

Airtable's Embedded Learning + AI Model

A “Learning Everywhere” Playbook



KEVIN DUNN
SENIOR MANAGER,
EDUCATION & COMMUNITY,
AIRTABLE

Welcome to Your “Learning Everywhere” Playbook

You’ve seen them—those stat-packed, feature-focused case studies that show results but skip the how. Or maybe it’s the theoretical frameworks that sound great in one slide, but don’t reflect the day-to-day of a lean CE team juggling onboarding, activation, and proving value with one eye on the roadmap.

In Customer Education, no two teams look alike. Some are early-stage, some are decentralized, some are scaling fast. But what they all share is this: lessons to learn from each other.

That’s what this playbook is.

It’s a real look at how Airtable is adapting to the “learning everywhere” era—where education isn’t a destination, it’s embedded in the moments that matter most.

Education is Everywhere

- **CE now spans countless channels, formats, and touchpoints.**
 - **53%** contribute to help centers
 - **86%** design onboarding programs
 - **28%** manage communities
- **Education isn’t confined to a single platform anymore.**
- **The days of the LMS being the sole home for learning are long gone.**

CE is Embedded Across Functions

- **The siloed idea of CE no longer reflects reality**
 - **30%** report to Customer Success
 - **15%** report to Customer Enablement
 - **8%** report to Marketing, Product, or Professional Services
- **Education pros aren’t just “educators” anymore**
- It doesn’t just matter what team we sit on, but **what outcomes does the business need us to drive?**

Airtable especially focuses on the deep tie between Customer Education and Community—because after all, aren't they both trying to get to the same thing? Less churn, faster time to value, and ultimately, more revenue.

It's how they're putting CE at the center of post-sale outcomes, influencing metrics the C-suite cares about.

You'll find behind-the-scenes decisions, learning curves, implementation strategies, and even mistakes. And for every lesson learned, we've included "How You Could Do This" guides to help you apply the logic—not the logo—to your own reality.

So, I'll let their story do the talking. Then, use this playbook to shape your own.



CAROLINE VAN DYKE
HEAD OF CONTENT,
SKILLJAR BY GAINSIGHT



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Meet Your Learning Architect: Kevin Dunn of Airtable

Kevin Dunn leads the Education and Community function at Airtable, where the goal isn't to crank out content—it's to create a new operating model for education.

In just 75 days, his team launched more than 30 courses across six learning paths and introduced three certifications. But those numbers, while impressive, aren't what set Airtable apart.



The real story is how they structured it all to feel cohesive, learner-driven, and undeniably useful.

“We’re not here to pump out content. We’re here to create momentum. The learner’s next action should always connect back to real business value.”

KEVIN DUNN
SENIOR MANAGER, EDUCATION & COMMUNITY,
AIRTABLE

His approach combines product knowledge with community insight—and an operational mindset that’s obsessed with removing friction. Ultimately, he focuses on three key buckets for us in his playbook:



Unified Digital Experience

- Consistent cross-promotion between programs
- Shared infrastructure across templates, tools, and resources
- Strategic gating, incentivization, and programs access



AI Implementation

- Templatize your prompts for consistent, high-quality outputs
- Extend your AI use-cases beyond just the obvious
- Target and reduce/eliminate your program’s ‘invisible labor’



Reporting Framework

- Lead with leading indicators
- (proactive signals > passive results)
- Streamline analysis and comms with a reporting framework
- Diagnose and optimize around your ‘weak points’

Let’s see what that looks like in practice.

1. From Launch to Loop: Building a Continuous Learning System

When Airtable launched their Academy, it wasn't a "set it and forget it" experience. Every course was designed to be the start of a conversation—not the end of one.

Their model creates a feedback loop between learning and community: after completing a course, learners are prompted to jump into a related discussion thread in the Airtable Community. From there, real questions surface, new content ideas emerge, and users support each other in ways a static course never could.

"We're super consistent and adamant about cross-promotion between the Academy and Community."— Kevin Dunn

Airtable's TL;DR Learning Loop

Step	What Happens
1	Learner completes a course
2	Follow-up thread launches in Community
3	Learners ask questions, share use cases
4	Team reviews feedback and identifies gaps
5	New content is created and added back to the loop

How You Could Apply This

- 1 Add a community link to every course wrap-up email—whether it be to a relevant thread, user group, or event series. Make it feel like the next step, not a detour.
- 2 Use course feedback to seed discussion threads and inform your community content calendar (e.g., "What was unclear in this module?").
- 3 Assign a team member to manage course-to-community handoffs—this loop only works if someone owns it.

