

Gong

Overview

Connecting Gong to Alchemer Voice lets you automatically ingest and analyze your customer and prospect calls, so you can capture high-quality insights from every recorded conversation.

Alchemer Voice extracts key snippets from Gong call recordings, matches them to product topics, pain points, and feature requests, and links them directly to your accounts, opportunities, and contacts. This helps product, customer success, and go-to-market teams base decisions on first-hand evidence rather than on summaries or memory.

The Gong integration is available as a core Alchemer Voice feature. Many customers connect both Gong and their CRM to build a complete feedback loop that runs from call to action.

Who this is for

Connecting Gong is useful for product managers, product marketing, customer success, sales leaders, product teams, and anyone who wants to automate the work of collecting and acting on voice-of-customer feedback from meetings and demos. It is commonly used by B2B SaaS teams that already record calls in Gong and want to strengthen their product and customer research.

What you can do with the Gong integration

- Ingest new and historical calls from Gong into Alchemer Voice automatically.
- Transcribe and analyze every conversation, extracting actionable insights, pain points, product feedback, objections, and requests.
- Enrich Gong call transcripts with CRM data, such as account and opportunity, for better context.
- Jump from a Gong call to supporting insights in Alchemer Voice, and link back to the original conversation for evidence.
- Segment insights by persona, segment, stage, or any CRM field synced by Alchemer Voice.
- Identify themes, trends, untracked needs, and competitive mentions at scale.
- Power automated workflows, such as alerting product managers when high-impact issues surface in customer calls.

Before you start

To connect Gong to Alchemer Voice, you will need:

- An Alchemer Voice plan that includes call ingest and analysis.
- Alchemer Voice Admin privileges
- Gong Admin privileges, or help from your technical Gong admin.
- Calls recorded and available in your Gong workspace.
- Optionally, Alchemer Voice connected to your CRM, such as Salesforce or HubSpot, for

account and opportunity syncing.

How it works

- You connect Alchemer Voice to Gong through a secure, one-click OAuth process in the Alchemer Voice connection settings.
- Alchemer Voice regularly fetches new calls, and historical calls if you choose.
- Alchemer Voice automatically parses each transcript into insights, highlighting pain points, feature requests, product feedback, competitive intelligence, and more.
- Insights are enriched with CRM metadata, such as account, opportunity, and deal status, and can be filtered and searched for research, roadmap validation, and workflow triggers.
- Each insight links back to the original Gong call, so you can always audit or share first-hand evidence.
- Alchemer Voice keeps ingesting calls and updating insights over time.

Set up the Gong integration

Connecting Gong takes only a few minutes:

1. In Alchemer Voice, go to Admin and open Connections.
2. In the Gong section, click Connect.
3. Authenticate with your Gong admin credentials and approve the access that Alchemer Voice requests.
4. Alchemer Voice begins importing calls.

You can pause or disconnect Gong at any time in the connection settings.

Common use cases

Use case	How it works
Build an always-current database of product feedback	Every Gong call is transcribed and parsed, surfacing requests and pain points so feedback is no longer missed.
Validate roadmap ideas with direct customer quotes	Filter insights by topic or request, jump to the supporting Gong call, and export evidence for workshops.
Monitor competitor mentions automatically	Alchemer Voice detects and clusters competitive discussion in your Gong calls so you can track emerging threats.
Reduce manual research effort	Product, UX, and CX teams search for any term or request in Alchemer Voice and instantly get relevant call evidence.

Use case	How it works
Trigger workflows on key phrases	Set up notifications, assign action items, or push insights to tools such as Jira or Slack when sensitive issues arise in calls.

FAQs

Will Alchemer Voice change my data in Gong?

No. Alchemer Voice only reads call and transcript data. It never writes to or modifies anything in Gong.

Do I need a seat for each Alchemer Voice user in Gong?

No. Alchemer Voice connects at the workspace level and pulls data as permitted by your Gong subscription.

How often does Alchemer Voice import calls?

Alchemer Voice fetches new calls every few minutes.

Can I import historical calls?

Yes. Alchemer Voice can bulk import historical calls.

How does the Gong integration work with my CRM?

If you have connected Salesforce or HubSpot, calls and insights are automatically mapped to matching accounts, opportunities, and contacts.

How is my data kept secure?

All data is read through encrypted APIs, and Alchemer Voice operates under strict security and privacy policies (see the [Alchemer Trust Center](#) for details).

Can I combine Gong, CRM, email, and support tickets in Alchemer Voice?

Yes. Many teams use Alchemer Voice as a single source of truth for all customer conversations, regardless of channel.

Will insights from Gong appear in the Alchemer Voice research and reporting features?

Yes. Insights from Gong calls are analyzed and available across all Alchemer Voice research, reporting, and validation features.

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