

GLOBAL CONSUMER ELECTRONICS FIRM OPTIMIZES WEB CHANNEL PERFORMANCE WITH MEDALLIA

CUSTOMER STATS

- Medallia customer since 2007
- Fortune 500 company

Background: One Medallia client, a global consumer electronics firm, is relentless about improving customer experience in all channels. It uses Medallia's enterprise Customer Experience Management platform across a broad variety of touchpoints, from retail stores to the website to contact centers, as well as using Medallia to power the employee survey and key partner survey.

The company's website is one of the top 30 most visited sites in the United States, and continuing to offer a great customer experience on the site is critically important to the firm. The company uses Medallia Web Experience extensively to measure and improve the customer experience the website provides. The program has several key elements:

- a post-transaction survey, which assesses the web purchase experience
- a survey that assesses the experience provided by agents staffing the 800 number dedicated to website sales
- a service and support survey, which assesses the experience of calling or emailing agents for support on webstore-specific issues
- a visitor survey, which assesses why people visit the website, what products they view and purchase, and what leads to purchase decisions

The surveys cover website customer experience across webstores operating in five countries in North America, Europe, and Asia.

Like other leading companies, this firm has succeeded by identifying best practices and following them consistently. It has implemented five best practices with Medallia, which help the company run its web operations more successfully every day. This focus has driven significant results since the client began to work with Medallia:

- 25% increase in satisfaction with online purchases
- 14% increase in likelihood to recommend the company to others
- 25% increase in overall satisfaction with problem resolution time

Here are five company practices that Medallia considers to be best practices:

1) CONDUCT DEEP-DIVE ANALYSES FOR SIGNIFICANT WEBSITE CHANGES

The company is running a large enterprise web operation, and it undertakes significant improvement initiatives over time. Given the commitment to customer experience, the firm wants to ensure each initiative launches as smoothly as possible, and that any customer experience problems are detected early—before they affect too many customers. The firm works with Medallia to do deep-dive surveys of the specific customers affected by the new changes, so it can quickly identify issues, or accelerate the deployment of successful innovations even faster. Some examples of deep-dive analyses include assessing customers' experiences with the following:

VOC PROGRAM PROFILE

- Program spans 90 countries
- Survey translated into 35 languages
- Over 1 million customers surveyed per year through the retail program alone

- a new payment program added to the website
- a new ecommerce channel, leveraging many aspects of the existing website but with some key differences
- a new class of subscription services offered by the website telesales team

2) USE TEXT MINING TO UNCOVER CUSTOMERS IN TARGETED SEGMENTS

Rather than relying only on survey responses to gather insights, the company takes action to follow up with customers who report problems in key areas of interest. It has defined a select group of words that correspond to new initiatives or key development priorities on the website. Whenever a customer writes one of those words in an open-ended response in the post-transaction survey, the Medallia system automatically creates an Alert, which is routed to experts who follow up with the customer directly for more information. In addition, any survey that rates “ease of checkout” 4 or lower generates an Alert for the Issue Resolution team, which reaches out to the customer to offer help with checkout. The company contacted more than 1,000 customers who had given low checkout scores in 2009.

3) ALIGN EMPLOYEE BEHAVIOR WITH GREAT CUSTOMER EXPERIENCES

Initially, the company compensated the telesales agents assigned to callers driven from the website based on how many items were sold per order. That resulted in various unrelated products being offered to callers, who could tell that cross-sell was the agents’ first priority. After adopting the Medallia solution, the company moved to a new system that compensates agents based on customer satisfaction, not merely items per order. Customer satisfaction—and revenue performance results—improved, with double-digit gains on nearly all agent metrics measured and a 12% overall increase in likelihood to recommend.

4) SLICE AND DICE DATA BASED ON FILTERS UNIQUE TO THE ORGANIZATION

The company’s overall survey results are rich sources of insight, but it takes its analyses one step further by slicing and dicing the data for key segments. For example, it can segment all findings in transaction surveys based on what product was purchased, how customers intend to use the product, and what influenced customers’ decision to visit the webstore. The client can also append financial data to its surveys for analysis as the need arises.

5) SURVEY A BROAD BASE OF CUSTOMERS—NOT JUST THE SQUEAKY WHEELS

Before moving to the Medallia solution, the company invited customers to a post-transaction survey from the purchase confirmation screen, where the survey link was advertised at relatively high priority on the page. Still, the response rate was only 0.5% of buyers, and the feedback tended to skew very negative, because most customers who took the survey tended to be unhappy. After switching to Medallia, the client began inviting customers to take the survey via email and increased response from 0.5% to 9%. The tenor of the comments was much more balanced, which gave a more accurate understanding of the customer experience situation and more representative data with which to evaluate improvement plans.



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