

At a Glance

CommonLit is a nonprofit dedicated to providing a research-based literacy curriculum, assessments, implementation support and professional development for teachers across the country.

The company needed a scalable operational framework that would unify customer data, standardize workflows, improve visibility, and reduce the administrative burden on account managers.

“Even with the complexity of our build and several moving pieces throughout the implementation, nCloud Integrators helped us successfully launch Gainsight within just a few months. The team guided us through onboarding workflows, success plans, lifecycle tracking, and customer health capabilities with incredible support and flexibility, making sure we felt confident every step of the way.”

Rachel Bhatia
Director of District Success
CommonLit

CHALLENGES

The complexity of CommonLit’s district-based model—where implementations could span entire districts, individual schools, or select campuses—required a solution that could accurately represent relationships across multiple organizational levels. At the same time, their highly service-driven approach meant success depended on managing onboarding, implementation, and ongoing engagement, not just tracking product adoption. Renewal management added another layer of complexity, as district partnerships often lasted for years while Salesforce opportunities reset annually. The team needed a platform that could preserve the full history and continuity of each relationship while still supporting the operational workflows tied to yearly renewals.

SOLUTION

By combining deep Gainsight expertise with a strong understanding of the organization’s operational needs, nCloud translated a highly complex implementation into practical, scalable workflows. The team also invested heavily in education and enablement, helping CommonLit’s staff—many of whom were new to customer success platforms—build confidence while learning Gainsight. Throughout the project, nCloud remained flexible and collaborative, adapting in real time to challenges and creating a partnership that balanced technical expertise with the client’s deep knowledge of their customers and mission.

RESULTS

1 Rapid Time-to-Value

With nCloud Integrators’ guidance, the organization successfully launched Gainsight within a few months, despite a highly complex implementation. The team quickly adopted key capabilities such as onboarding workflows, success plans, lifecycle tracking, and customer health management.

2 Greater Team Efficiency

Centralized visibility and standardized processes reduced manual work and created greater consistency across account managers. CTAs and success plans lowered the mental burden of tracking partner activities, making it easier to identify priorities.

3 Elevated Customer Success Maturity

With improved visibility, preserved relationship history, and a foundation for future automation and health scoring, the team is now positioned to scale engagement more proactively and strategically.



Gainsight
Implementation



Data Integration
& Process
Automation



Customer
Success Strategy
& Best Practices