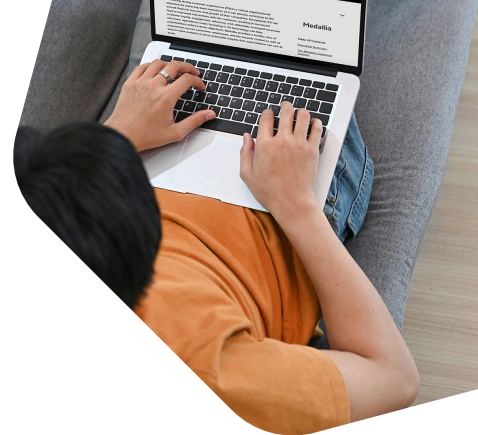


Executive Summary

The Total Economic Impact™ Of Medallia

Cost Savings And Business Benefits Enabled By Medallia



Delivering strong customer experiences (CX) is a critical organizational objective for top-level executives as it can directly contribute to the overall financial success and growth of their companies. Exceptional CX can lead to improved interactions with the customer, resulting in increased customer loyalty, engagement, advocacy, and ultimately, increased revenue and lower operational costs.

Medallia helps organizations deliver on their brand promises by enabling them to collect, analyze, and act on omnichannel insights to improve experiences and drive business results.

Forrester Consulting conducted a Total Economic Impact™ (TEI) study* to examine the potential return on investment (ROI) enterprises may realize by deploying Medallia. Forrester interviewed five representatives at four global enterprise organizations with experience using Medallia to better understand the benefits, costs, and risks associated with an investment in Medallia.

Business Value Highlights

185%

ROI

\$39.25M

additional
customer revenue

< 6 months

payback period

\$15.2M

saved in legacy
technology consolidation

Prior to partnering with Medallia, study participants shared that their CX programs were difficult to scale, decentralized, and not aligned around a single metric of success like Net Promoter ScoreSM (NPS). Most importantly, the organizations were not able to derive or act on insights or effectively create a customer-centric culture. The organizations' investment and partnership with Medallia enabled them to transform their global CX programs, leading to measurable impact to revenue and cost savings.



Having this platform allows us to quantify our performance as we continue our CX journey and focus on strategic customer obsession. We are investing where it matters because if it matters, we should see it in the bottom line."

**Head of Customer Experience,
Global Insurance Company**

*3-year benefits risk-adjusted NPV for a composite organization representative of interviewed customers

Medallia

Major benefits included aligning their global CX programs with clear ownership and accountability, driving more personalized actions with customers, continuously improving CX at scale, increasing NPS, improving employee productivity, reducing the cost to serve, better customer-centric product improvements by leveraging Medallia experts, and consolidating their previously decentralized environments to streamline operations and reduce operating expenses.

Quantified Benefits

30%

Increase in spend from CLF personalized actions with contacted customers

\$2.4M

Contact Center savings by addressing trends in feedback, leading to ~7% ↓ in repeat callers

\$10.9M

Revenue increase due to digital improvements that reduced cart abandonment

\$1.4M

Productivity lift equivalent to adding the capacity of 17.5 headcount—10,000 hours gained



The whole point is we don't just want raw data. We want information. We want actionable data trends that the field finds valuable. That's the strategic value of a company like Medallia."

Director of CX Measurement and Data Analytics,
U.S. Government Agency

Why Leading Enterprises Choose Medallia

- Platform's enterprise scope, scale, and engagement opportunities for users
- Medallia's expertise with business units and stakeholder needs
- Ability to get data to the front line to drive action
- Proof of success at other big companies and long-term potential



What stood out for us about Medallia was their ability to get data to the front line. If you think about where we wanted to drive action, we wanted it to get to the frontline users as much as possible because the data has to get to the people that matter quickly so they can make changes quickly. Medallia had that capability in a way that's better than anybody else."

Head of Enterprise Customer Experience,
Global Healthcare Company

View the complete study

↗ [The Total Economic Impact of Medallia](#)

