers are that the transcription is really strong. You can take that and put that into something like Claude or ChatGPT and use that transcription right away. You can also share those calls with other individuals internally. I think the external sharing might need some work, as if Gong had the ability to edit the calls. Right now, I have to go into Microsoft editor if I want to edit out the beginning of the call or something similar. So perhaps if Gong could be enhanced with the ability to edit these calls for external use to eliminate any confidential information and send that call to the client in an easy, quick way would be beneficial.

“I would like to add that the analytics seem straightforward and on point, as well as the integrations seem very clear and easy to use. Everything is sort of right there. I use it daily.

“Gong has positively impacted my organization by improving efficiency. At the end of the day, it is helping our renewal rate, which is the purview of Customer Success Manager roles. It is the ARR. Being able to have these client touchpoints, analyze them and share them internally, is really powerful to be able to cut right to cross-departmental issues that might affect retention. I think that is probably the biggest factor and value that Gong has, at least for my role..”

Michael_Sherman

Manager, Customer Success at insightsoftware

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“The best features Gong offers include the AI summary that Gong generates, and this is a super helpful aspect of Gong as it integrates into other tool sets such as Salesforce and ChurnZero easily, especially in terms of customer success. Gong covers pretty much everything and also tracks certain metrics, which is helpful for the company to monitor their product feedback.

“The integration with Salesforce and other tools helps my daily workflow as Gong captures the next meeting schedule specifically and integrates into the calendar that we use, and also lists as a task in Salesforce. When we miss out on sharing an invite to the user, it creates a reminder and sends it through to us, or it helps us to take a look at Salesforce and identify there is a task pending.

“Gong has positively impacted my organization overall in terms of people not having to carry pen and paper, which they use regularly during meetings. The main reason behind this is that Gong integrates easily with every tool. Not having to take manual notes has changed things for my team as it improved accuracy and saved time. We also do not miss out on anything..”

Verified user

Technical support engineer at a outsourcing company with 501-1,000 employees

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“Gong eliminates the manual note taking that I would usually do on a call, which helps with my follow-up; instead of spending fifteen to twenty minutes after every call writing notes, I move straight into the follow-up piece, capturing quotes, objections, and signals so my follow-ups sound as if I was truly listening.

“Gong shows me which questions I should have asked by highlighting discovery areas where I may be weak or if I talked too much, sharpening my discovery muscle and improving my self-coaching.

“The best features that Gong offers include the ability to help me write a follow-up email that makes sense and aligns with what the customer said on the call, and the AI piece that helps me draft a follow-up email based on the transcript.

“I use Gong's AI-powered email follow-ups for every call, as after every discovery call it generates that follow-up email right away for me to spot check and maybe add a few things I remember or want to elaborate on.

“I find the pipeline feature, the AI feature, and the call recording feature to be the most important features that I use..”

Zak Sutter

Account Executive at a tech company with 51-200 employees

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“The best features Gong offers include the 'ask anything about this call,' which is an AI feature that allows me to ask something and it delivers interesting information and summarizes it. The generated follow-up email is also a really nice tool to use. We have used the scoring and feedback features in the past, where my manager would watch my calls and point out all the things that I had to improve throughout the call. I didn't have to see the whole call; he could point to specific times in the call where I had these improvement points. He could also give feedback and a score, from one to five stars, on how good the call that I had was.

“Out of those features, the one I find myself using the most day-to-day is the generated follow-up email, which is really nice because it sums up all the things that we spoke about in the call. It's really helpful. We used to have other insights in Gong, but I think they changed our subscription, so we don't have that anymore. Insights was a really nice tool that we used to have because it crossed the information not only from the calls that I had been doing but the calls from the other teammates too, creating comparisons so everyone in the team could work from each other's jobs. It was a really nice tool to use.

“I think now we don't have access to that anymore, but I would say the follow-up email is my go-to. Specifically for me in Brazil, I think the information that it gets from the internet about the deal and the company is not that accurate. Sometimes they don't have much information about that, so I think that's an improvement point. If it had more information about the companies that I spoke about here in Brazil, it would be helpful to generate more insights about the lead..”

