Late Fee Waived

How to Eliminate Critical Gaps in Your CX Visibility

A comprehensive guide on how to listen to your customers and build loyalty

Introduction

Building customer loyalty is essential for sustainable growth. But it remains a challenge for many brands, and is something that every business can improve upon. **One key step is to identify and eliminate gaps in your customer experience visibility that may be getting in the way of increasing satisfaction and strengthening loyalty.**

To help you achieve gains for your organization, we've rounded up expert insights from the Medallia Executive Advisor team, which provides strategic guidance for the world's most-loved brands. Ahead they reveal actionable steps you can take to identify these key opportunities to foster loyalty and create forever customers.

LOYALTY POINTS

90/100 ★

Dear Ally, thanks for your loyalty! We've waived the fee for your recent late payment.

Geoffrey Ryskamp

VP, Executive Advisor
for Hospitality

Geoffrey has over 20 years of experience in the hospitality industry. Previously, he led and expanded a global CX program with over 7,000 locations, and has held management and operational roles with Hilton Worldwide, Marriott International, Starwood Hotels & Resorts, Carlson Hotels, Dolce Hotels & Resorts, and Levy Restaurants.

Judy Bloch

VP, Executive Advisor
for Financial Services

Judy is a customer experience leader with a passion for process improvement, driving change, and creating connected omnichannel experiences. Her accomplishments have been recognized for cutting-edge corporate innovation, and she delivers expertise about critical CX complexities and loves to share methods that helped her find success.

Mike Debnar

VP, Executive Advisor
for Retail

Mike brings a passion for transformation and innovation to his role. His deep expertise comes from a long-standing, successful career leading customer experience and digital innovation at companies like 7-Eleven, and he has over 10 years experience helping Medallia customers redefine their CX strategies and drive more revenue.

Melissa Arronte

PhD, VP, Executive Advisor
for Employee Experience

Melissa is a key advisor of Medallia's employee experience and strategy vision, with over 20 years of experience in employee survey research and human resources. Her impressive career includes being the Head of HR Analytics for Liberty Mutual Insurance as well as Head of HR Analytics and Head of Customer Research at Citizens Bank.
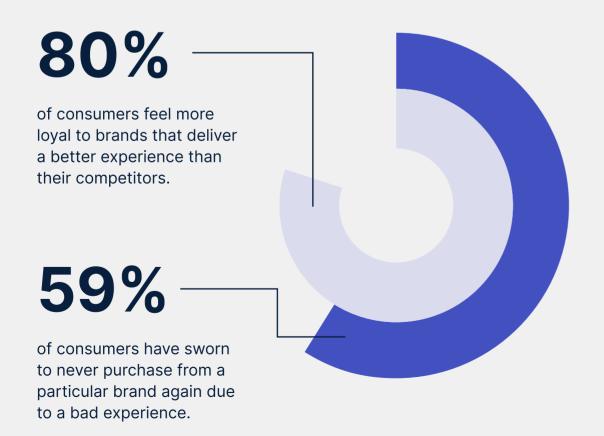
★★★★★

The Loyalty Levers You Can't Afford to Ignore

01

Experiential loyalty

Every brand strives for customer loyalty, and the number one way to achieve it likely isn't what you'd expect. Consider prioritizing experiential loyalty, which puts a focus on the customer experience as a whole.

In fact, the 2024 Forbes' Customer Experience All-Stars list analyzed more than 4 million ratings of 3,100 unique brands, including most of the top 20 brands that had one thing in common: They're winning at experiential loyalty.

80%

of consumers feel more loyal to brands that deliver a better experience than their competitors.

59%

of consumers have sworn to never purchase from a particular brand again due to a bad experience.

"Experience is the most powerful loyalty lever a brand has."

— *Mike Debnar*

02

Emotional connections

Customers can be satisfied with an individual transaction or interaction, but if they develop an emotional connection to the brand, they are more likely to continuously come back and overlook inevitable mistakes that happen here or there.

"Satisfaction is obviously a component of loyalty, but it doesn't get us all the way there in and of itself. Creating emotional connections with customers is how you ultimately build loyalty."

