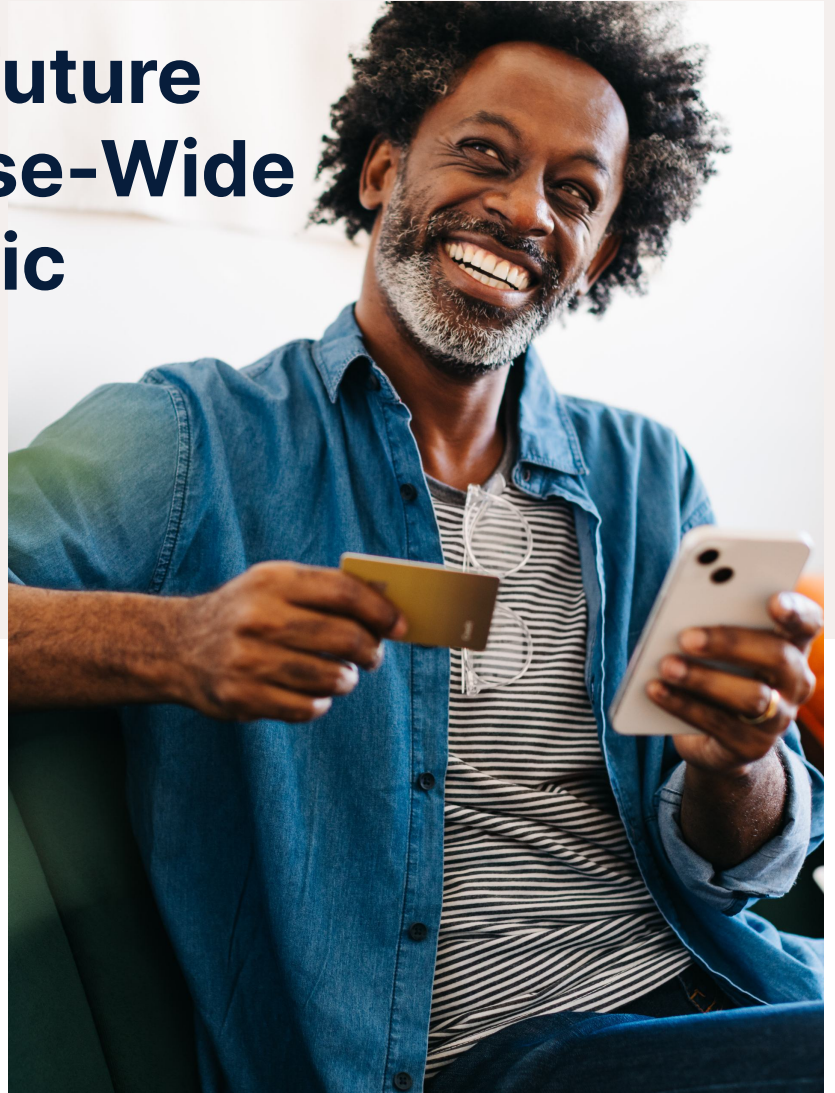


CUSTOMER SPOTLIGHT



Banking on the Future with an Enterprise-Wide Customer-Centric Approach



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With Medallia, Simmons Bank takes meaningful action on customer insights — building strong, journey-driven relationships and gaining a competitive edge rooted in expertise, empathy, and trust.”

Deborah Bearden
Enterprise Customer Experience Manager, Simmons Bank

Summary

- Simmons Bank interacts with thousands of customers every day. To build long-term trust and loyalty, Simmons pivoted to a customer-centric approach, boldly reshaping its ability to listen, learn, and act upon the voices of their customers.
- While clear on vision, the bank needed a stronger, deeper understanding of their customers' omnichannel journeys, with the ability to capture, use, and democratize insights and feedback to elevate the multiple ways to bank at Simmons: in-branch, online, mobile, call center, ATM, and drive-through experiences.
- After selecting Medallia, a comprehensive listening program was custom designed to fully align with what Simmons needs to know about their customers' experiences, with detailed reporting tied to key metrics.
- Simmons swiftly acted on customer feedback, removing irritants and closing the loop. This resulted in a 23% increase in feedback volume, as well as a 12+ point NPS increase over two years. In 2025, Simmons was recognized by *Newsweek* as a "Best Regional Bank and Credit Union."

