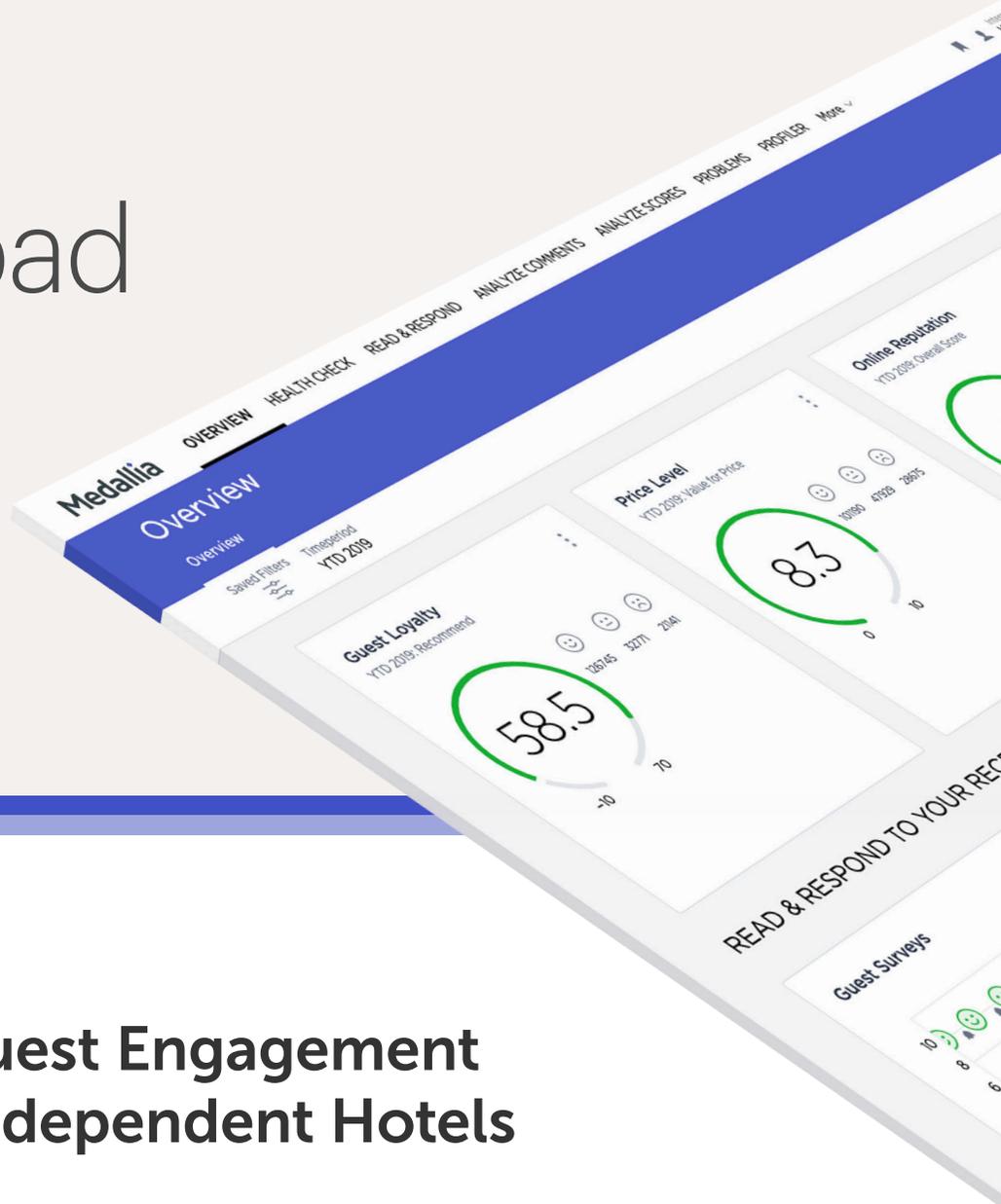


Medallia

Launchpad



The Unified Guest Engagement Platform for Independent Hotels

In today's hospitality industry, attracting, engaging, and retaining guests are major challenges. To win guest loyalty with responsive, top-notch experiences, independent hotels must listen carefully to guest voices and resolve issues as soon as they emerge. Staying on top of guest feedback across many channels—including surveys and social platforms—can be difficult. Plus, with flagged hotels making huge strides in guest experience initiatives, your visitors' expectations and standards are rising every day.

