01 — DECISION BRIEF

Gong records the work. Attention puts it to work.

A short case for an AI-native conversation layer that updates the CRM, coaches the team, drafts the follow-up, and answers the next revenue question.

A concise head-to-head on platform fit, automated action, customization, and the outcomes reported by teams that moved from Gong to Attention.

02 — THE FIT

Both platforms can act.

The difference is context.

Gong can take action on transcripts. Attention differentiates by understanding the context across the entire pipeline and the full history inside each individual deal.

THE CORE DISTINCTION

Attention connects what happened in one conversation to what is happening across every deal.

DECISION	GONG	ATTENTION
Transcript action	CRM autofill, follow-ups, coaching, custom agents, and workflow execution	CRM autofill, follow-ups, coaching, custom agents, and workflow execution
Across every deal	Broad revenue applications and analytics inside the Gong platform	Contextual analysis across calls, deals, reps, CRM data, and recurring pipeline patterns
Inside one deal	Account and deal insights grounded in Gong activity data	Full deal-lifecycle context, including how stakeholders, objections, risks, and next steps evolve over time
MCP-first teams	Current MCP exposes read-only insights for an account, deal, or brief	MCP spans 15 functional groups across search, analysis, raw retrieval, configuration, and permissioned actions

03 — WHERE ATTENTION WINS

The edge is context that compounds.

Gong can act on transcripts. Attention is designed to understand the full revenue motion, from patterns across every deal to the evolving context inside one opportunity.

01

Pipeline-wide context

Ask what objections, competitors, risks, and winning behaviors are recurring across the full book of business.

02

Deal-level depth

Understand how stakeholders, commitments, objections, and momentum change across every conversation in one deal.

03

Connected intelligence

Reason across call content, CRM context, custom fields, scorecards, and the team's own operating methodology.

04

MCP-first execution

Give AI teams a broad, permissioned surface for search, analysis, raw retrieval, configuration, and action.

Comparison focus: organization-wide and deal-level context, plus the documented API and MCP surfaces available to AI-first teams.

04 — CUSTOMER PROOF

The pattern is consistent.

Less platform bulk. More usable intelligence. A partner that adapts to the operating motion.

01

“Gong came with a lot of bulk, features we didn’t need or use regularly. We wanted something leaner and more focused on what really mattered.”

Ted Bennett

Head of Sales, Metaplane

3–4 HOURS SAVED PER REP, PER WEEK

attention.com/customers/metaplane

02

“As Gong transitioned more and more into a full service platform, its specific revenue and conversation intelligence capabilities became probably less of a priority.”

Saahil Bijlani

Sr. Revenue Enablement Manager, Tracksuit

15–20 LEADERSHIP HOURS SAVED PER WEEK

attention.com/customers/tracksuit

03

“We needed a partner who could move with us, not hold us back.”

Jeremy von Halle

VP Revenue Operations, Abridge

CUSTOM PROMPTS ACROSS CONVERSATIONS

attention.com/customers/abridge

05 — THE DECISION

For an MCP-first team, Attention is the better fit.

The choice is not action versus inaction. It is whether AI gets a narrow product surface or the contextual depth and operating access needed to work across the revenue organization.

CHOOSE ATTENTION WHEN

- Leaders need context across every deal, not only summaries of individual calls
- Teams need the full history and changing dynamics inside each opportunity
- AI workflows must search, analyze, retrieve, configure, and act through MCP
- The revenue system should be designed around MCP-first operating patterns

GONG'S ADVANTAGE

Breadth and installed scale.

A broad Revenue AI OS, 5,000+ customers, and 300+ integrations.

WHY AI-FORWARD BUYERS LEAN ATTENTION

Gong's product agents can take action. Its documented MCP is narrower and read-only.

Attention was designed for MCP-first teams: 15 functional groups spanning cross-deal analysis, deal-level context, raw call retrieval, scorecard configuration, CRM controls, and permissioned actions.

Sources: gong.io/platform · help.gong.io/docs/about-gong-mcp-server · docs.attention.com/mcp/overview