

Medallia



**STOP GUESSING. START LISTENING.**

# Smart CX Starts in the Contact Center

How Top Brands Turn Conversations  
Into Revenue and Retention

## EXECUTIVE SUMMARY

# This Is Your Wake-Up Call

This isn't about adopting new technology. It's about seizing an overlooked source of growth, efficiency, and loyalty.

The contact center isn't just where problems get solved — it's where hidden truths live.

If you don't rethink your approach now, you're at risk. And the stakes are high:

- 1 Leaving money on the table
- 2 Non-compliance
- 3 Falling behind your competitors

Across industries, CX leaders like Capital One, Likewize, Choice Hotels, and Pacific Life are proving it: **Smarter listening turns contact centers into growth engines.**




This e-book explains why. And what you should do about it.






# Outdated CX Is Hurting Your Bottom Line

CX is undergoing a fundamental shift, and most organizations are falling behind.

## What’s holding you back?

-  Legacy surveys and partial sampling
-  Disconnected systems and silos
-  Reactive insights

## What’s at stake:

-  Missed revenue
-  Rising churn
-  Compliance risk



## Case in Point



### The situation:

Fidelity lacked a complete view of their customer experience.

### The solution:

Conversational intelligence uncovered hidden friction across the journey.

### The result:

Targeted fixes boosted retention, increased sales, and sparked customer-first thinking.

# Beyond KPIs: Why Guessing is the Most Expensive Strategy

Most still see the contact center as a cost center. They track AHT, FCR, and hold time, but these don't reveal what's really broken. Here's the truth: **Sampling ≠ strategy.**

If you're only listening to a few conversations, you're guessing. Customers call, text, email, or reach out via other support channels when self-service fails. Those interactions contain critical insights.

**You can't fix what you don't fully understand.**

## Case in Point



**The situation:**

Pacific Life relied on sampling to understand contact center interactions.

**The solution:**

Conversational intelligence gave them 100% visibility, replacing guesswork with insight.

**The result:**

Coaching scaled. Agents improved faster. Trust grew.



**The situation:**

Capital One's app generated millions of unstructured customer data points that held key insights.

**The solution:**

Conversational intelligence uncovered emotional themes and digital friction.

**The result:**

Fixes slashed support calls at scale and boosted satisfaction.

*"They tell us what they love. They tell us what they hate. They tell us what causes stress."*

— Anne Louise Mason, Consumer Intelligence, Capital One



# AI-Powered Listening: What You're Missing in Every Conversation

Modern conversational intelligence decodes every customer communication using a combination of:

- 100% transcription
- Text analysis (intent, emotion, effort)
- Acoustic analysis (silence, tone, stress)

**74% of contact center leaders**



say analyzing interaction data is one of their biggest challenges.

Source: Cisco<sup>1</sup>

## This unlocks:

- ✓ Real-time coaching
- ✓ Compliance monitoring
- ✓ Operational improvements
- ✓ Proactive retention

## \$2.4M saved over 3 years

Brands cut contact center volume by an average of 1.2M contacts by addressing root causes and enhancing self-service<sup>2</sup>.

<sup>2</sup> Forrester's Total Economic Impact™ of Medallia Study



<sup>1</sup> <https://newsroom.cisco.com/c/r/newsroom/en/us/a/y2025/m02/cisco-study-ceos-embrace-ai-but-knowledge-gaps-threaten-strategic-decisions-and-growth.html>

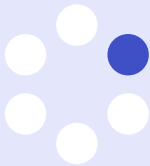
# The Contact Center: Your Most Underused Asset

Every call = a business opportunity.

When you analyze every conversation, you can:

- Cut costs via smarter routing and deflection
- Increase loyalty with faster, more contextual support
- Drive revenue through churn prevention and upsell moments
- Mitigate risk with real-time monitoring

1 in 6 customers



try, and fail, to use self-service before calling.

Source: Medallia<sup>1</sup>

## Case in Point



Auto Club

likewise.

**The situation:**

Like many brands, AAA Auto Club overlooked the revenue potential in their contact center.

**The situation:**

Likewise thought the issue was high call volume.

**The solution:**

They empowered agents to identify and capitalize on referral and cross-sell opportunities.

**The solution:**

Conversational intelligence revealed the real culprit was claim documentation.

**The result:**

18% of calls now drive cross-selling efforts.

**The result:**

New automated processes reduced claim-related calls by 25%.

<sup>1</sup> From Medallia Market Research March 2024 Contact Center Survey (n = 2,000); “Why did you go the route of needing customer service, versus another route?” Multiple selections allowed.

# From Listening to Action: Cross-functional Wins Across the Entire Enterprise

Modern contact centers don't just listen.

They break down silos. Activate intelligence across the organization. And fuel real transformation.

Every department gains the insights they need to act quickly and make an impact. Teams are better able to predict customer needs, make smarter decisions, and automate actions that drive real results.

