Medallia

Conversational Insights That Drive Action.

Customer feedback doesn't just live in surveys — it happens across every call, chat, and message. Medallia captures 100% of these interactions, uncovers why customers are reaching out, and connects insights across your business so you can prevent repeat contacts, reduce costs, and deliver exceptional experiences at scale.

Where contact center conversations become enterprise intelligence.

Other vendors claim to listen. **Medallia creates insight.** We transform every call, chat, and message into enterprise intelligence, share it across CX, Ops, and Product teams, and uncover what's really driving friction — so you can fix issues at the source.

Digital & Self-Service
Spot broken journeys and failed containment, then fix them fast.

Product & Operations
Surface recurring defects, process gaps, or policy friction driving volume.

Marketing & CX
Understand sentiment and loyalty drivers across segments and regions.

Executive Leadership
Connect frontline performance directly to business outcomes — revenue, retention, and trust.

Conversational Intelligence

Frontline Insights, Enterprise Impact

1 **Total Visibility of Conversations**

Go beyond sample-based QA to capture every call, chat, and digital interaction in one unified view. By connecting signals across voice, text, operational systems, and surveys, Medallia surfaces friction points and root causes that impact both agents and enterprise decision-makers.

2 **Actionable Insights Across the Enterprise**

Turn conversations into intelligence your teams can use immediately. AI-powered transcription, sentiment and emotion detection, topic identification, and Intelligent Summaries highlight trends and opportunities for CX, Ops, and Product teams — helping prevent repeat contacts, improve journeys, and guide enterprise strategies.

3 **Automated Alerts and Accountability**

Detect risks and root causes as they happen with automated alerts and role-based workflows. Teams can act immediately to prevent escalation, protect revenue, and improve operational efficiency.

4 **Empowered Frontline and Back-Office Teams**

Deliver insights back to agent desktops, CRMs, and QA tools so employees can coach, resolve, and improve experiences in the flow of work. With Medallia, agents and managers don't just respond — they proactively shape CX and drive measurable outcomes.

5 **Enterprise-Scale Integration**

Medallia connects seamlessly with any system your business relies on — from CCaaS to CRM to HR platforms and beyond. Fully embedded into daily workflows, it powers faster decisions today and scales effortlessly to meet tomorrow's goals.

Medallia Customers Turn
Listening Into Impact

> **"**
>
> **IPSY**
>
> Medallia has changed how we collaborate internally—feedback doesn't just live in the contact center anymore; it drives decisions across the company.
>
> Senior Manager of Service Experience, IPSY

IPSY turns conversation data into company-wide action:

- Feedback no longer trapped in tickets — now shared across the organization
- Drove measurable results: +7% CSAT, 30% faster coaching, 20% survey response lift
- Insights drive action across CX, Training, and Product for measurable impact

AdventHealth turns conversation data into connected care insights:

- AI-driven summaries highlight key friction and opportunity areas
- Speech and text analytics reveal patterns that drive improvement
- Unified insights from calls and surveys tell a complete customer story

> **"**
>
> **AdventHealth**
>
> We're exploring AI summarization, leveraging speech and text analytics, and actively listening to calls to uncover key friction points. Combined with survey data, these insights help us piece together the full consumer journey and tell a more complete story.
>
> Executive Director of Consumer Experience, AdventHealth

Purpose-built for complexity and trusted by leading brands

AdventHealth   **CHOICE HOTELS**   **DICK'S SPORTING GOODS**   **IPSY**   **Johnson & Johnson**

Meta   **PACIFIC LIFE**   **SEAT GEEK**   **verizon**   **Walmart**

Medallia

Ready to hear what you've been missing?

The real story of your customer experience is already happening — in every call, chat, and message. Medallia helps you hear it clearly, act on it fast, and turn those moments into momentum for your entire business.

→ See Medallia in action. **Request a demo.**

About Medallia

Medallia is the global leader in customer and employee experience, trusted by the world's most iconic brands — including 7 of the Fortune 10. Medallia's AI-driven platform helps enterprise organizations turn billions of feedback signals into clear, prioritized actions. With deep domain expertise, a powerful partner ecosystem, and consistent leadership recognition from top industry analysts, Medallia transforms customer experience into a strategic driver of business growth. Learn more at www.medallia.com.