— *Judy Bloch*

03

Trust

Consumer trust is foundational to building loyalty, but it's a two-way street. To build it, you must first demonstrate your trust in your customers, whether that's by offering flexible return policies or by waiving late fees as a courtesy to their continued loyalty.

Loyal customer
misses payment

"
Dear Cynthia, Thank you for being a loyal customer. We know you normally pay your account balance on time. That's why we've gone ahead and automatically waived the fee for your recent late payment."

Bank and customer avoid having to deal with a service recovery call to address the issue

"When companies change the way they do business to foster trust, that's an essential stepping stone to loyalty."

— Judy Bloch

04

Brand identity and promise

Your brand promise should be the north star for every experience decision. Consistently delivering on and remaining true to this identity across every touchpoint, channel, and interaction is critical to fostering loyalty.

"Your brand's promise is a driving force behind why customers choose your products or services over the competition, and why they keep coming back. But true loyalty requires brands to continuously work at delivering on this brand promise over time."

— Geoffrey Ryskamp

05

Your employees

Organizations that invest in elevating the employee experience and strengthening employee engagement are better positioned to leverage all of these foundational loyalty levers.

2.7X

Customers are 2.7X more likely to feel loyal when brands seem to care about their employees.

69%

of customers agree "I feel more loyal to brands when I can tell their employees are treated well."

"**Employees are essential to fostering experiential loyalty, forging emotional connections with customers, driving consumer trust, and delivering on your brand's promise.**"

— *Melissa Arronte*

8 Steps to Enhance Your CX Visibility

Today's customer experience is complex, spanning more channels than ever, and every journey is unique. To succeed, brands must be able to identify points of friction that are causing critical breakdowns in loyalty. Here's how to get started.

01

Define your "why"

"Start with setting a goal or drafting a problem statement that explains what you're trying to learn or solve," explains Ryskamp. It may sound simple, but it will help streamline your efforts and keep you focused.

Best practices:

- Ensure your "why" is aligned to your brand's north star.

- Make sure anything you propose ladders up to your overall experience management strategy, the company's broader business strategy, and your organization's overall brand promise.

My goals are:

The problem I'm trying to solve is:

02

Gather the right data

It is still far too common for brands to listen to customers in a reactive way, relying on solicited feedback requested after an experience. Instead, "brands must continually collect, analyze, and act in the moment — on all of the indirect, unsolicited feedback customers are sharing — across all channels, touchpoints, journeys, and the entire lifecycle," according to Bloch.

What data are you currently collecting?

Indirect Feedback

- Live chat/Chatbot logs
- Emails
- Phone calls
- SMS
- Tickets
- Social media
- Online reviews, ratings
- Employee feedback about customers

Direct Feedback

- Surveys
- Video
- Audio
- Website/app digital behavior analytics

Operational Data

- CRM
- ERP
- HRIS
- POS

Observed Behavior

- Visit patterns
- Event data

03

Prioritize your efforts

"The most efficient CX programs are those that prioritize their focus based on the customer journeys that are most critical to their business outcomes, and the problems they're trying to solve," explains Ryskamp.

For instance, the CX team at Meta Reality Labs prioritizes their efforts based on severity, such as how heavily an issue is impacting key metrics like NPS®, and the prevalence of an issue appearing in reviews, behavior data, support interactions, etc.

Feeling stuck in a survey rut?

↗ Breathe life into your programs with these tips from Meta.

What areas are most critical to your business outcomes and the problems you're trying to solve?

Self-check:

Is this something that's negatively impacting our customers?

◯ Yes

◯ No

How prevalent is the issue?

◯ Very prevalent

◯ Not very prevalent

04

Laser-focus on non-conversions

It's critical that the entire organization is aligned and set up to drive conversions. If customers are not completing the actions they set out to, there may be a major friction point in the experience that may also affect others.

- Identify where non-conversions are taking place along the customer journey.

- Listen across channels — social media, digital, in person, contact center touchpoints, and more — to understand why they're converting or not.

05

Explore opportunities for recovery

Recovering churned customers should be a key strategy for a variety of reasons.

