

CUSTOMER SPOTLIGHT



# Using world-class integrations to connect Experience Management data



“

Medallia and its world-class integrations have helped Andersen position ourselves as an experience company rather than a product company.”

— Kelly Aronson, Chief Information Officer, SVP

ANDERSEN CORPORATION  
Industry: Manufacturing

**Medallia**

## Connecting data together as a way to scale

Andersen Corporation is a premier international window and door manufacturing enterprise employing approximately 10,000 people at more than 30 manufacturing facilities, logistics centers, and company-owned retail locations. Andersen offers a broad array of window and door products to fit nearly any project from new construction to replacement. Andersen products are sold at The Home Depot stores nationwide and through a network of independent dealers.

Starting with the Renewal by Andersen business division, which is their full-service window replacement division, the company wanted to provide a world-class customer experience and began using Medallia Experience Cloud to capture the Voice of the Customer. This included measuring the homeowner's satisfaction after an interaction with the design consultant, post sales appointment, and installation using a Net Promoter Score (NPS). Renewal expanded to Voice of Employee surveys, and the company saw so much success with its Experience Management programs, that it expanded to different touch points and surveys across the broader Andersen Corporation.

Andersen's CIO, Kelly Aronson, is responsible for the technologies across every business division.

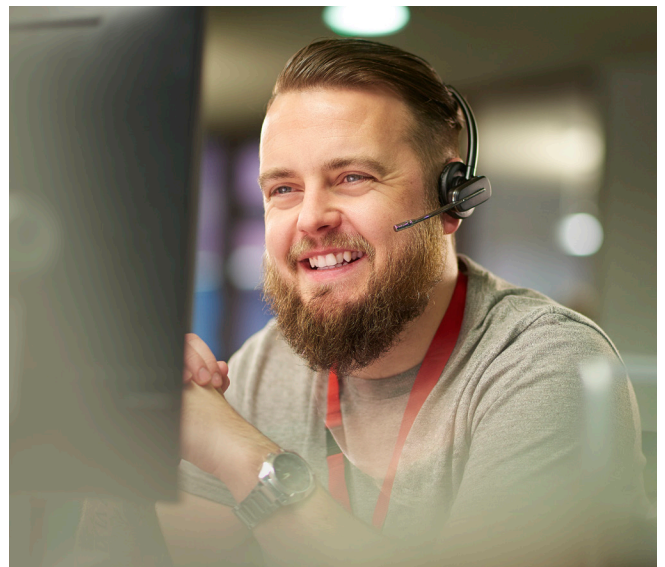
"With Andersen teams already using both ServiceNow and Salesforce platforms, we saw an opportunity to scale Andersen's Experience Management programs by connecting all of the data together, leveraging both integrations across the entire business," says Aronson.

## Bringing experience data into Salesforce

Andersen is a large Salesforce organization, using Salesforce for Sales and Service Clouds across business divisions. The company needed an automated way to bring experience data from Medallia in Salesforce so sales and service teams can better engage with customers and make more informed decisions in real-time.

To embed the Voice of the Customer into the CRM, Andersen began using a robust Medallia Salesforce integration, implementing a connector on the service side. Now, when a customer fills out a survey about the service experience with an agent, the agent can pull up that customer information and have access to the experience and feedback data from Medallia in the Salesforce platform.

The Medallia Salesforce integration allows for customer service agents to be more intelligent about the customer's sentiment post and pre service calls. It also allows for better agent coaching and training by analyzing the feedback data and having this easily accessible to service agents in the Salesforce platform.



## Improving internal and external process with ServiceNow

After implementing a new service model, Andersen wanted to make sure the company was providing the same level of satisfaction with their internal employees as with their external customers. The company also wanted to give the IT leadership team access to aggregate feedback, as well as its agents access to feedback on their own interactions.

When Andersen went from a third-party outsourced model to insourcing their own IT help desk with approximately 25 agents supporting an employee population of over 10,000, they started using ServiceNow for service ticket processes such as incidents and ordering from the product catalog. The company also implemented the Medallia connector here to incorporate the post-ticket resolution experience. This helped ensure a high quality service experience with customers feeling satisfied with the interactions they were having.

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Medallia is an amazing product, and by integrating with other systems within our ecosystem, it exponentially gets better, because it allows us to provide the best experience for our customers and employees.

**Kelly Aronson**

Chief Information Officer, SVP  
Andersen Corporation

The IT Service Management (ITSM) integration allowed Andersen to get a baseline of service expectations, real-time feedback incorporated into IT help desk processes, training and quality standards, and to manage workflows. Within 5 months, there have been over 3,000 responses in ServiceNow, and the Overall Satisfaction with Agent score is at a 9.5.

[Schedule a Demo](#)

### About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com).