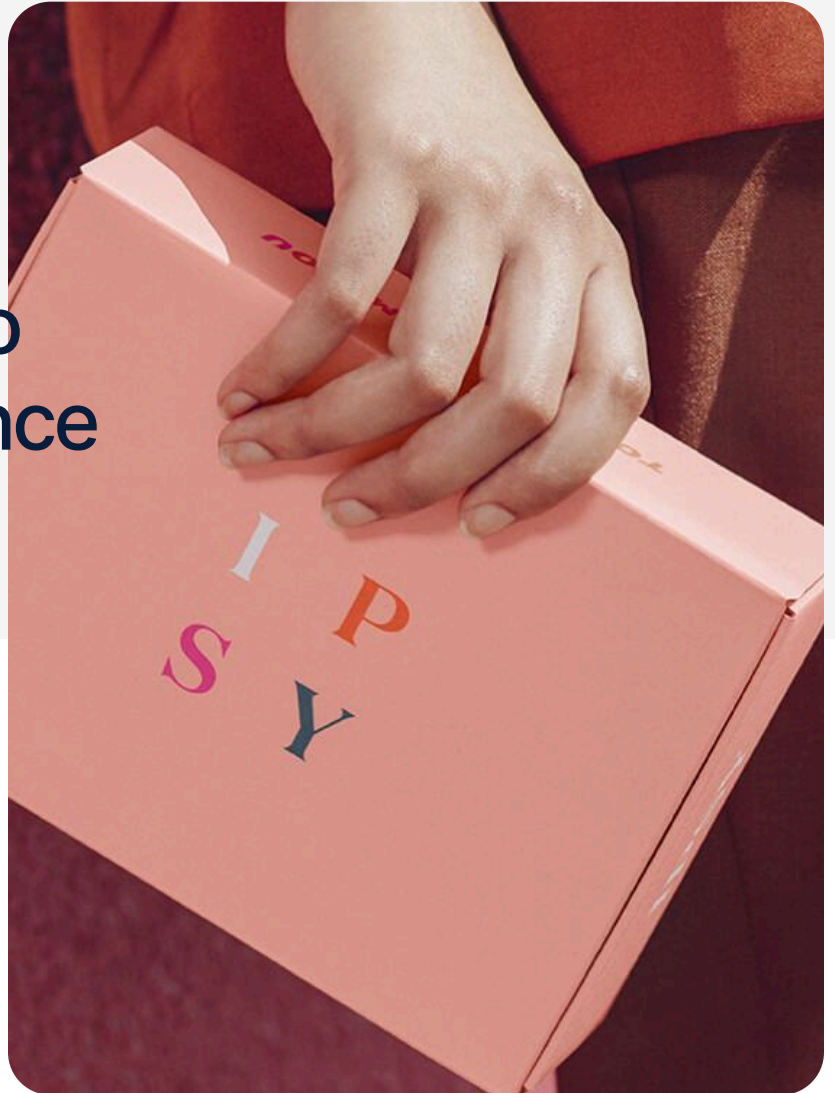


CUSTOMER SPOTLIGHT

IPSY

How IPSY Turned Contact Center Conversations into Strategic Intelligence



"Medallia has changed how we collaborate internally—feedback doesn't just live in the contact center anymore; it drives decisions across the company."

Gina Requena
Sr. Manager of Service Experience
IPSY

Results with Medallia

30%

faster
coaching prep

7%

CSAT
improvement

Faster

insight-driven
reviews across teams

IPSY
Industry: Ecommerce/Retail

Medallia

Summary

- IPSY's Service Experience team knew what was breaking—they just couldn't prove it. Manual exports, disconnected tools, and generic surveys meant the richest dataset in the company stayed locked in individual tickets while decisions were made without them.
- IPSY turned that around by making conversations instantly searchable. What used to take hours of manual analysis now happens in seconds. Patterns surface immediately. Teams share the same view of member needs. And Service Experience finally has the evidence to influence decisions beyond the contact center.
- The results: 7% CSAT improvement, 30% faster coaching, and 20% survey response rates. But the bigger shift? Feedback doesn't just live in the contact center anymore—it drives decisions across the company. Training updates happen in days instead of quarters. Other teams seek out Service insights before finalizing roadmaps. The contact center went from cost center to strategic partner.

