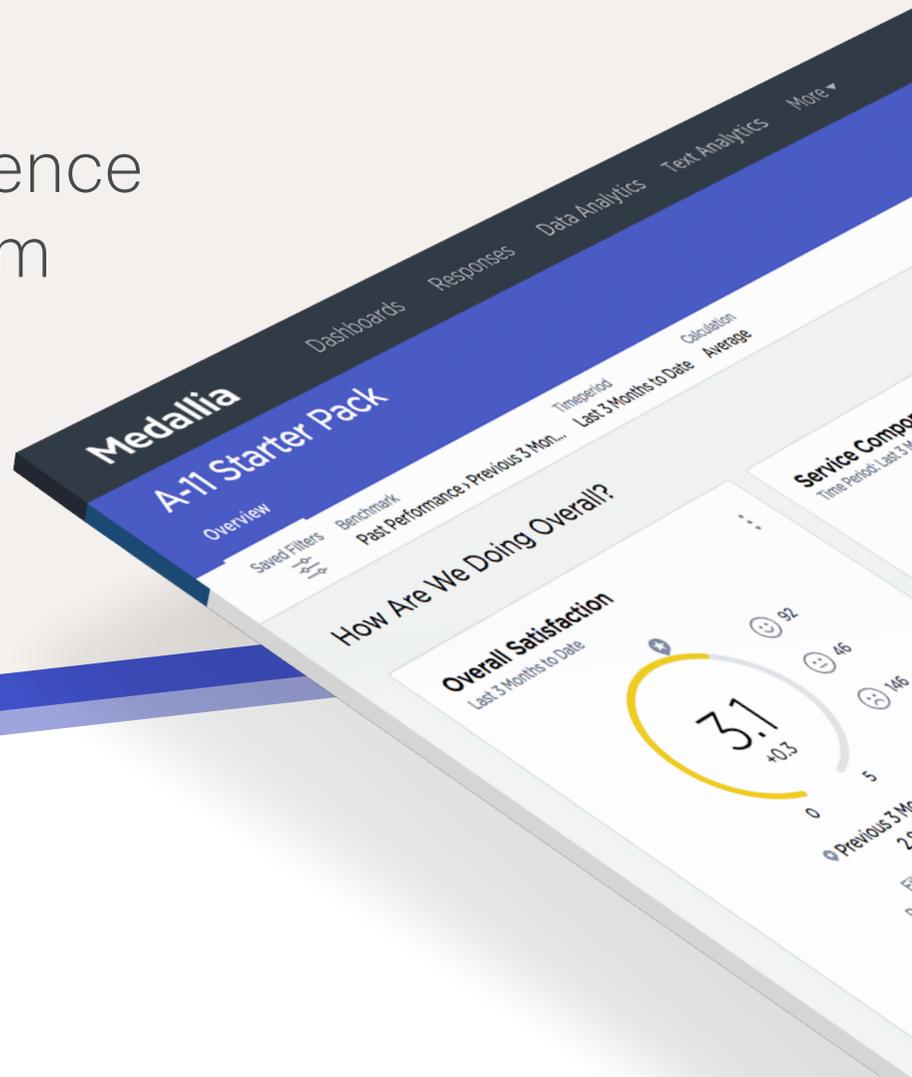


# Medallia

## Jumpstart Your Customer Experience Feedback Program

Build the best foundation for customer experience with the ease of your Government Purchase Card.



## A-11 Starter Pack

Medallia's A-11 Customer Experience Starter Pack is a custom-built technology solution that helps agencies get started quickly and easily as you embark upon your Customer Experience (CX) journey.

Designed to enable agencies to meet the requirements as outlined by OMB Circular A-11 Section 280, this out-of-the-box offering not only supports compliance efforts but also establishes a foundation for industry-proven CX best-practices in the process.

And to get started as effectively and efficiently as possible you can purchase the A-11 Starter Pack with your Government Purchase Card (GPC).

