



Listening with Purpose

Choctaw Nation's Journey to Community-Driven Excellence

Challenge

With services spanning healthcare, hospitality, wellness, retail, gaming, and cultural programs, Choctaw Nation needed a way to unify feedback, reduce manual reporting, and empower departments to act on what they hear quickly and effectively. With more than 12,000 associates, Choctaw Nation saw an opportunity to create more consistency, connection, and recognition across its many service areas.

Action

Partnering with Medallia, Choctaw launched a flexible, user-friendly platform that now powers more than 200 feedback programs. Insights from healthcare clinics, casinos, and cultural centers are actively monitored by managers and leadership.

These insights not only improve day-to-day service but also support workforce planning by helping leaders anticipate staffing needs and align associate levels to demand. Programs like the Spotlight Award recognize associates who go above and beyond, reinforcing a culture of service, appreciation, and excellence.

Impact

- User adoption (logins) increased by 36% year over year
- Wellness satisfaction scores rose significantly, with OSAT up 4.2% and NPS up 2%
- Casino NPS increased by 2.5%
- Cultural Center NPS increased by 2%
- Real-time feedback led to direct improvements in service delivery, menus, and associate recognition



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Medallia helps us turn guest feedback into actionable insights, enabling smarter decisions that enhance the guest experience. The platform is intuitive and easy to use, making data collection seamless.

Demetrice Allen
Senior Director of Operational Excellence

The Big Takeaway

Choctaw Nation has built more than a feedback program. They have created a culture of listening that drives transformation. With Medallia, every comment becomes a catalyst for change, every insight fuels progress, and every associate plays a role in delivering experiences that uplift and unite the entire community.

