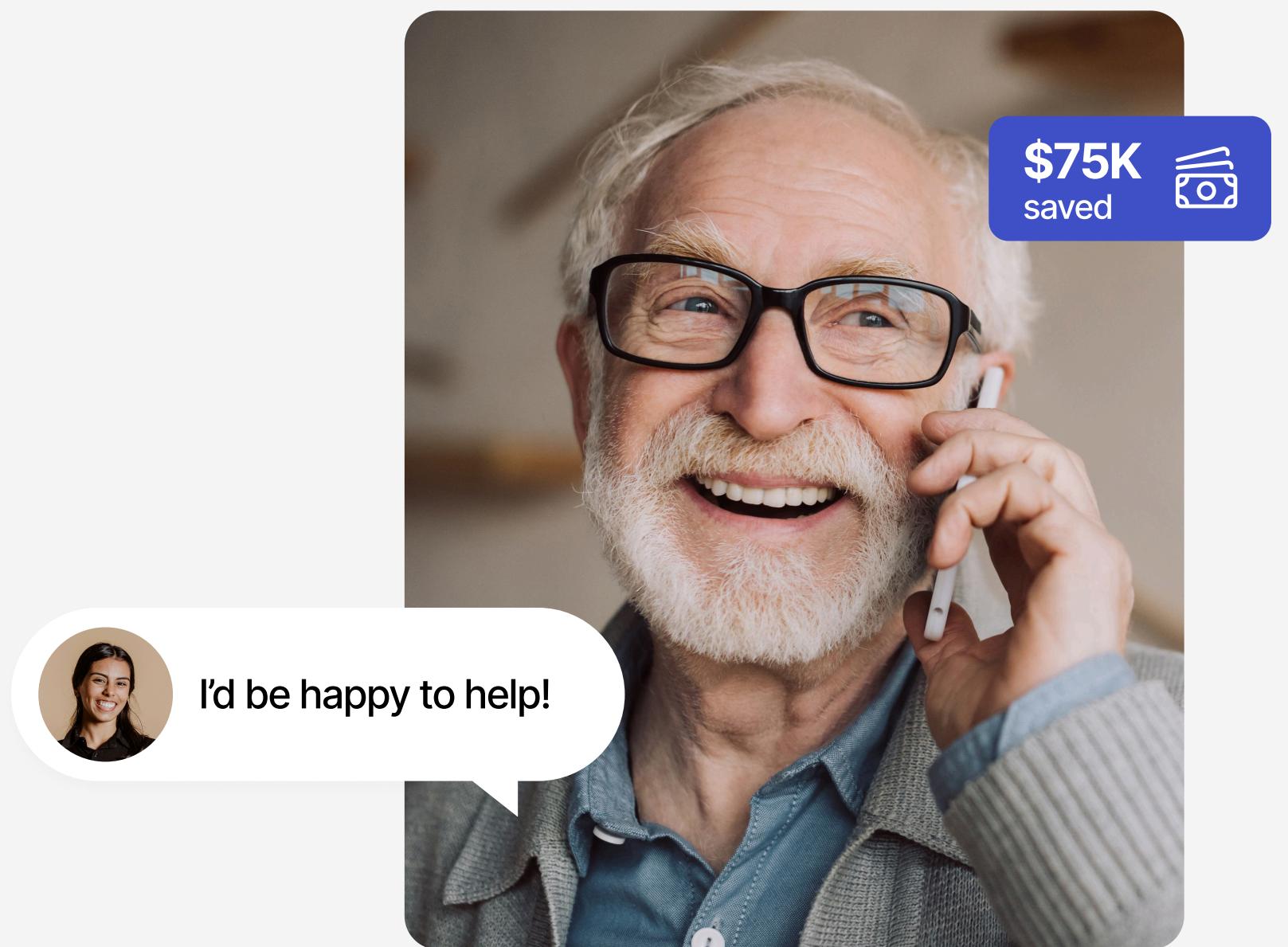


Medallia



CX That Pays Off: How Every Call Converts to Cash

The Real ROI of Conversational Intelligence

The dollars in the data.

What if every customer conversation could show you where money is lost — and where opportunity lives?

Your contact center holds the answers, but most teams aren't listening.

Every interaction reveals where you're losing revenue, frustrating customers, or missing chances to grow. But when insights are buried in surveys, delayed by reporting cycles, or lost in silos, those moments slip through the cracks. And so do your customers.

They hand you the truth in every call, chat, and message: broken journeys. Repeat issues. Missed upsell cues. Eroding trust.

Conversational intelligence connects the dots for you. Pinpointing the root causes of churn, volume, and lost sales — and driving real action across the business.

The payoff? **Clear fixes. Tangible ROI. Stronger experiences from start to finish.**

Here's what happens when you actually start listening.