Matheus Paschoalin

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Account Executive (Medium Business) at a computer software company
with 1,001-5,000 employees

“I really appreciate the tool; it summarizes everything, it's very user-friendly, and I can type in a word that maybe I remember the customer mentioned, and it will highlight that part for me so I can go back and say, "Hey, I remember you said so and so," and I really appreciate that part of the platform.

The best features Gong offers include the email that lets me prepare for the call and gives me a summary of everything that has been done. I don't remember the name specifically, but it's similar to prepare with AI or prepare for your call or something along those lines, and definitely, that's what has made a difference for me.

The summary helps me save time or work more efficiently because I don't have to go through all the calls and emails trying to understand what was discussed. I don't have to go in-depth to listen to the call and grasp what were the main ideas or what could be missing. It actually gives me everything with bullet points and sections. I know it was only yesterday, but I was reading through, and it was so good and so summarizing. I really loved that.

Gong has positively impacted my organization because it provides a secure way for us to share recordings with our clients, and it also uses AI to translate what is being said, which is helpful in case they share this recording with somebody who cannot hear very well. They can actually read, and the subtitles are pretty accurate. Every now and then it will miss a word, but thinking of being more inclusive, Gong is a great tool for that. If I have the summary and can read through, I can show up to the call prepared; I will feel more confident, and clients will know that even though maybe they had a call a few months ago with an AE, because I listened to it or read the summary, I already know what they said and I'm not going to ask, "Hey, what's your goal?" I saw actually that this is one of your goals. How's everything going? Have you tried this feature? And I can have a more specific conversation with the client and take into consideration things that have already been discussed..”

Verified user

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Onboarding Specialist at a tech vendor with 1,001-5,000 employees

Other Solutions Considered

“I did not previously use any different solution; I did not use any other recordings. I have seen Zoom does the same thing and provides a recording and will give a summary, but it's nothing close to what Gong does..”

Verified user

Onboarding Specialist at a tech vendor with 1,001-5,000 employees

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“The team responsible for purchasing this type of software searched for other options, but in my mind, we only had Gong as an option for video recordings and transcription software to use..”

Matheus Paschoalin

Account Executive (Medium Business) at a computer software company with 1,001-5,000 employees

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“We used to have Google Meet for all the calls that we do, and we used to use the transcript from Google Meet, but it wasn't that accurate two years ago, so we kind of stopped using it. Gong was the first one that we actually hired, so it's the only experience that I have..”

Matheus Paschoalin

Account Executive (Medium Business) at a computer software company with 1,001-5,000 employees

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ROI

Real user quotes about their ROI:

“While I don't have actual numbers, the time saved has been huge; with seven calls a week, Gong has to be saving me four to five hours a week in terms of manual tasks..”

Zak Sutter

Account Executive at a tech company with 51-200 employees

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“As an end-user, I'm not the one to talk about ROI. However, I think the time saved through centralization and the ease of gaining insights into accounts saves time..”

Fivel Glasser

Customer Success Manager at a tech company with 51-200 employees

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“I have seen a return on investment since using Gong, as the ARR has gone up overall by ten percent, and I think Gong has probably been a big part of that. I myself have not quantified exactly the effect that Gong has had. I can tell you it is part of our daily toolbox..”

Michael_Sherman

Manager, Customer Success at insightsoftware

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“Regarding return on investment, I don't have specific numbers, but it is definitely a time saver. I am not on sales calls; I am the marketing leader. But if I was going to be, it would take a lot of my time and make me less productive. But it gives me the ability to get those same insights as if I was on the calls without being on the calls, so it saves me a ton of time, gives me that same insight, and has really helped direct and influence the marketing based on customer voice and what feedback and questions come up for the sales teams..”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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“It's hard to put a dollar amount on it; obviously, Gong does help ramp up salespeople quicker. It helps me be able to give input on deals if I wasn't necessarily on the call, so all of those things impact revenue.

“If I can pick something up on a deal that can help make it bigger or make it close, that obviously has revenue attached to it, and the same if we can get a sales rep speaking to customers quicker. However, I wouldn't be able to put an exact dollar amount on it..”