# Benefits of Medallia's A-11 Starter Pack

## Premade A-11 Survey Template

- Pre-built survey, ready for distribution, designed to the specific standards as established by OMB
- The same pre-approved survey configured for deployment on your website
- Self-service functionality to modify and distribute the survey as needed, including adding agency-specific questions and ad-hoc distribution

[Close Survey Builder](#)

### A-11 Survey Structure

It was easy to complete what I needed to do. ⋮

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

[+ Add Content](#)

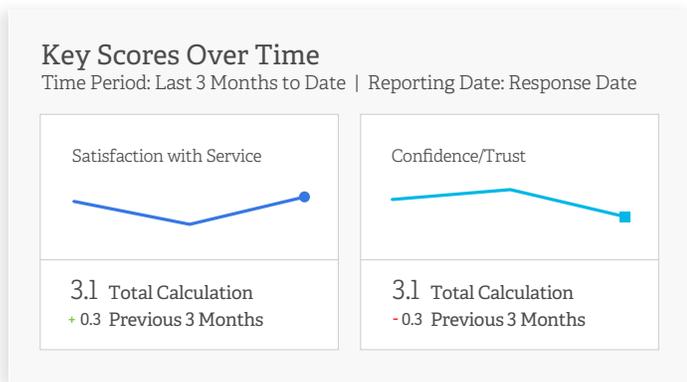
It took a reasonable amount of time to do what I needed to do. ⋮

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

I was treated fairly. ⋮

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

[Preview](#)
[Create Version](#)

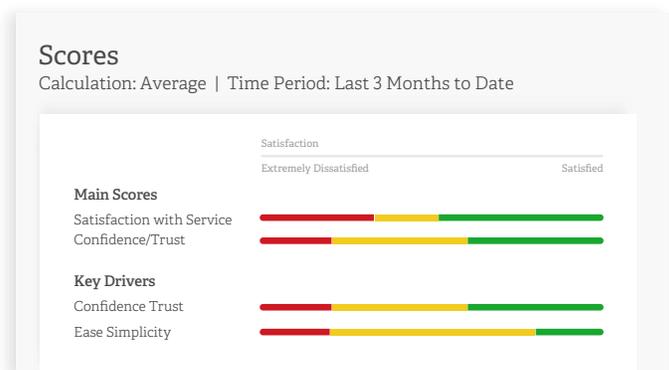


## Realtime Data Analytics

- Robust, built-in data analytics modules including distribution charts, cross-tabs, pivot tables and more
- Intuitive and configurable dashboard to review feedback results individually and in aggregate, all in real-time

## Improved Operational Performance

- Transform insights into action by making it easy to understand the "why" behind the scores
- Instantly understand the impact that changes being made are having to improve customer satisfaction and related operational metrics



