

Medallia



AI Technology



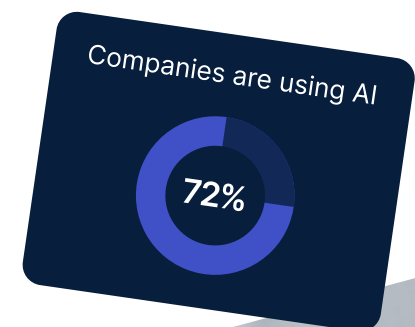
5 Real Ways AI is Transforming Customer Experiences

How AI and GenAI are speeding up time to insight and action

Introduction

You've heard the buzz — AI is everywhere. New vendors seem to pop up daily, each promising either hyper-focused solutions or grandiose, one-size-fits-all fixes.

But **artificial intelligence** (AI) isn't just hype. If you're using text or speech analytics, or getting predictive scores, congrats — you've already been riding the AI and machine learning (ML) wave for a while. These tools have been quietly crunching through mountains of data to deliver clear, actionable insights for experience programs.



The modern rhythm requires new tools to effectively solve company problems.



GenAI

Now, generative AI (genAI) is stepping into the spotlight, offering experience pros a shiny new toy with promises that often sound too good to be true.

**But what will
actually move the needle
for your business?
What will help you deliver
on your brand's promises?**



We've broken down **five practical use cases** where AI and genAI aren't just theoretical, but where they're already making a tangible difference. Here's a look at what's in store.

Use Case	Value	Outcome
Closing the loop at scale for customers and employees.	Instantly generate personalized responses to feedback from both customers and employees.	Boost customer and employee loyalty and satisfaction.
Speed up root-cause analysis to take action faster.	Quickly pinpoint the source of changes in KPIs and get actionable recommendations.	Improve KPIs and enhance customer satisfaction.
Tackle emerging trends with ease.	Take action faster, even based on more specific themes.	Mitigate the impact of unexpected events or issues and improve customer satisfaction, first contact resolution (FCR), and call times.
Enhance and simplify agent coaching.	Automatically pinpoint areas for improvement in agent training and performance.	Significantly improve agent performance KPIs.
Get a TL;DR on customer conversations.	Reduce repetitive tasks through automation, allowing employees to focus on more valuable work.	Increase employee productivity and streamline customer interactions.
Key Consideration	None of these benefits can be realized if generative AI features and tools are not explicitly designed to address high-value business use cases.	

5 AI + GenAI Use Cases That Seem Too Good To Be True — But Aren't

First, we know what you're thinking. But these aren't just pie-in-the-sky ideas. They're real use cases for businesses that need to solve the challenges they are facing in their quest to deliver exceptional experiences. Let's dive in.

Closing the Loop at Scale for All Customers and Employees

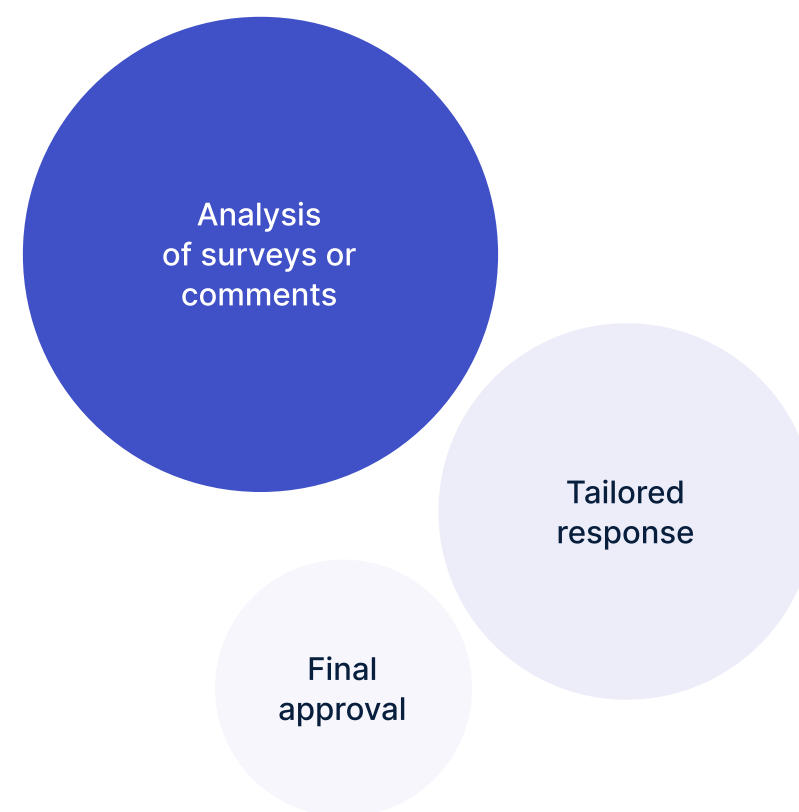
Closing the loop is key to creating loyal customers. But getting that to scale across every single interaction? That's tough.