Gershon Rossman

Senior Director, Revenue at a tech company with 51-200 employees

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“I don't have too many other details to share because I only use it right now; I'm not involved in purchasing, so I don't know how much it costs for the subscription. I would like to have the other tools in Gong that we used to have in the past, but I don't know why they decided to change the subscription type that we have today. It's not really an improvement for Gong, but maybe for my company, in terms of why did they decide to downgrade our plan.

“Unfortunately, I don't have that information because I don't work with the purchase of the software, so I don't have the ROI information that you asked about. Probably there's a team that has all this information, but as I'm just a user, I use it on my daily basis..”

Matheus Paschoalin

Account Executive (Medium Business) at a computer software company with 1,001-5,000 employees

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Use Case

“My main use case for Gong is that it gives me time back, as it eliminates manual note taking with call recaps by recording all of my calls, allowing me to have tighter and more credible follow-ups instead of spending all that time on a call writing notes.

“My main use case for Gong includes two aspects: first, call recording, and second, the ability to use Gong to highlight the entire conversation that happened via AI..”

Zak Sutter

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Account Executive at a tech company with 51-200 employees

“My main use case for Gong has two parts: one is for sending the recording to the client in a secure way, and the other one is to prepare for calls. I go into the account and see what has been done and everything is just right there.

A quick specific example of how I use Gong to prepare for calls is that I had to cover for another coworker, and Gong sends a link or an email that allows me to see what has been done and talked about with the client. That helped me to prepare because I didn't have any background and I didn't have a ton of time as this was last minute..”

Verified user

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Onboarding Specialist at a tech vendor with 1,001-5,000 employees

“My main use case for Gong is to review customer call transcripts and prepare for upcoming calls.

After the Christmas break, I wanted to catch up on some of my customer calls from last year because I have around 75 customers, which can be difficult to keep up with. To prepare for calls, I usually view the account summary because it provides questions, suggestions, and a summary, which is extremely helpful and valuable.

I typically use Gong for customer call preparation and to understand accounts in more depth..”

Verified user

Customer Success Manager at a tech vendor with 501-1,000 employees

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“My main use case for Gong is working in customer success, where Gong is super helpful during onboarding calls and the journeys that we track through customer success to improve the feedback that we receive from customers. Gong also captures the key notes which are required for follow-up calls and helps us to record events within our internal tracking systems.

“A specific example of how I used Gong in one of those onboarding calls is that we have typical onboarding calls in the company where we show the products that customers buy and what the seat limits and limitations are, as well as the contact details that we provide from our end. Gong is super helpful in case we miss out on sending an email or reminder or a presentation that we shared in the meeting as a follow-up, as Gong reminds us to follow up on it and then send it across to the client..”

Verified user

Technical support engineer at a outsourcing company with 501-1,000 employees

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“My main use case for Gong is client call recording, transcription, analysis, and customer forecasting.

“A quick specific example of how I use Gong for those purposes is that all of our client calls are linked via Outlook and Salesforce to Gong, so it automatically accepts Gong recorder to our client calls. Last week, we had a client call about some negative issues the client was having with the implementation of a software product. I was able to record the call, share the call with the client who wanted the recording of that call, but also with our internal tech team. We were able to share Gong page internally with non-client-facing people so that they could listen to that call and get the technical and sentiment information from the client.

“I have something else to add about how I use Gong, as we are working to implement Gong into our internal AI agent customer success agent system, linking it to Salesforce, to Jira tickets, and for overall dashboarding, retention reporting, and analysis of lost clients as well. It is a very big part of our analysis..”

Michael_Sherman

Manager, Customer Success at insightsoftware

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“My main use case for Gong is to deep dive into the calls that I do with my leads. After every call that I do, I record through Gong and check all the most important information that I have from the lead. I use it to do follow-ups, create emails, and help me structure the next steps.

“For example, I had a call two weeks ago before Christmas, and it was a crowded week with a lot of calls, so I didn't have much time to check lead per lead. I basically used the generated follow-up feature that Gong has inside to help me give speed to the process. I could do the follow-ups with those leads that I spoke to.