Trust Restored. Agents freed up for complex support.

\$150K

Saved by Fixing
Confirmation Failures

**"I never got my
confirmation email."**

Confirmation failures are
flooding your contact center
and eroding trust.



The Fix

- Detected complaint pattern with speech analytics
- Triggered auto-resend + receipt verification

The Impact

- 30,000 fewer calls
- ~\$150K saved

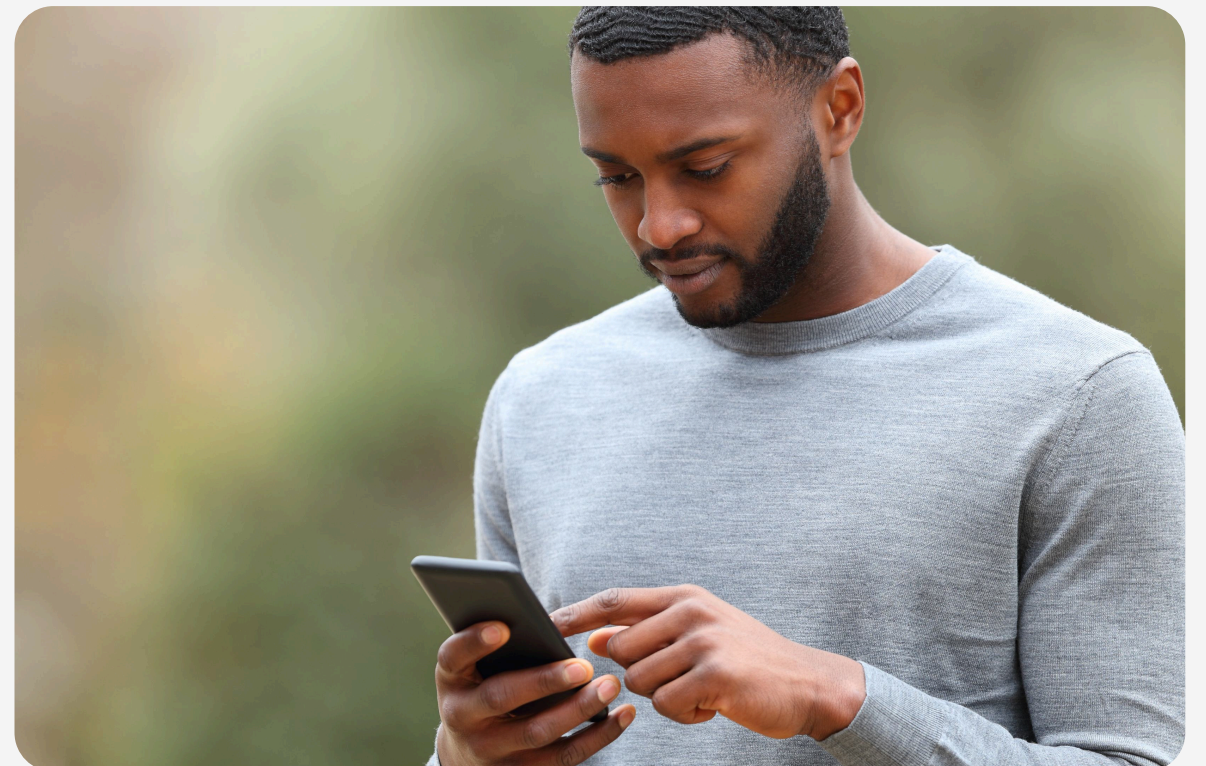
Smoother experiences. Faster resolutions.

\$200K

Recovered by
Stopping Misroutes

**"I've been transferred
three times already."**

Broken routing loops waste time, frustrate customers, and inflate costs.



The Fix

- Mapped call journeys and flagged intent confusion
- Improved routing logic + added screen pop-ups with full context

The Impact

- **40,000** misroutes avoided
- **~\$200K** saved

Digital experience improved. Call volume reduced.

\$100K

Saved by Surfacing
Website Issue Sooner

"I need help! The website isn't working."

A broken webpage pushes customers to call and IT isn't seeing the issue.



The Fix

- Flagged digital issue from calls
- Routed insights to IT to fix issue fast

The Impact

- High-volume issue fixed **2x** faster
- ~**\$100K** saved in support costs + SLA penalties

Clarity increased. Frustration decreased.

\$125K

Saved by Clarifying
Denial Scripts

**"Why was my benefit/
payment denied?"**

Vague language is causing long
calls and costly escalations.



The Fix

- Detected friction with keyword + sentiment analysis
- Rewrote denial language and FAQs

The Impact

- **25%** drop in escalations
- **~\$125K** saved in supervisor time and handle cost

First-contact resolution up. Rework down.