Enter AI. For years, non-generative AI and machine learning have been used to sift through feedback, flagging what needs the most attention. It's helpful, but there's always more that could be done, especially when a generic response can sometimes feel a little robotic.

So what's next?

Generative AI

Imagine a world where employees spend less than a minute crafting a response to feedback, but the message still feels personal. That's the promise here.



GenAI can analyze a customer's survey or comment, whip up a tailored response, and then give a human the final approval. Think of it as AI-assisted quality control that makes closing the loop faster, without losing that personal touch.

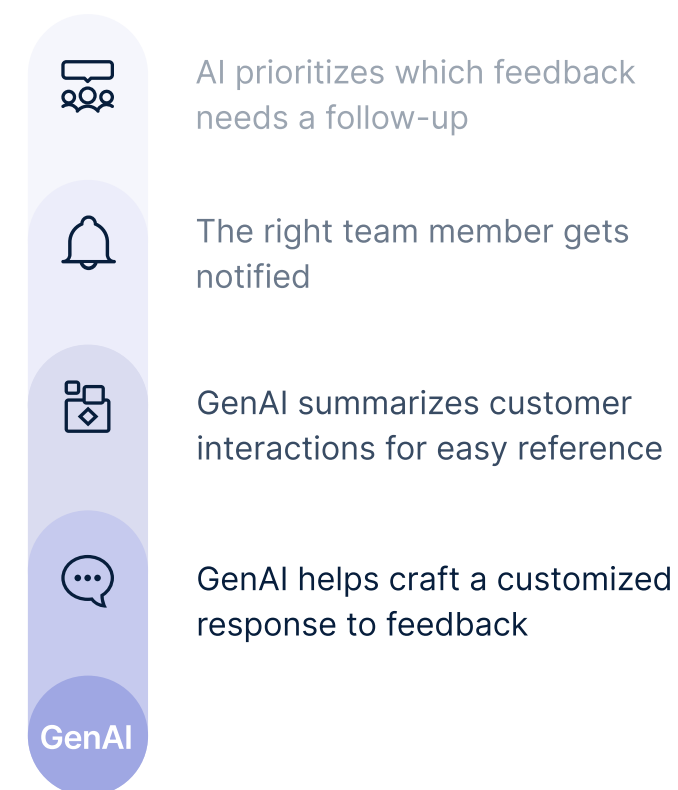
But the magic doesn't stop there.

GenAI can also summarize key points from customer interactions so employees can quickly verify the accuracy of the message and add any extra flair if needed.

The result?

**Less time spent
on drafting replies,
more personalized
interactions, and
more time for teams
to focus on the stuff
that really matters.**

Here's what that supercharged flow looks like:



The win for employees:

More meaningful work and less mindless copy-pasting.

The win for customers:

A brand that listens and responds, creating loyalty that sticks.

02

Speed Up Root-Cause Analysis to Take Action Faster

GenAI is making root-cause analysis ridiculously easy. What used to take hours can now be done with just a few clicks, thanks to its ability to quickly summarize and pinpoint what's driving changes in your NPS or KPIs.



Picture this: instead of drowning in data, genAI

- scans feedback and text analytics
- identifies key topics impacting your metrics
- distills it all into a concise summary

It even throws in a few high-level recommendations to help you boost those numbers.

When you combine genAI with trusted tools like text and speech analytics, you're not just getting faster insights — you're building trust and transparency.

GenAI doesn't just spit out results;

**it shows its work
by revealing
the records and
topics behind its
conclusions,
giving teams the
confidence to dig
deeper.**

The key to success is **seamless integration**.
Embed genAI into your dashboards and
workflows so it's just a click away, and watch
adoption soar.



Speed Up Analysis

Use GenAI and combine it with
trusted tools for a greater result

The win for employees:

Less time spent deciphering data,
more time taking meaningful action. It's
a game-changer for productivity.

