

Cost %



Reducing Support Costs by 80% With Gainsight Community and Salesforce Integration | KaseSync

THE CUSTOMER

The customer is a US-based SaaS organization with over 5,000 employees, providing enterprise-grade software solutions to a global customer base. They build enterprise-grade software that helps businesses manage complex processes and improve collaboration, efficiency, and performance. Known for scalable and reliable solutions, the company enables teams to work smarter, innovate faster, and adapt quickly to changing business needs.

THE CONTEXT

The customer leveraged Gainsight Community as a self-service hub and Salesforce Service Cloud as their primary support system. However, the lack of integration between these platforms led to inefficiencies in case management, fragmented user experiences, and increased dependency on support agents. To address these challenges, they sought a unified solution that could seamlessly connect their community and support ecosystem while optimizing operational efficiency.

THE OBJECTIVE

The customer aimed to build a unified, scalable support ecosystem that removes silos between community and support functions. The focus was to connect self-service with assisted support, allowing users to raise and manage cases within the community. They sought to give support teams full visibility into customer interactions while improving operational efficiency.

HIGHLIGHTS



35% Reduction in Case Volume



80% Reduction in Support Costs



Increase in Support Efficiency



Improvement in Customer Engagement

THE SOLUTION

We implemented KaseSync, a community support integration solution, to overcome these challenges. Here's what it delivered:



Unified Community-Support Integration

KaseSync enabled seamless integration between Gainsight Community and Salesforce Service Cloud, allowing users to raise and track cases directly within the community.



Bi-Directional Case & Data Sync

Real-time synchronization ensured that case updates, comments, and user data were consistently reflected across both platforms, improving visibility and collaboration.



Intelligent Case Deflection

Community-driven support helped reduce repetitive queries, cut unnecessary case creation, and kept support leaner and less dependent on additional licenses.



Automated Case Lifecycle Management

Automation streamlined case creation, routing, and updates, eliminating manual effort and accelerating response times.



Custom Case Forms & Workflows

Tailored case forms and routing logic ensured that cases were categorized and assigned efficiently based on product lines and issue types.

THE OUTCOME

The Gainsight Community integration with Salesforce Service Cloud, powered by KaseSync, created a unified support ecosystem that connected self-service and assisted support. Users could raise and manage cases without leaving the community, while support teams gained complete visibility into customer interactions. This transformation led to faster resolutions, reduced operational overhead, and a more seamless and engaging customer experience.

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