Challenge: Unleashing the Power of Feedback to Better Serve

Simmons Bank knows it's vital to be viewed as a trusted partner who helps customers navigate life and business. This is especially important in an industry that traditionally scores low in trust ratings. To further its mission, Simmons pivoted to a customer-centered mindset that prioritizes listening and acting in real time.

While Simmons had some level of insight, they needed to know more about their customers' journeys and experiences. This included gaining a better understanding of customer satisfaction and the ability to uncover how customers feel about their experiences ... directly from the customer. The key was to ask and listen in targeted and holistic ways and to respond with meaningful action.

To do so, Simmons sought a partner who could custom design a robust platform that captures and analyzes customer voice at scale across all channels, and provides detailed reporting to address critical gaps and challenges, make informed decisions, and institute positive change.

To democratize customer voice across the organization, custom dashboards were needed to inform the bank on various metrics and KPIs, and to identify opportunities to improve and innovate. The bank also wanted to deploy a multifaceted CX approach that utilizes proven solutions that are integrated and buildable over time.

Action: Actively Listening & Responding Across All Channels

After choosing Medallia as their partner, Simmons Bank designed a tailored feedback framework to capture customer insights and align them with the bank's business and operational priorities. A strategic blend of targeted feedback channels was implemented — covering areas such as in-branch account origination, contact center interactions, home loans, business banking, and more — ensuring customers feel encouraged to share their experiences, whether positive or negative.

Simmons sought to demonstrate exemplary responsiveness to their customers. Text analytics was deployed to identify and act upon priority topics, with a built-in filter to capture and surface customer comments and identify areas of opportunity. Digital feedback and web analytics were also used to improve accessibility, ease of use, and operational simplicity for customers. An emphasis was placed on identifying root causes and closing the loop to effectively resolve pain points and problematic issues. In the prior two years, Simmons has proactively responded to customers in a timely manner, closing the loop within 48 hours over 96% of the time across seven live survey programs.

Recognizing that trust starts with people (not products and services), internal training and coaching was developed and is conducted regularly, further connecting employee and customer experience. Staff are encouraged to educate customers on all of the value-added ways to bank with Simmons so they can make the best choices, along with knowing who to contact if an issue arises. Data and insights are also shared with bank employees so they can deepen customer relationships and position the bank as caring stewards of financial wellness.

Impact: Using CX Data to Build Deep Relationships Centered on Trust

By deploying a comprehensive listening strategy across multiple channels, Simmons Bank is capturing the authentic voice of their customers.

Due to a significant quantity of unstructured feedback, text analytics (TA) has been a game changer to automate and identify needed actions. Key topics are updated every six months and are regularly shared in leadership reports. With consistent fine-tuning, TA can trigger closed loop follow-up based on keywords or phrases, not on score alone. TA topics automatically detect CX risk, enabling proactive follow-up with customers to prevent churn.

Comprehensive dashboards share real-time intel with company leadership and incorporate coaching tabs. VoC is democratized and frontline staff are empowered to elevate experiences through internal training. Each market has a CX champion to create local enthusiasm and shared accountability.

Simmons focuses on the strength of its local branch relationships with customers, and it is evident in high overall satisfaction and likelihood to recommend. A strong connection between EX and CX is how Simmons has achieved a high NPS score of 83 in their branches, which positions the bank in the top 25th percentile of Medallia's Financial Services industry benchmark.

As a result, customers are positively responding with a 22.75% increase in feedback volume which defies an industry trend of declining response rates. Overall NPS has increased by 12+ points in two years in key focus areas. These results led to Simmons' inclusion in *Newsweek's* 2025 list of "Best Regional Banks and Credit Unions."

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Since money is inherently personal, Simmons Bank is focused on those we have the privilege to serve. We want our customers to feel like we actively listen to them, act on their insights, promptly remedy issues, and bring added value to their financial health. By truly knowing our customers, we are embarking on a shared journey, one that is centered on trust and loyalty.”

Deborah Bearden
Enterprise Customer Experience Manager,
Simmons Bank

Request a demo at:

➤ www.medallia.com

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>.