glean | webflow

Webflow introduces Glean's AI-powered search to unlock crucial insights & boost employee efficiency

65%
Of Webflow employees regularly leverage Glean for knowledge discovery

300+
***Hours collectively saved monthly using Glean search to uncover critical information**

3x
Return on investment from the time collectively saved by leveraging Glean

*Savings calculated using data captured within anonymized surveys, where users self-reported average estimates of time saved per query

About Webflow

Webflow is the leading visual development platform for building powerful websites without writing code. By combining modern web development technologies into one platform, Webflow enables people to build websites visually, saving engineering time, while clean code seamlessly generates in the background. From independent designers and creative agencies to Fortune 500 companies, millions worldwide use Webflow to be more nimble, creative, and collaborative. Learn more at webflow.com.

The challenge

After a period of hypergrowth, Webflow faced challenges around information and data sprawl. Employees struggled to find content within their ecosystem, and though their everyday tools provided mediocre search functionalities, they had no system in place to interlink the critical information within them. As a result, knowledge was siloed and fragmented.

When valuable insights needed to be retrieved, employees had to search each system manually, making finding necessary content a productivity hindrance. Additionally, a lack of universally adopted organizational structures only exacerbated this challenge. Essential tools like Slack, Google Drive, and Atlassian were superb for creating and documenting crucial insights but had varying success when surfacing them.

An influx of data and lack of a centralized search tool also led to an abundance of outdated information, which caused productivity to dip further and employee frustrations to rise. With more growth on the horizon, it was evident that Webflow needed a solution to unify its organizational knowledge and boost productivity.

The solution

Sitting at the core of Webflow's tech stack, Glean connected 20+ different sources, centralized and streamlined access to information, and significantly improved their content and data sprawl challenges. Regardless of where the information originated or which organizational structure was utilized, Glean made it easy to surface relevant and personalized knowledge.

> " In my previous roles, I looked at and tried out tools that said they could handle enterprise search, both on-prem and Saas-based, but nothing worked. So, I was skeptical at first. However, Glean quickly proved that my skepticism was invalid. "
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> **Casey Carlton**
> Director of IT & Business Tech, Webflow

The enhanced access to information enabled Webflow's workforce to work more efficiently toward tasks and eliminated the need for lengthy search cycles. **"What makes Glean's search functionality so incredible is its ability to index Slack, Zendesk, Jira, Confluence, Google Drive, etc., all at once,"** shared Steve Rouse, Technical Customer Support Specialist at Webflow. **"With ticket work specifically, Glean allows me to quickly uncover insights buried within older Slack messages and Zendesk so that I can tackle needs even faster. I love it!"**

Ultimately Glean allowed Webflow to manage knowledge more efficiently so that all members of their workforce could benefit from crucial business insights. Furthermore, employees could continue working within their preferred tools, as they were used to, without fear of losing vital information in the void.

An improved onboarding experience

By addressing the challenges of scattered data and information across multiple platforms, Glean significantly improved Webflow's new hire onboarding experience. Previous new hires spent significant time searching for information to get up to speed but lacked the infrastructure to do so efficiently.

"There was so much institutional knowledge saved in Drive docs in particular, that within my first week, I found myself trying to frantically find documents, finding them, but then closing the tab and struggling to find them again," said Michael Bassani, IT Ops and Productivity Manager at Webflow. **"I tried to bookmark nearly everything I could, but it was just not a sustainable way to look up information. Post Glean, my ability to actually find documents within Google Drive immensely improved."** By centralizing knowledge, new hires could become productive members of the team in less time.

> "
> I went from not knowing what Glean was when I joined Webflow to not being able to imagine what it's like to work without it. Plus, from an administration standpoint, I have to spend very little time, if any maintaining Glean, which is a great bonus.
> "
>
> **Michael Bassani**
> IT Ops & Productivity Manager, Webflow

The improved onboarding experience also reduced new hires' reliance on more tenured employees for guidance. Before Glean, they often sought assistance from their colleagues to locate essential information, detracting from the time more experienced team members had to focus on their tasks at hand. With Glean's dynamic AI-powered search, new employees were empowered to find the resources they needed independently, which allowed tenured employees to focus on driving business goals forward.

Ultimately Glean gave new Webflow employees the ability to take charge of their onboarding experience and empowered them to jump into their new roles even faster, further increasing productivity across the organization.

Security and permission governance

Though initially purchased to improve content and data sprawl, Glean also indirectly impacted Webflow's permissions and security in a positive way. Since Glean respects each tool's native permissions, users are only shown documents and sources that they've previously been permitted to access.

As an unexpected but added benefit, Glean provided a single view into all security and permissions across Webflow's documentation. **"Without a concrete governance system in practice, and especially during periods of rapid growth, there's a lot of room for human error around content permissions,"** shared Casey Carlton, Director of IT and Business Technology at Webflow. **"Glean allowed us to quickly and easily gain visibility into permission settings for documents across the entire organization. It would have been near impossible to get the same insights without it."** Ultimately Glean simplified knowledge discovery across the entire Webflow organization and enhanced their ability to identify potential risks as they scaled.

What's next

IT leaders at Webflow anchor around a simple mission to "provide the best tech experience for everyone." Within this mission, they prioritize innovation and execution, while placing extra emphasis on everyone. They aim for tools to be universally valued, not just by specific departments. Glean supports this mission and is a beloved tool by over 60% of Webflow employees. However, their goal is to boost adoption rates even further. **"Like any new tool, building that new habit and muscle for employees takes effort. I'm happy with our numbers now, but in a year from now, I'd love to see us at a 95% adoption rate instead,"** said Carlton.

About Glean

Glean searches across all your company's apps to help you find exactly what you need and discover the things you should know. Powered by next-generation AI, Glean delivers highly personalized results based on who you are, what you're working on, and who you're working with. With Glean, new hires onboard faster and employees quickly find the answers they need— or the people who can help. Glean is easy to use and ready to go: setup is quick and doesn't require professional services or manual fine-tuning.

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