2. One Team, One Motion: Blending Community and Academy

At Airtable, Education and Community don't operate as two separate tracks—they function as one unified system under Customer Success. That decision wasn't accidental. It's one of the biggest reasons the team moves fast without getting lost in red tape.

By structuring for **outcomes** instead of org chart legacy, they've created clarity across functions. No bottlenecks, no “who owns what?” hand-wringing. Just one learning motion that spans self-serve, human touch, and peer support.

“Community drives the questions. Academy builds the answers. And then it cycles.”

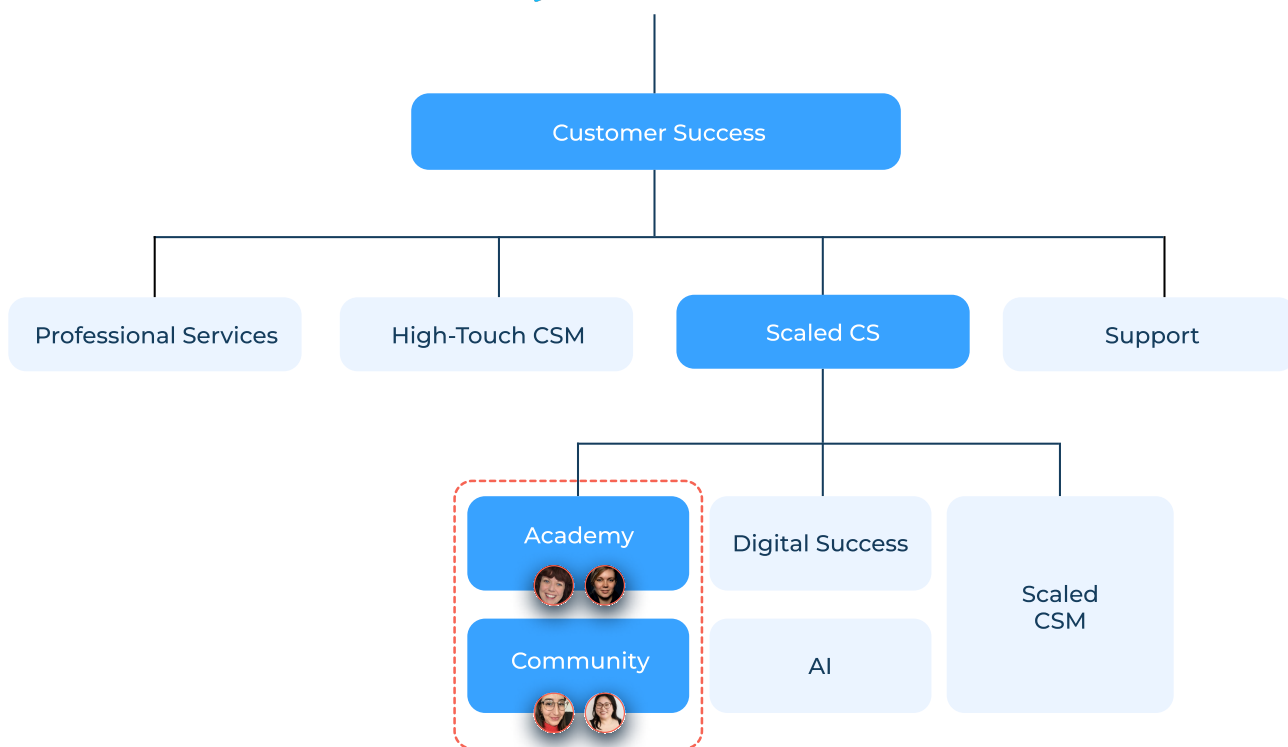
This approach also flips a traditional CE pain point—content ownership—on its head. Since the entire team is focused on shared outcomes like onboarding, certification, and adoption, collaboration becomes natural. Content creation becomes faster. Feedback loops get tighter.

And best of all? Learners feel it. They get the right content, at the right time, in the right place—without having to navigate disconnected systems.

Airtable's Unified Learning Org

Function	Focus	Role in Learning Motion
Academy	Structured, scalable training	Builds paths, certifications, and core content
Community	Peer support + insights	Seeds ideas, extends learning conversations
Support	Customer help + triage	Uses courses and community to contain tickets + align docs
CS / Services	Strategic enablement	Reinforces learning through 1:1 and scaled touchpoints

CEd & Community at



This isn't just a well-oiled machine—it's a forward-thinking blueprint. Because when you organize around what learners need, not what team owns it, you make it possible to move fast and stay relevant.