- It's cost-effective. Not only is it 14x easier to sell to an existing customer than a new one, it can cost 5-25x more to acquire new customers than to retain existing ones.

- It can help brands avoid negative word of mouth that could otherwise be generated by dissatisfied customers after they churn.

- It provides a valuable learning opportunity. Ryskamp shares that "while non-buyers may offer some clues about underlying issues, customer complaints give you even richer insights into areas where you could provide a better experience."

- It enables continuous improvement, so brands can prevent the same problem from happening again.

What is happening with your churned customers before they leave?

- -

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- -

How are they interacting with your brand?

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- -

What are some of the reasons they're not being retained?

- -

- -

- -

06

Lean into your employees, a huge resource for CX

Your employees — both customer-facing and not — make up your entire customer experience. As Arronte explains, "They are a remarkable, and often overlooked, resource when it comes to CX visibility. They know firsthand what's happening for customers, why it's happening, and often have the best solutions for avoiding issues in the future."

Employees are an extraordinary CX resource.

Pro tip: Don't leave this work up to HR. Experience teams can and should be asking employees for feedback that relates to customers to help deliver on the brand's promise.

Action Items

- Empower your employees to share insights into what's making it hard for them to deliver the best experience for customers.

- Make it so employees can share feedback at any time, quickly and easily.

- Ask questions like:

  → What obstacles are you encountering in your day-to-day that could be impacting the customer?

  → Where are you experiencing friction in trying to serve the customer?

  → What gets in your way of doing your job effectively, and what are your ideas for addressing these issues?

- Set up alerts so stakeholders across the organization can be notified in real time about areas that are relevant to their function.

- Check in with frontline and non-frontline employees alike. Often what causes breakdowns in customer experience comes from those setting the policies, processes, and systems that could inadvertently negatively impact the customer.

- Define the ideal customer experience for your organization.

  → Be specific.

  → Be clear.

  → Empower individual departments to apply this to their work so they can deliver that expected experience to the customer.

07

Be proactive

"A huge shift is currently underway as experience professionals advance from operating in a reactive way to a proactive way," explains Debnar. "Instead of waiting for customers to speak up about an experience, savvy brands are using predictive intelligence solutions like experience orchestration to understand customer needs and determine the next-best steps and interactions for customers."

Action Items

- Ensure your organization has a single version of customer truth — bringing together all customer data from all channels in a unified view.

- Break down organizational silos. Departments must come together to work collaboratively to improve experiences.

- Implement technology solutions that balance AI-powered insights with human intelligence to make real-time, data-driven decisions with agility.

- Build out a connected CX tech stack that's integrated and works together as one system.

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Experience Orchestration for CX:

What CX Owners Need to Know About Experience Orchestration

Get the complete guide:

↗ What CX Owners Need to Know About Experience Orchestration

08

Listen with the intent to act

One surefire way to undermine the quality of a customer experience program is by not acting on what you've learned. "That's why organizations need to approach listening with the intent to take data-driven action, anticipate and solve problems, and ultimately prevent the need for recovery," says Bloch.

Learnings to address:

It's time you build customer loyalty with confidence

Identifying critical gaps in your CX visibility is just one — of many — key steps **to strengthening customer relationships and building loyalty.** Brands achieve the greatest success when they're able to see their full experience, prioritize what matters most, and activate continuous improvement that fulfills their brand promise and earns customers for life.

Our in-house industry experts work alongside your team to design and launch programs that meet your business objectives with an experience platform that:

- Brings together more native listening and non-survey capabilities than any other CX solution

- Offers total real-time visibility across every customer touchpoint, all customer channels, and the end-to-end customer journey

- Ensures the most complete view of your customer experience — along with any deterrent impacting your success and long-term customer loyalty

- Combines the power of employee insights and customer feedback to activate the untapped power of your employees to improve every area of your business

Your catalyst for enhanced customer experiences, Medallia takes the guesswork out of CX and empowers your entire organization to enhance customer experiences with confidence, speed, and consistency — today, tomorrow, and beyond.

Learn more at

↗ medallia.com/platform

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Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. Medallia Experience Cloud captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. For more information visit **http://www.medallia.com**.