

# Great Customer Experience Starts with Listening

How Leading Brands Are Moving Beyond Surveys to Unlock AI-Powered, Omnichannel Insights

## Santalucía: From Feedback to Forecasting

As one of Spain's top insurers, Santalucía built a company-wide Voice of Customer program with Medallia. By capturing signals across speech, digital, and social, and linking them with operational data, Santalucía proactively detects risk, personalizes service, and even anticipates events like storms. Real-time dashboards, automated alerts, and AI-powered insights drive action across teams, making CX a shared mindset, not a siloed function.

## Three UK: Signal-Driven Strategy

Three UK measures experience across every touchpoint, including voice and digital, and ties it to business outcomes like churn and complaints. A structured CX strategy, backed by senior leadership, turns these insights into company-wide initiatives. A recent example: friction in Pay-as-you-go journeys uncovered by Medallia led to targeted, business-wide improvements.

## DHL Express: Global Listening, Local Action

DHL's "First Choice" program puts customer experience at the center of operations. Using Medallia, DHL collects millions of signals annually across journeys and channels. Feedback drives two levels of impact: direct customer outreach and structural improvements, like improving customs communications or drop-off options. CX insights are embedded into daily team routines, reviewed regularly, and tracked with Lean/Six Sigma governance worldwide.



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Listening is just the start. Impact comes from turning insight into action. When teams access the same signals, they can solve the right problems faster.

# The Big Takeaway

Leading organizations aren't just running surveys—they're building connected, AI-powered systems to hear every customer, act in the moment, and drive business-wide improvement. Customer experience becomes a shared responsibility, embedded in how teams work every day.