How You Could Apply This

- 1 Break the “Docs vs. Academy” model. Align teams by customer lifecycle stages instead.
- 2 Build one content calendar across Community, Academy, and Support—even if you use separate tools and then build toward one ecosystem.
- 3 Create shared metrics—certifications earned, onboarding time, NPS tied to education—so no one's working in a vacuum.
- 4 Run a monthly “Content Cycle” meeting to turn support and community input into learning priorities.

3. AI as Infrastructure: Scaling Without the Stress

Let's be clear: Airtable didn't spin up an "AI task force." They didn't create a new initiative. They just embedded AI into the work they were already doing—quietly, efficiently, and with structure.

The result? Their small-but-mighty team can do more without burning out.

"We don't need a dedicated AI team. We just needed better workflows."
— Kevin Dunn

AI supports their learning ops like plumbing—built-in, not bolted on. From drafting course outlines to analyzing feedback to scaling voiceovers, it's part of how Airtable keeps content fresh and learners moving.

How Airtable Operationalizes AI

Use Case	Workflow
Course Creation	SME Zoom call → Transcript → Prompted GPT outline → SME review
Voiceover at Scale	Course scripts → ElevenLabs → Audio narration → Uploaded into Skilljar
CSAT Feedback Triage	Airtable logs → Airtable AI review → Flagged sentiment and suggested triage
In-App Help (Formulas)	AI natively in Airtable guides users inside the product itself—no course required

Prompts You Can Copy and Paste

Turn SME Transcript into Course Outline

You're a learning designer. Use this transcript to extract:

- Key instructional points
- Why it matters to the user
- How it works (workflow-level detail)

Avoid making up information not directly stated.

Generate Knowledge Checks from Transcript

You're creating assessment questions. Use only this course transcript to create 3 multiple-choice questions per module. Include the correct answer and explanation. Do not use external knowledge.

Create Fictional Use Case Companies

You are a curriculum designer. Generate realistic fictional companies that reflect actual customer use cases for [product feature or industry]. Include:

- Company name (no cliches)
- Industry and size
- Department using the product
- Specific pain point or workflow

How You Could Apply This

- 1 Start with your SME transcripts. Feed them into structured prompts instead of starting from scratch.
- 2 Templatize your prompts. Keep a living doc for your team so AI workflows become second nature and their outputs remain consistent.
- 3 Prioritize tasks that take the most time, yet don't require your strategic oversight. Think: invisible labor that could be automated. Whether it's triaging feedback or building assessments—let AI handle the busywork so your team can focus on strategy.
- 4 Don't overengineer it. Focus on opportunities that yield high impact but require a relatively low lift to implement.

4. Metrics That Matter: Turning Learning Into Business Outcomes

You can't talk strategy without talking metrics. At Airtable, success isn't defined by course completion—it's defined by impact.

They use a mix of leading and lagging indicators to measure effectiveness from content creation all the way to revenue influence.

Your numbers could be pure luck if you don't master your leading indicators.

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SENIOR MANAGER, EDUCATION & COMMUNITY
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Airtable's Unified Learning Org

Academy	Academy	Example Metric	Why It Matters
Creator Capacity	Leading	# of new courses launched	Signals team velocity
Learner Sentiment	Leading	CSAT on course experience	Early audience alignment check
Engagement	Leading	Completion + repeat visits	Validates relevance
Credential Growth	Leading	Certifications issued	Reflects learner value
Business Impact	Leading	NDR, feature usage	Connects to revenue growth

And when Airtable used their own template, here's what they saw:

- ✓ 15–16% lift in NDR among certified users
- ✓ 20–25% increase in feature usage post-certification
- ✓ 42% of TAM actively engaging with education or community

How You Could Apply This

- 1 **Build a dashboard** with leading + lagging indicators tied to learner flow.
- 2 **Highlight 1–2 impact metrics** in every exec update—make CE part of the business narrative.
- 3 **Track what your learners do next**, not just what they click.

Here's a metrics triage cheat sheet template directly from Airtable's playbook:

CREATOR CAPACITY	LEARNER SENTIMENT	LEARNER EXPERIENCE	CREDS GROWTH	BUSINESS IMPACT
<p>(1) Collaborate (and share content creation work) with your SMEs.</p> <p>(2) Run a clear, objective prioritization process for each content sprint.</p> <p>(3) Create content with modular design principles for reuse.</p> <p>(4) Outsource non-core tasks—like video production.</p>	<p>(1) Implement post-training surveys (NPS, CSAT) to capture sentiment.</p> <p>(2) Optimize for short-form and deliver content in small, digestible chunks.</p> <p>(3) Organize and bundle content by persona, role, JTBD, outcome, etc.</p> <p>(4) Recognize and reward learners and gamify; mark milestones.</p>	<p>(1) Simplify the onboarding process and “where do I start?” flow.</p> <p>(2) Cater to diverse learning preferences and go multimodal.</p> <p>(3) Prioritize content maintenance equally with net-new creation.</p> <p>(4) Incorporate real-world, practical examples throughout the content.</p>	<p>(1) Enable customer-facing teams to be your biggest promo/distro channel.</p> <p>(2) Make your awards shareable online; track a hashtag and engage.</p> <p>(3) Right-size your credential with high- vs. low-stakes experiences.</p> <p>(4) Streamline, simplify, and clarify your recertification process for learners.</p>	<p>(1) Define the architecture design for linking EDU to core business data.</p> <p>(2) Prioritize “leaky buckets” in your leading KPIs to improve lagging KPIs.</p> <p>(3) Expand touchpoints and embed EDU across the full customer journey.</p> <p>(4) Think XFN for impact analysis: demand gen, new biz, ticket deflect.</p>

Airtable's Innovation Kit: Final Tactics Worth Stealing

Airtable didn't just launch an Academy—they kept building smarter ways to connect content, AI, and user behavior into a full-circle experience.

Quick Wins That Stick

- ✓ **QuickTables:** Short-form videos covering micro-use cases (think “YouTube for workflows”)
- ✓ **Community-Led Iteration:** After learning paths launch, threads open with “What’s missing?”
- ✓ **Weekly AI Triage:** Feedback is logged, analyzed, and routed for updates
- ✓ **Embedded Everywhere:** Courses appear in CSM conversations, newsletters and emails, community threads, chatbot interactions, and more

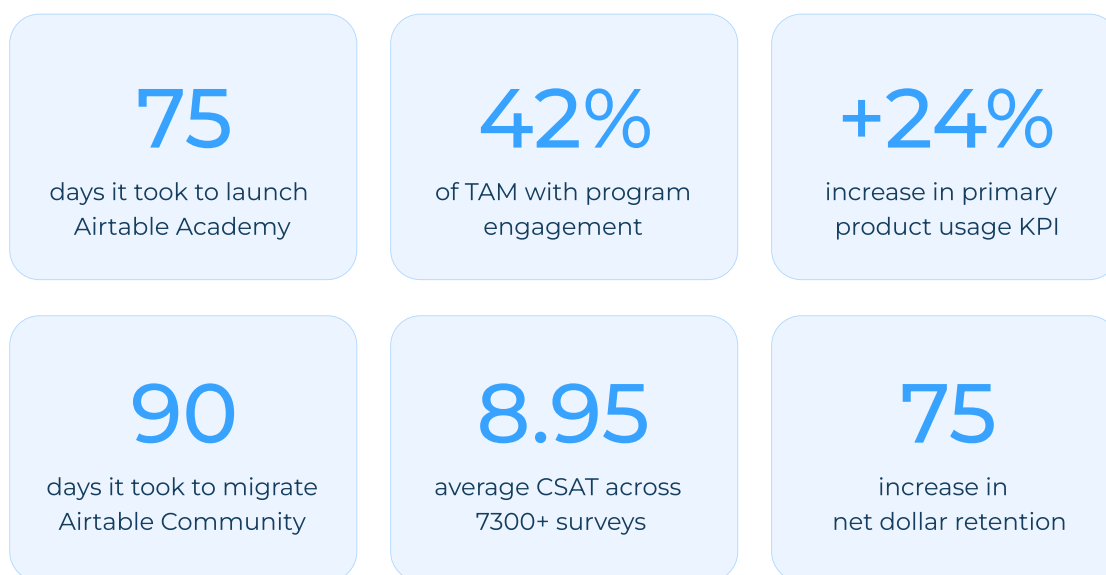
“Learning isn’t a program. It’s a persistent presence across the customer lifecycle.”



And That's a Wrap—But Don't Miss the Bigger Picture

Airtable didn't just build better courses. They built a smarter system—one that embeds learning into product adoption, connects support to education, and aligns community with strategy.

And with that? Here's their big picture wins:



When education is everywhere, it doesn't feel like a task. It feels like a helpful nudge, a relevant tip, a better way forward.

And when you can prove that learning leads to value, your seat at the table isn't up for debate.

ABOUT GAINSIGHT

Gainsight empowers businesses to drive durable growth with customer-led, product-led, and community-led strategies. Trusted by leaders like GE Digital, SAP Concur, and Box, Gainsight helps scale efficiently, boost adoption, prevent churn, and grow through renewals and expansion.

Gainsight, Inc.

350 Bay St Suite 100,
San Francisco, CA 94133
USA

Tel +1 888 623 8562
hello@gainsight.com