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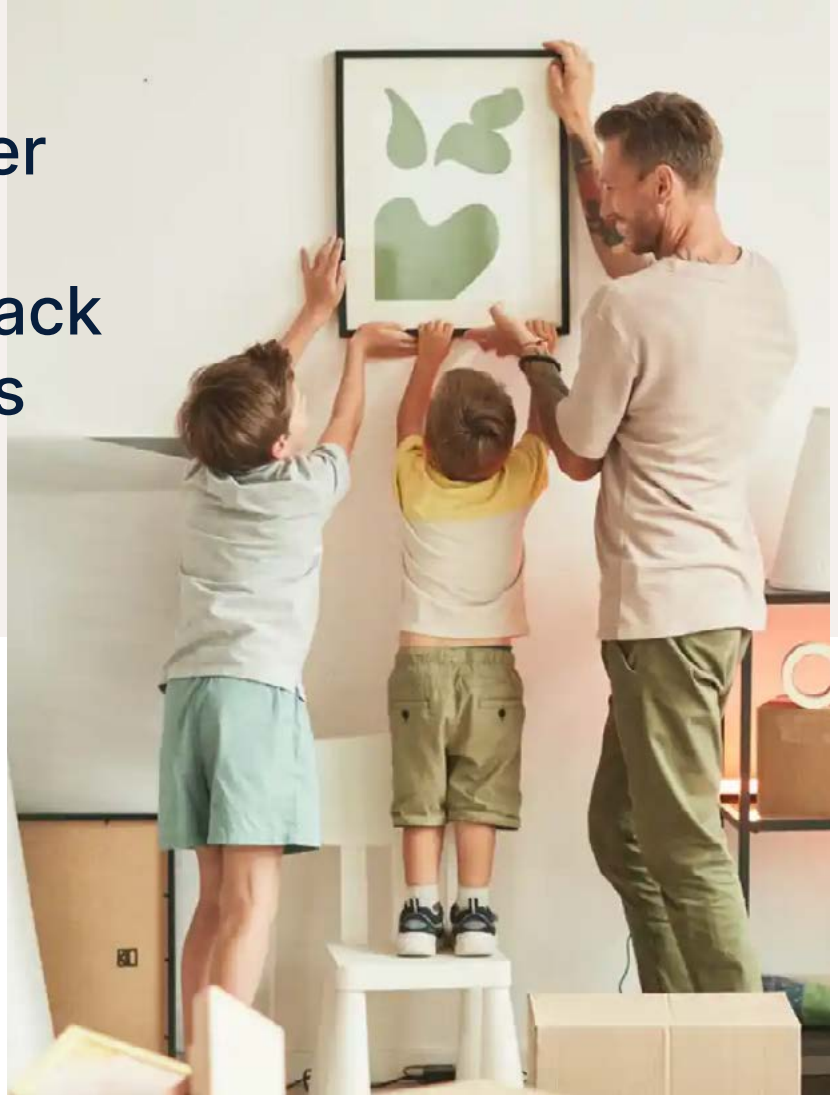
SANTALUCÍA transforms customer experience with an omnichannel feedback system that delivers real results

Results with Medallia

71%

of cases resolved with value-based arguments

25%

of policies recovered after cancellation

40,000+

alerts managed with a 62% resolution rate

Medallia

Summary

- SANTALUCÍA built an omnichannel Voice of the Customer model that captures feedback across phone, digital, social, and reviews, creating a single, real-time view of customer interactions. This move from fragmented listening to a unified approach helps teams understand the full customer journey and act with clarity.

- Customer feedback now flows directly into decision-making, turning insights into action. Follow-ups happen quickly and systematically, ensuring customers see real improvements and strengthening trust in the brand.

- By integrating feedback into CRM workflows, SANTALUCÍA connects listening with action and results. Critical signals are routed to the right teams, issues are resolved faster, and every case is tracked from start to finish, driving accountability and learning.

- This predictive model has transformed how the organization operates, breaking down silos, aligning teams, and creating a culture where every insight leads to better service and stronger relationships.

Listening across all channels to truly understand the customer.

SANTALUCÍA faced a key challenge: how to deeply understand and respond to customers in a dynamic, multichannel environment. Until then, feedback was fragmented, with limited channel coverage and low visibility.

The goal was clear: to create a modern, scalable Voice of the Customer system that captures real-time signals from every touchpoint, such as contact center calls, digital experiences, social media feedback, and behavioral data.

Surveys still play an important role, but the focus shifted to a more comprehensive and predictive listening model. SANTALUCÍA wanted these insights to do more than just feed dashboards. They aimed for them to be actionable across the organization, from front-line teams to executive management, and fully integrated into operational processes and decision-making.

Additionally, as channels and customer expectations evolve, they needed the solution to be flexible, future-ready, and enable continuous large-scale innovation.

Real-time alerts and empowered employees for a proactive experience.

To make this vision a reality, SANTALUCÍA partnered with Medallia to implement a dynamic omnichannel experience management system.

At the heart of the system is the ability to generate real-time alerts, consolidating structured feedback with unsolicited signals from calls, online reviews, digital behaviors, and other channels.

The system detects critical signals, such as early signs of dissatisfaction or new opportunities, and routes them to the right teams for quick action. Teams reach out to customers and close the loop within hours, delivering timely solutions and restoring trust.

But it is not just about customer service. The Medallia platform makes insights visible across the organization, enabling teams to monitor feedback, collaborate on case resolution, and measure the impact of their actions.

By involving all employees in experience management, SANTALUCÍA has fostered a collaborative, data-driven culture that enables continuous, large-scale improvements in customer experience.

Medallia

Data-driven decisions. Real results.

Since launching its omnichannel feedback program with Medallia, SANTALUCÍA has seen clear improvements in both customer loyalty and operational efficiency.

NPS has increased by 10 points, and over 40,000 alerts from voice, digital, and social signals have been managed, achieving a 62% resolution rate.

The company has also recovered 25% of policies at risk of cancellation or abandonment.

Notably, 71% of resolved cases were handled with value-based arguments, reinforcing the effectiveness of personalized, insight-driven responses.

Now, SANTALUCÍA is moving into the next phase with **more AI and predictive analytics, greater integration, and internal scaling.**

The next leap is to **anticipate**, not just react: dynamic prioritization, churn detection, and personalized recommendations. Increased integration with internal systems will reduce **time-to-action** and extend the model's reach to new teams. This evolution aligns with SANTALUCÍA's transformation toward **data-driven decisions and differentiated service.**

Request a demo

www.medallia.com ↗

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> *"Medallia's alert system allows us to define smart criteria by combining unsolicited signals, sentiment, and direct feedback when available. These alerts are delivered in real time to the right teams, helping us respond quickly and proactively to our customers."*
>
> Paloma Paraja,
> Customer Experience Manager
> SANTALUCÍA

Medallia