“I also go back to the transcript of the calls after I have the calls to make sure all the information that I spoke with them was accurate. One of the things that I use after the call is the 'ask anything about this call' field in Gong, asking one specific question. For example, I ask how the client responded when I said that the fee of our service was X percent.

“I also like to see if I'm spending more time speaking than the person that is speaking with me. Gong has a couple of bars that show the percentage of time that you spend speaking and the time that the person speaking with you spent in the call. I track that to see if I'm speaking too much. We try to maintain a 70% and 30% split with the client..”

Matheus Paschoalin

Account Executive (Medium Business) at a computer software company
with 1,001-5,000 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“My experience with pricing, setup cost, and licensing is that I was not really the one who did the pricing or the setup implementation. I do know that it was rolled out to the Customer Success team as well as the sales team. I am not able to give more information on the pricing or the implementation. From my point of view, it has been pretty smooth..”

Michael_Sherman

Manager, Customer Success at insightsoftware

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Customer Service and Support

“Customer support can be improved. I have faced certain scenarios where there was a delay with the team to get back in terms of the challenges that we faced during our regular workflow..”

Verified user

Technical support engineer at a outsourcing company with 501-1,000 employees

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Other Advice

“If you are looking into using Gong, my advice would be to determine what you are trying to solve, as it offers a lot of features such as recording calls, automatic note-taking, a user-friendly interface, and the ability to showcase areas for improvement. I would rate this solution a nine out of ten..”

Zak Sutter

Account Executive at a tech company with 51-200 employees

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“I would advise others looking into using Gong to explore the tool more thoroughly. Every other month, I find a new hidden feature that I find very useful. For example, I recently realized that Gong provides advice on how fast you speak and how many filler words you use. I recommend being open to discovering additional features rather than using it only for transcription. I would rate this product a 9 out of 10..”

Verified user

Customer Success Manager at a tech vendor with 501-1,000 employees

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“My advice to others looking into using Gong is to use it every day. Link it to your Outlook. Really get in there, grab the transcripts, put them in Claude. Really use it. It is quite a tool if you put it into your daily tool set, as we do.

“I do not have any additional thoughts about Gong before we wrap up, as it seems to be a great tool. I would rate this review as a nine out of ten..”

Michael_Sherman

Manager, Customer Success at insightsoftware

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“On a scale of one to ten, I would rate Gong overall as an eight.

“I chose an eight because there are two things that can be improved in Gong, so minus two. Those improvements affected my experience as it delayed a bit, such as when I needed to recall what I discussed with the customer. We are always prepared, but Gong is needed to support us. My overall rating for Gong is eight out of ten..”

Verified user

Technical support engineer at a outsourcing company with 501-1,000 employees

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“My advice to others looking into using Gong is to go for it. It's really easy to use, the recordings are very good, it has transcripts, and I can ask something about the call, and it will generate the answer with AI. It provides a safe platform for your clients to go back and watch the recording, and it lets me know when somebody has watched the recording. If someone is just starting, I can save calls, create files of calls that I really liked, and share them with new employees to help them see how calls should be handled or examples of great customer service or people thinking outside of the box. It allows me to focus not only on clients but also on training new employees, and I think that's a pretty cool feature. I would rate this product a ten out of ten..”

Verified user

Onboarding Specialist at a tech vendor with 1,001-5,000 employees

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“I think faster follow-ups is a really nice point. As I mentioned in the example before, in this month, we had a huge amount of leads, so we had a lot of things going on and didn't have much time to develop the follow-ups. Gong impacted really positively because it basically made the process faster with the follow-ups. I think with the close rates, there wasn't that improvement that I expected because it's more a follow-up tool. After that, you have to use other tools to help you with the follow-ups, basically other tools with more insights about the company, which I think Gong doesn't have. Better coaching is absolutely another point. When we used to do the scoring and the feedback, it was a really nice initiative. Everyone would learn from it, and we could see all the calls and exchange a lot of expertise in the field. I think better coaching is also another point really helpful in our metrics.

“I would rate Gong a seven on a scale of one to ten.