By connecting the dots across the business, this shift drives efficiency and accelerates growth.



## Conversational intelligence helps brands:

- ✓ Fix broken digital journeys
- ✓ Automate the right actions
- ✓ Proactively close experience gaps
- ✓ Feed insights back to product, ops, and marketing



# Shared Customer Insights, Company-Wide Benefits

## Across teams...

**Product:** See where features fail or frustrate

**Digital:** Spot where users abandon journeys

**Marketing:** Learn what customers value  
(and what they don't)"

**Operations:** Fix inefficiencies that drive volume

## Across functions...

### Contact Center Ops Leaders

- ✔ Better FCR rates, optimized scripts, scalable coaching
- 🔥 Increase operational efficiencies, performance, and cost savings

### Customer Service Leaders

- ✔ Self-service deflection, faster resolution times
- 🔥 Improve the omnichannel experience, drive cost savings, reduce call volume

### CX Insights Leaders

- ✔ Reduced journey friction, better churn prediction, prioritized CX investment
- 🔥 Journey optimization, increased retention

### CEOs and Executive Leaders

- ✔ CX tied to KPIs, measurable ROI, strategic alignment
- 🔥 Brand differentiation and growth





# Empowering Agents = Empowering the Business

Great CX starts with confident agents. And when **contact center turnover rates are as high as 80 to 100% annually**, brands need to rethink their experience.

Conversational intelligence empowers agents and improves the customer experience with:

- Smarter onboarding
- Real-time coaching
- Scaled insights
- Reduced churn

## Case in Point



**The situation:**

Choice Hotels’ QA efforts were reactive.

**The solution:**

They shifted to real-time, proactive quality monitoring.

**The result:**

Faster identification of at-risk agents.  
Smarter coaching. A 7-figure revenue lift.



**The situation:**

Capital One’s agents were focused on keywords, not context.

**The solution:**

New training taught them to listen for meaning, not just words.

**The result:**

Empathy and insight boosted trust and resolution rates.

# A Roadmap to the Modern Contact Center

## Ready to move from insight to action?

Start here:

- 1 Audit your data blind spots.
- 2 Align CX outcomes to business KPIs.
- 3 Apply AI in high-impact areas first.
- 4 Empower agents with real-time feedback.
- 5 Measure, iterate, and scale.



## Old School Thinking vs. The New Reality

### MYTH:

Contact centers are cost centers

Sampling and surveys are enough

Conversational intelligence and AI replace people

### REALITY:

They're revenue generators in disguise

You're missing 90% of the data that matters — conversations and behaviors

It helps them work smarter, not harder

# What to Look for in a Conversational Intelligence Solution

## 10 Critical Capabilities

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Coverage for every call</b>                | Make sure the platform can process and analyze 100% of conversations — not just a sample.  |
| <input type="checkbox"/> <b>High-quality transcription</b>             | You can't act on inaccurate data. Look for strong transcription accuracy, even with accents and noisy audio.                           |
| <input type="checkbox"/> <b>Built for coaching</b>                     | Look for insights into talk time, silence, emotion, and overtalk to support coaching and quality feedback.                             |
| <input type="checkbox"/> <b>Smart prioritization</b>                   | Find a tool that flags the most important interactions automatically — no more reviewing calls at random.                              |
| <input type="checkbox"/> <b>Real-time alerts</b>                       | Choose a system that can trigger alerts for at-risk customers or critical issues as conversations happen.                              |
| <input type="checkbox"/> <b>Omnichannel</b>                            | Phone calls are just one part of CX. Pick a platform that connects insights from chat, email, behavior, and surveys, too.              |
| <input type="checkbox"/> <b>Fast, flexible, and scalable</b>           | You need a fast setup, an easy integration process, and the ability to handle volume spikes without breaking the system.               |
| <input type="checkbox"/> <b>Multi-language support</b>                 | If your customers speak different languages or dialects, your analytics needs to understand what they're saying.                       |
| <input type="checkbox"/> <b>Fits your tech stack</b>                   | Don't add complexity. Look for plug-and-play integration with your contact center and CRM tools.                                       |
| <input type="checkbox"/> <b>Helps reduce costs and improve results</b> | The goal isn't more data. It's lower costs and stronger outcomes — fewer repeat calls, better agent performance, and higher retention. |

# Stop Leaving Money, Growth, and Loyalty on the Table

You already have the data. Now it's time to use it.

The modern contact center is:

- Your untapped advantage
- A strategic driver of innovation and revenue
- A compliance shield

Embrace this shift — and watch your CX thrive.

**Don't let another conversation go to waste.**

[!\[\]\(c694a3ff3b077d76910920a6a1593ab4\_img.jpg\) Discover what Medallia Conversation Intelligence can do for you](#)

## About Medallia

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>.