Now there's a solution: Medallia Launchpad, the complete guest feedback solution for independent hotels. The solution draws from Medallia's depth of experience helping seven of the top 10 flagged hotel brands and over 40,000 properties globally to deliver great experiences. It gives independent hotels the power and responsiveness of a major enterprise platform at a highly accessible price point.

- ✓ **Monitor:** Track and collect guest voices, monitor your online reputation on sites like TripAdvisor, and evaluate your competitors—all in one unified, highly intuitive system.
- ✓ **Respond:** Capture real-time feedback and set automatic alerts through a responsive cloud-based platform, making it easy to respond to comments right away—and build outstanding loyalty in the process.
- ✓ **Improve:** Robust analytics instantly draw out valuable insights across your entire guest experience, showing you what aspects need the most improvement.

Monitor Feedback to Understand the Complete Guest Experience

Automatic alerts for relevant comments across all channels

Medallia Launchpad alerts you in real time to surveys and social reviews that need your attention. Respond seamlessly through the platform across multiple channels.

Automatic, customizable surveys

Medallia Launchpad lets you build custom surveys from an extensive library of field-tested questions and set automatic distribution schedules, ensuring that the right guests get surveyed at the right time.

Social media aggregation and monitoring

Medallia Launchpad makes it easy to track your social reputation by aggregating reviews and comments from more than a dozen social and review sites in one platform.

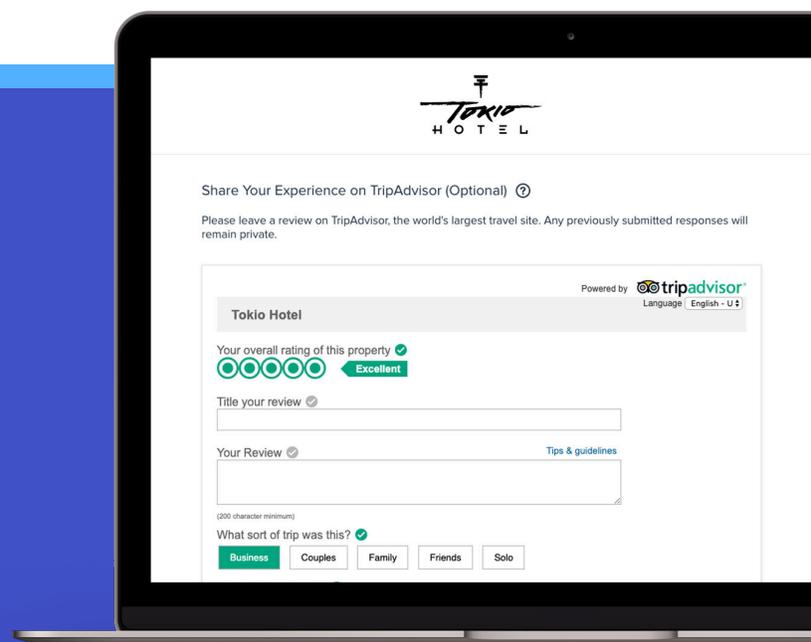
Native text analytics and sentiment analytics

Unearth and categorize valuable insights from guests' written comments with Medallia's native text analytics engine. Eliminate the massive time investment required to analyze comments manually

Partnership with TripAdvisor to Drive Reviews

Medallia Promote for TripAdvisor

- ✓ Boost review volume by 60%+
- ✓ Drive reviews from confirmed guests, by giving them an option to complete a review within a satisfaction survey



Improve Guest Experiences With Key Driver Analysis

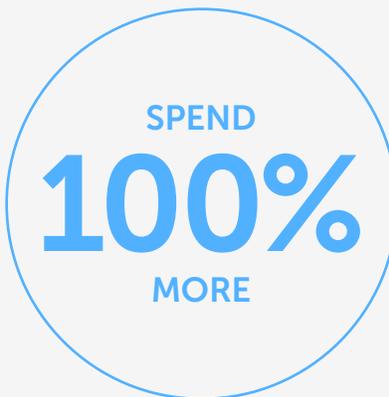
Robust analytics reveal the keys to guest loyalty

Medallia Launchpad's enterprise-grade analytics identify emerging trends and show how they affect overall guest satisfaction. The platform allows you to slice and dice data however you like, from organization-wide views to deep dives into specific properties and guest touchpoints.

Easily digestible insights drive prompt action

Medallia Launchpad's engaging, intuitive platform presents insights clearly, making it easy to identify the areas that need the most attention. Sort by score, sentiment, feedback source, and loyalty impact to inform strategic decisions.

Promoters: ROI of Guest Experience



For more information, go to medallia.com/launchpad.

About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at www.medallia.com.

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