“I think the first thing for the company to see Gong as a tool is to evaluate how advanced your internal processes are. It's a really nice tool to have, but you need to have a good structured process in sales to use it in the best way. For example, we started with the biggest tool that Gong has with all its features, but we couldn't use it, so it wasn't really helpful. We kind of went back to the basics, which is also a really good tool to use. I think the first perspective for the company would be to see how advanced the processes are internally so you can bring another tool to help with that. Otherwise, it would just be another tool that is misused and therefore not really helpful and costly..”

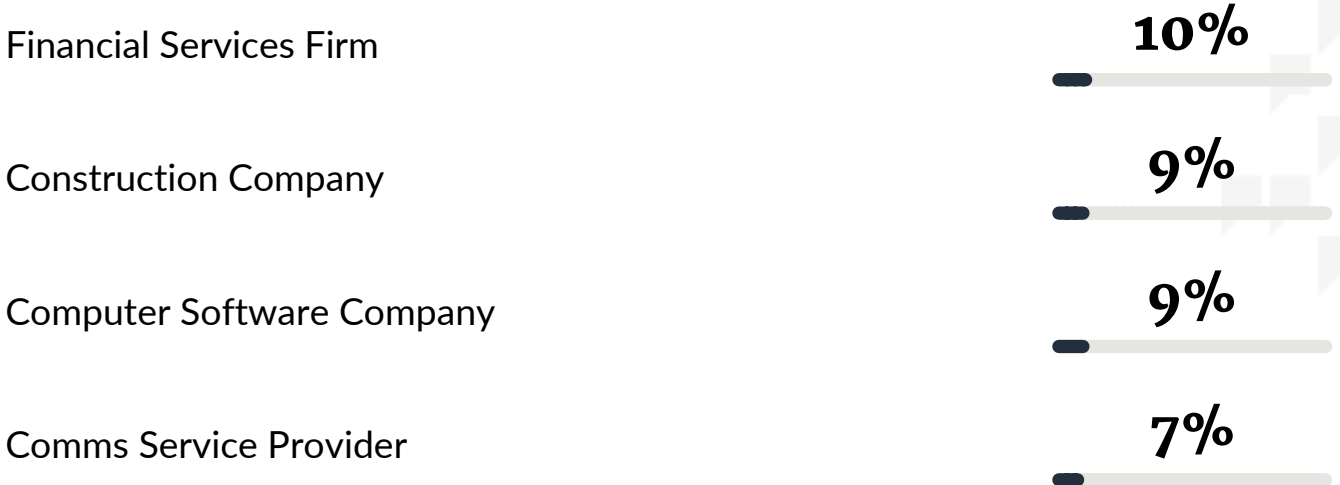
Matheus Paschoalin

Account Executive (Medium Business) at a computer software company with 1,001-5,000 employees

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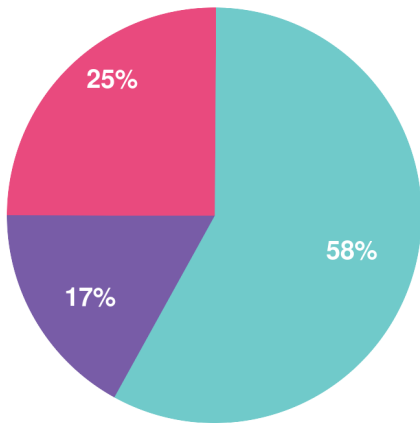
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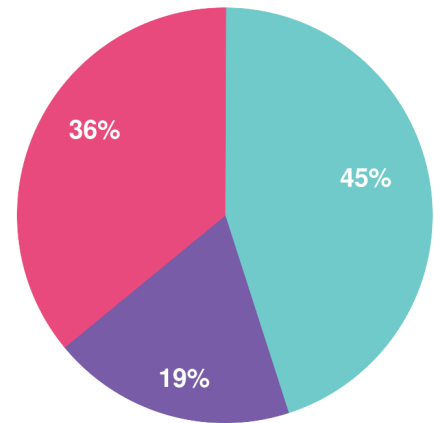


Company Size

by reviewers



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Large Enterprise Midsize Enterprise Small Business

About this buyer's guide

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- Your industry
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- Which solutions you're already considering

The customized report will include recommendations for you based on what other people like you are using and researching.

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