\$75K

Saved by Fixing
Document Drop-Offs

"I already uploaded my documents. Why are you asking again?"

Lost docs = follow-up calls, inefficiency, and customer churn.



The Fix

- Identified workflow gaps in transcripts
- Set alerts for missing or misrouted documents

The Impact

- **15,000** follow-up calls avoided
- **~\$75K** saved

More revenue. More value per conversation.

\$250K

in Upsell Revenue
Unlocked

"I'm thinking about upgrading. What are my options?"

Agents are missing buying signals and leaving money on the table.



The Fix

- Identified upgrade intent in conversation data
- Trained agents to offer relevant bundles in real time

The Impact

- **10%** boost in upsell success
- **\$250,000** in new revenue

Self-service up. Costs down.

\$100K+

Unlocked by Redirecting
Low-Value Calls

**"Is there a faster way
to do this?"**

Simple tasks jam up queues and
drain agent productivity.



The Fix

- Flagged repeat low-effort intents
- Redirected to self-service in-call and post-call

The Impact

- Agent time reallocated to high-impact issues
- **\$100K+** in new revenue

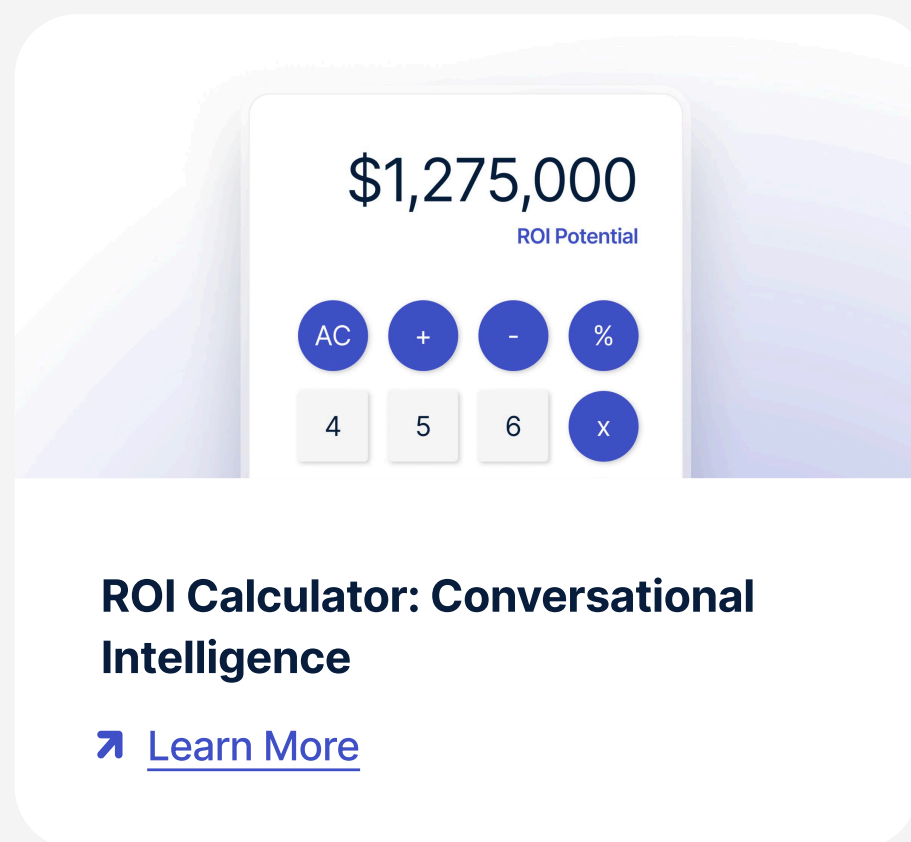
The cost of inaction is too high.

The broken journeys, repeat calls, and missed signals hiding in your contact center aren't just CX problems, they're profit drains and a risk for customer churn.

Medallia helps you surface insights, act faster, and turn CX into serious ROI.

Lead with Listening. Profit with Precision.

Plug in your numbers to see what your calls are really worth.



The image shows a digital interface for an ROI calculator. At the top, a large number "\$1,275,000" is displayed in black, with "ROI Potential" written in smaller blue text below it. Below the number is a calculator keypad with blue circular buttons for "AC", "+", "-", and "%", and grey rectangular buttons for "4", "5", "6", and "x". The entire calculator interface is set against a light blue and white background with wavy patterns.

ROI Calculator: Conversational Intelligence

[↗ Learn More](#)

**Please note: The numbers given are estimates only and not guaranteed.
Calculations based on a typical enterprise contact center with:*

- 1,000-2,500 agents
- ~1M annual inbound voice calls
- \$5 avg. cost per call
- Escalations = 5-10x more costly
- 15-30% of calls are deflectable
- \$30-\$100 avg. upsell/retention value

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>.