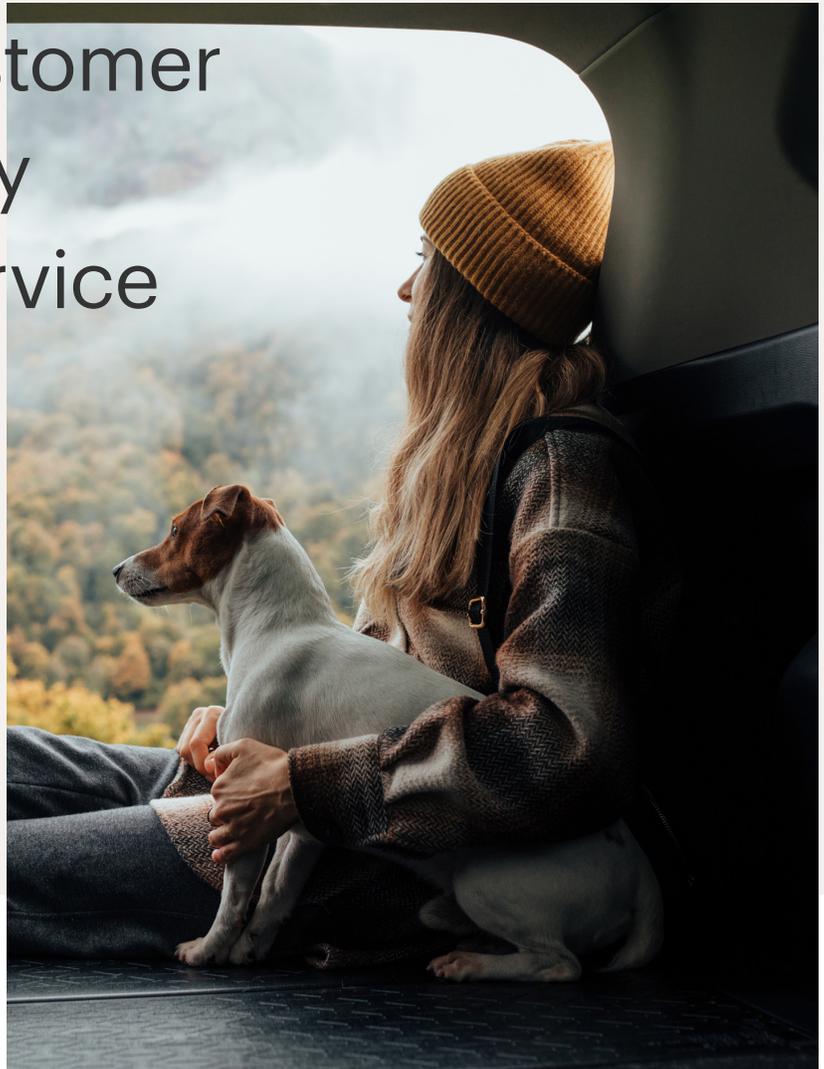


CUSTOMER SPOTLIGHT



Increases customer satisfaction by improving service efficiencies



CANADIAN AUTOMOBILE ASSOCIATION (CAA)
Industry: Consumer Services

Results with Medallia

46% ↑

in response rates

87% +

overall satisfaction by response time

5 point ↑

in Roadside NPS* during COVID-19

Medallia

SUMMARY

- The Canadian Automobile Association (CAA) had consistently high NPS scores, but lacked insight behind the scores so decisions were made on assumptions.
- CAA decided to gain deeper insights into their customers in order to make better business decisions and know with certainty how to continually improve.
- With Medallia, CAA now has intelligent insights to identify the most valuable experiences to increase loyalty.
- The company has seen a 46% increase in response rates which has allowed CAA to identify gaps with today's changing customer landscape and quickly make positive business transformations.

Challenge

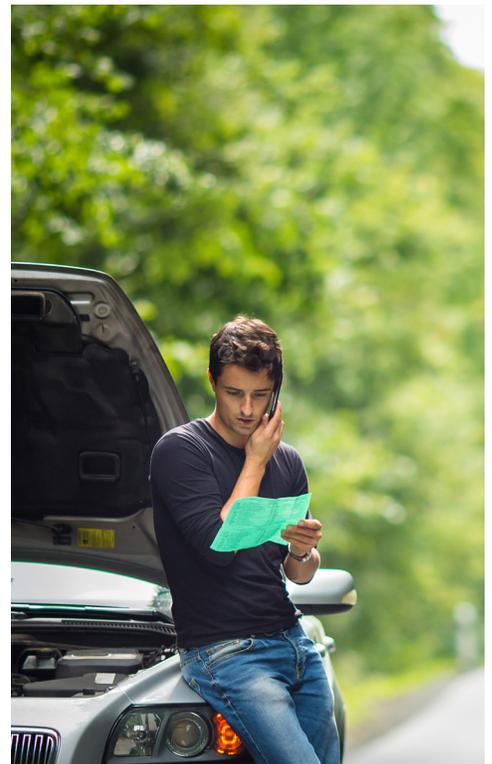
The Canadian Automobile Association (CAA) is a non-profit federation of eight clubs providing over 6.4 million members with exceptional emergency roadside service, complete automotive and travel services, member savings and comprehensive insurance services. Very focused on customer satisfaction; CAA noticed that although they have always had high NPS scores, lack of data insights result in decisions being made based on assumptions. CAA found the need to better understand data in their organization so they can make better business decisions and identify areas for continuous improvement.

When a customer is having car trouble and notifies CAA, responding quickly to the customer is incredibly important. Something CAA could never understand was why a customer would leave a low score when CAA arrives on time and has, what appears to be, a seamless experience. In an effort to improve customer experience and continue to focus on high NPS, CAA needed a solution that would help them better understand data, improve service efficiencies and drive customer satisfaction across the organization.

Action

CAA leverages Medallia to understand and enhance the experience its customers have with Emergency Roadside Assistance Service, contact center agents, retail locations and their website. CAA uses Medallia Experience Cloud to identify and react to ever-changing customer expectations and set goals to meet those expectations.

The company is using closed-loop processes and coaching of individual employees to develop understanding and empathy for customers' needs to optimize their experience. Text Analytics helps them understand common issues that occur, enabling CAA to solve problems quickly. With Medallia, CAA is monitoring metrics over time to track progress and focus on the most valuable experiences that will increase loyalty and revenue over time.



Impact

With Medallia, CAA has seen their response rate increase to 46%, enabling them to get more insights, make better business decisions and close the loop. Members' Overall Satisfaction by response time is very high at 87% and CAA has also seen positive feedback during the COVID-19 outbreak with a 5 point increase in Roadside NPS.

CAA can now better understand how response time affects satisfaction and the why behind the scores. The company has identified "Time of Arrival" for roadside assistance as being important, but managing expectations properly is a bigger factor behind a lower score. Now CAA has data to better train their call center agents so they can provide a better service for clients.

“

Our implementation with Medallia was the most seamless SaaS implementation I have experienced in my career. For over 100 years we've been focused on serving our Members' needs, and Medallia helps us fuel this mission.”

Jeff Walker

President and CEO,
CAA North & East Ontario

Request a demo at medallia.com

About Us

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. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

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