The win for customers:

Faster issue resolution means
happier customers who stick around longer,
boosting satisfaction and loyalty.

Tackle Emerging Trends with Ease

Trends can pop up out of nowhere, often faster than you can set up topic sets to track them. Luckily, AI and machine learning have already been huge in spotting these trends within experience data.

Now, generative AI is turning it up a notch, providing deeper insights and smarter, more targeted alerts about changes in your data.

Take machine learning-based theme analysis, for example.

It's helped teams spot unexpected issues like "credit card declines," allowing them to act quickly and guide their frontline teams.

But genAI gets even more specific. Instead of just flagging "credit card declines," it can also zero in on something like "credit card declines during online checkout," giving you a laser-focused view of where to act.

The win for employees:

You'll spot issues sooner, with more detailed insights, allowing teams to address problems before they escalate. That means higher productivity and less time scrambling.

The win for customers:

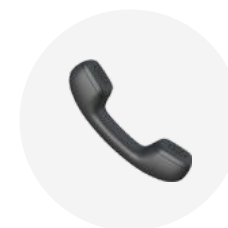
Faster fixes mean fewer headaches and a smoother experience, resulting in happier customers and fewer negative reviews.

04

Enhance and Simplify Agent Coaching

Running a contact center is no easy task — especially when it comes to personalizing coaching for agents, all while dealing with high turnover and increasing call volumes.

*But what if you had
a tool that could pinpoint
exactly where each agent
needs more guidance?*



GENERATE COACHING
AGENDAS

92%



By analyzing performance data and feedback, genAI creates custom coaching agendas for each agent, giving managers dynamic summaries that highlight areas of improvement and training topics.

The result?

**More effective
coaching and better
outcomes across
the board.**

Imagine you're dealing with customer complaints about long call times. GenAI analyzes the data and spots a pattern — let's say, certain agents are struggling with technical questions. With that insight, it generates tailored coaching plans, providing managers with a clear roadmap for addressing these specific challenges.

This targeted coaching helps teams improve their average handle times, ultimately boosting customer satisfaction.

The win for employees:

Managers can deliver hyper-personalized coaching, reducing frustration, improving performance, and lowering agent turnover.

The win for customers:

Better-trained agents mean faster, more effective responses to customer issues, leading to higher NPS, CSAT, and overall customer sentiment.

Get a TL;DR on Customer Conversations

Long phone calls and chat transcripts can be overwhelming, even with AI tools to highlight the key bits. Agents often think they've nailed down a solution, only to realize later that they missed something important.



Eric Goodwin

Customer

I recently used your delivery service, and I wanted to share my experience. Overall, I was pleased with the promptness of the delivery. The package arrived on time and in excellent condition, which I really appreciated.... [More](#)



GenAI

AI Assistant by Medallia

The promptness, excellent condition, but issue with the tracking updates

That's where genAI comes in.

It condenses lengthy conversations into bite-sized summaries, giving teams a quick snapshot of whether the issue was resolved, why the customer reached out, and what was discussed.

These summaries make it easier to prioritize conversations that need more attention, whether flagged by AI alerts or during customer profile reviews.

The win for employees:

These summaries help identify recurring issues, making coaching easier and enabling agents to tackle common pain points, boosting productivity along the way.

The win for customers:

Faster, more effective resolutions mean happier customers who feel heard, leading to better retention, satisfaction, and loyalty as agents become more effective.

Tying It All Together

When your teams have the right tools, it's a game-changer — employee satisfaction and customer experiences reach new heights. AI has already made a huge impact, helping businesses boost key metrics like NPS and First Contact Resolution (FCR), while also driving revenue through improved productivity.

Now, with genAI in the mix, those benefits are about to get a serious upgrade. GenAI doesn't just enhance the AI tools experience pros already know and love; it also streamlines workflows by handling routine but essential tasks.

The result?

A more efficient operation that delivers better outcomes across the board.

It's all about creating a win-win environment where employees can focus on what really matters: delivering outstanding customer experiences.

GenAI isn't just buzz. At Medallia, **we're building AI and genAI features tied to real-world use cases** — like the five we've covered here — designed to tackle your business challenges and fully integrated into our platform for seamless adoption.

Together, AI and genAI can help your business keep its brand promises by delivering more detailed insights and faster actions than ever before.

Learn more about Medallia's AI and Generative AI on our website, or request a meeting with one of our AI experts.

Learn more at

➤ medallia.com/platform