# Why Use Medallia's A-11 Starter Pack

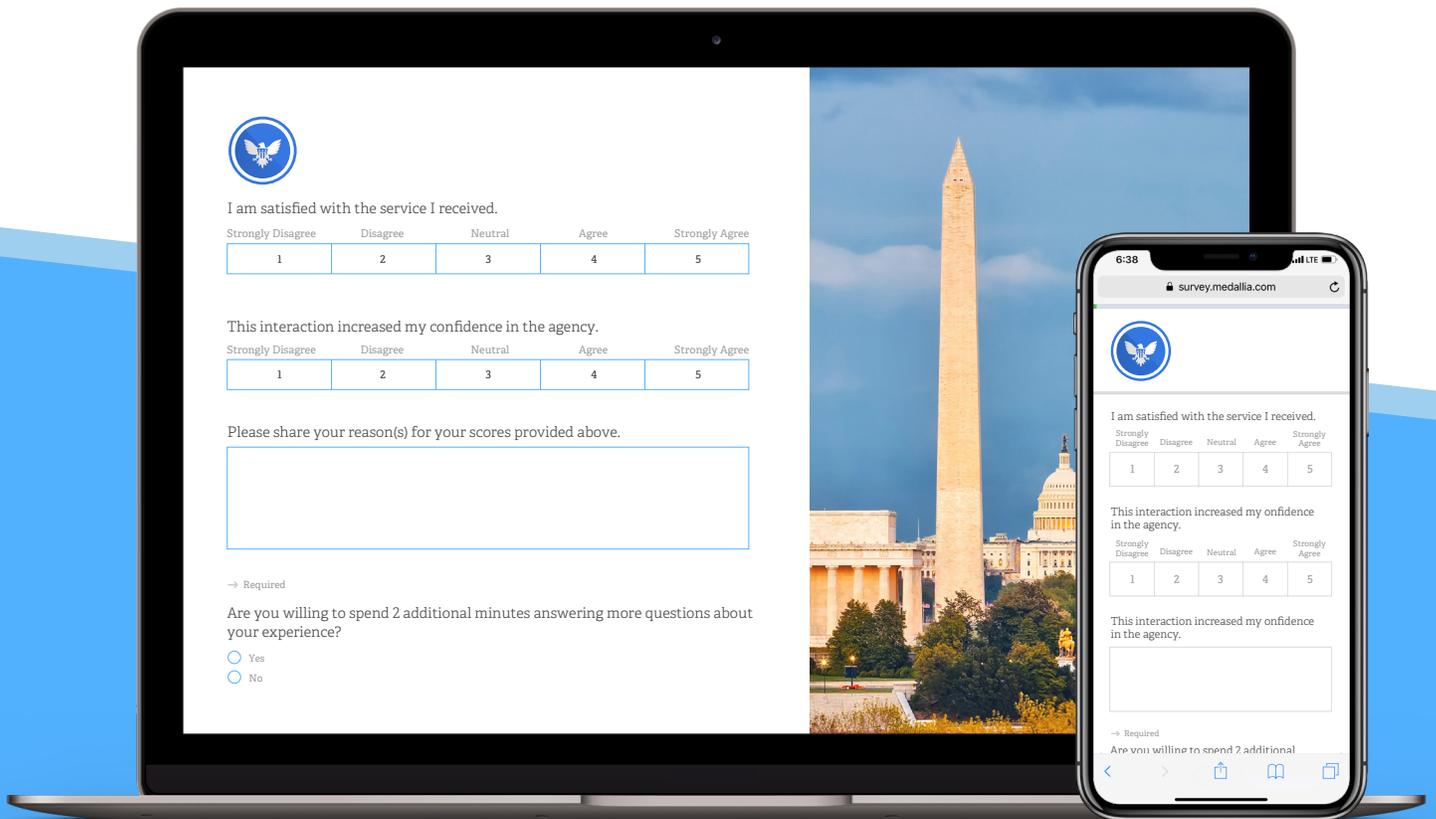
Key Components include:

**Quick and easy execution.** The A-11 Starter Pack is an off-the shelf solution, configured from Medallia's encompassing CX solution, geared at helping agencies listen to their customers and stakeholders right away.

**Compliance.** The package was developed to enable agencies to report feedback with a click of a button in accordance with OMB's CX Feedback Data Submission guidelines.

**Affordability.** We know agencies are at the beginning stages of CX transformation and don't necessarily have budget allocated to fund customer experience initiatives. As such, Medallia is making an investment to support this critical effort by offering our tailored solution at an accessible and discounted price. The pricing package was built with FAR acquisition procedures in mind and can be purchased with a GPC.

**Designed for evolution.** While this may be a starter pack, we've developed the technology to help you build a strong foundation and to grow along with you as your customer experience efforts mature.



# Optional Add-On Starter Features

## Text Analytics

Discover themes and root causes in your unstructured data, using machine learning and AI text analytics capabilities.

## Social Media Analytics

Pull customer feedback through social media channels in addition to survey data. And automatically uncover insights.

## Voice of Employee

Supplement customer feedback and/or enable your employees to act as a proxy for the voice of the customer by sharing their observations and ideas.

## Interested in Learning More?

You can get in touch with us anytime by sending an email to [Government@Medallia.com](mailto:Government@Medallia.com)

## About Medallia Public Sector

Medallia, the leader in Experience Management cloud technology, was named a “Leader” in the most recent Forrester Wave for Customer Feedback Management and ranked #15 in the most recent Forbes Cloud 100 list.

Medallia’s vision is simple: to create a world where organizations are loved by their stakeholders and employees alike. Hundreds of the world’s largest organizations and leading federal agencies trust Medallia’s cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve organization performance and increase trust.

Data security and privacy are of paramount importance to us. In addition to having enterprise grade platform and application security measures and functionality, Medallia, a FedRAMP Ready solution, has been prioritized to work with the Joint Authorization Board (JAB) for full FedRAMP authorization.



General  
Data  
Protection  
Regulation

ISAE  3000  
CERTIFIED



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