

CASE STUDY



Gong increased the speed of monthly commission calculations by 60x.



“

I love CaptivateIQ. I have been very impressed with the product road map and enhancements. We can make changes ourselves with ease. Our small but mighty team also has been able to cut down significantly on compensation errors.



Michael D.
Senior Manager of Revenue Operations, Gong.

Highlights

Client

Gong helps businesses generate more revenue with its awardwinning Revenue Intelligence Platform. The technology captures and understands every customer interaction—then delivers data-led insights that empower them to make better decisions.

More than 900 innovative companies, including AutoDesk, Service Titan, KeepTruckin, Pinterest, LinkedIn, Hubspot and Drift trust Gong to power their customer reality.

Challenges

- Calculating and paying sales commissions becoming a growing burden as company scales at pace
- Wasting hours of expensive sales ops resource on manual, tiresome tasks
- Eliminating the threat of errors and risk to staff turnover
- Feeling the strain of executing plans, one by one
- Lacking the reporting function to keep everyone on the team informed

Solution

CaptivateIQ transforms Gong's sales commission process with a platform that includes:

- End-to-end automation of calculating and running payments
- Seamless integration with Salesforce
- Facility to simply layer on different commission rules
- Flexibility to quickly add new users and plans
- Detailed, customized statements created in moments
- Extra-mile support from exceptionally skilled solutions team

Results

- 60x faster to calculate and run monthly payments
- Errors all but eliminated
- 3x growth in sales team

