



Mission: Bridge The Gap

How can we remove barriers between our data and our customers?

Select Your Mission

(Choose one challenge for your table to solve)

①

The "Why?" Blindspot:

We see our NPS/CSAT scores changing, but we struggle to pinpoint exactly why it's happening without days of manual analysis.

②

The Feedback Black Hole:

We collect thousands of open-text comments (surveys, social, calls), but we can't read them all to find emerging trends fast enough.

③

The "Blank Page" Burnout:

Our frontline agents are exhausted by the volume of responses they need to write. They struggle to maintain empathy and speed simultaneously.

④

The Context Trap:

When customers transfer from digital to human support, agents waste time re-reading history or asking "how can I help?", frustrating the customer.

Diagnose the Friction

Based on the mission you chose above, discuss and list specific pain points your team faces today.

Where is the bottleneck? (e.g., Analysts spend 80% of time cleaning data, not finding insights.)

What is the cost of inaction? (e.g., We lose at-risk customers because we respond 48 hours too late.)

How does this affect the human team? (e.g., Agents feel robotic; Leaders feel blind.)



Mapping the Solution

How Medallia AI turns friction into flow.

Instructions

Look at the "feature reference guide" on your table.
Discuss how they solve the friction points you listed on page 1.

The Tool

Select relevant feature.

Example: Smart Response

The Superpower

What problem does it solve?

Drafts empathetic replies in seconds, not minutes.

The Human Impact

Who benefits, and how does their job improve?

Agents: Less typing fatigue, more energy for complex problems.

The Strategic Win

One measurable outcome.

Reduce response time by 50%

①			
②			
③			
④			



If we implemented these tools tomorrow, what is the **one thing** our team could stop doing, so they can start doing something better?



← Scan to view detailed feature breakdowns and screenshots.



AI That Fits

Mapping the Right Use Cases for Every Role

Feature Reference Guide

Feature	What it Does	The Win
Intelligent Summaries	Instantly generate concise summaries for multiple data types: <ul style="list-style-type: none">• Conversational Data: Recap calls/chats so teams have history before saying hello.• Text Analytics: Summarize core feedback behind a specific topic or theme.	Eliminate hours of manual reading, giving teams instant context to act faster.
Themes with GenAI	An automated trend-spotter to analyze unstructured data to uncover granular themes and emerging trends without manual tagging.	Detect emerging problems and opportunities instantly, removing blind spots from your analysis.
Root Cause Assist	A one-click detective that explains why a score went up or down.	Instead of spending days analyzing data, click one button to see exactly which friction points (e.g., "Wait Time") drove the change.
Smart Response	Automatically draft personalized, on-brand, grammatically correct replies to customer feedback in seconds.	Eliminate writer's block and allows teams to send more personal follow-ups.
Insights Assistant	A conversational interface for your data to ask questions in plain language (e.g., "Why is CSAT dropping?") and get immediate, data-backed answers.	No need to build complex reports or export data to find an answer.
Smart Topic Builder	Automatically discover text analytics topics you aren't tracking and receive rule suggestions to capture them accurately.	Cut hours of manual rule writing and discover "unknown unknowns" in customer feedback.
Coaching Intelligence	An automated prep-tool for managers that suggests personalized coaching topics based on an agent's performance data and goals.	Reduce manager prep time by surfacing previous session summaries and identifying exactly where an agent excelled or struggled.



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