Challenge: Rich Data, Zero Insights

IPSY's Service Experience team faced a problem most CX leaders would recognize: they knew what was breaking, but they couldn't prove it.

Every insight meant manually exporting data and reading interactions one by one—the old platform didn't support filtering or custom views. Agents heard the same complaints daily—confusion about billing, unclear product features, benefits that weren't landing, operational hiccups. The Service team knew these were patterns, but without a way to prove it at scale, they had stories instead of data.

"We were operating in the dark," said Gina Requena, Sr. Manager of Service Experience at IPSY. "We'd roll out new features or changes and had no real way to tell if they were resonating with our members."

Feedback response rates were below target; their tool didn't allow customization, so every survey felt generic and off-brand from the IPSY experience. For a beauty brand built on personalization, that disconnect meant losing touch with actual member sentiment.

The cost? Opportunities to fix friction before it damaged loyalty. Chances to influence product decisions with evidence. The ability to prove that contact center insights deserved a seat at the strategy table. Without unified feedback, the richest dataset in the company stayed locked in individual tickets.

Action: From Buried Conversations to Instant Intelligence

IPSY brought in Medallia Experience Cloud (MEC) and Agent Connect to make member conversations searchable and actionable—turning contact center data into strategic intelligence.

MEC gave them the visibility to prove patterns at scale. Teams can now search by tags, keywords, and journey stages to instantly surface what's driving sentiment. No more manual exports, no more guessing. These insights fuel reviews where Service Experience shows cross-functional teams and training exactly where members are struggling — and with data to back it up.

Agent Connect transformed feedback from noise to signal. Surveys are now personalized, on brand, and delivered in real time. The response rate jumped to 20%—well above typical ecommerce benchmarks. "Our surveys actually sound like IPSY—not a generic form—and that's made a big difference," said Requena. Members respond because they can tell someone's listening.

Team Leads reclaimed 30% of their time. Everything—feedback, ratings, tags, ticket history—lives in one place now. Coaching prep that used to take over 45 minutes now takes 15–30 minutes. "Because everything is in one place, I spend less time digging for information and more time having meaningful conversations with my agents about how they can grow," one Team Lead explained.

Agents see member feedback in real time. According to Requena, "It's like giving them a mirror—they can finally see how they're coming across to members."

Impact: Contact Center Data Drives Company Decisions

IPSY shifted from reacting to problems to preventing them—using conversation data as strategic intelligence across the business.

Training: Spotted & fixed confusion in days vs quarters.

The team caught a pattern: Agents were explaining refunds for out-of-stock items in ways that confused members. "We updated our training to help our team explain it in a clearer, more straightforward way, so members understand exactly what's being refunded and why," the Service Experience Manager said. When feedback shows responses coming off as impersonal, they use that to guide training for empathy.

Product & Experience: Service became the voice of the member.

When feedback points to broader friction, Service partners with Product to advocate for site changes—backed by data, not hunches. With chatbot data recently integrated, they're catching self-service friction earlier. "Since the bot is often the first point of contact, this integration helps us respond faster and make changes before things escalate."

Operations: Acting before scores drop.

The team spots issues in real time. "Now, we take action before our scores even drop," the Service Experience Manager said. They close the loop faster—if an issue wasn't fully resolved, they catch it and follow up. Members notice: "The follow-up was very sweet. Made me feel my feedback was taken seriously."

Request a demo at:

➤ www.medallia.com

Since launching Medallia, IPSY has seen a 7% CSAT lift. But the bigger shift? "Members are sharing more thoughtful, detailed insights that help us understand what's working and where we need to improve."

The contact center no longer just handles issues—it's the intelligence that shapes how IPSY evolves. "Medallia has changed how we collaborate internally—feedback doesn't just live in the contact center anymore; it drives decisions across the company."



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.