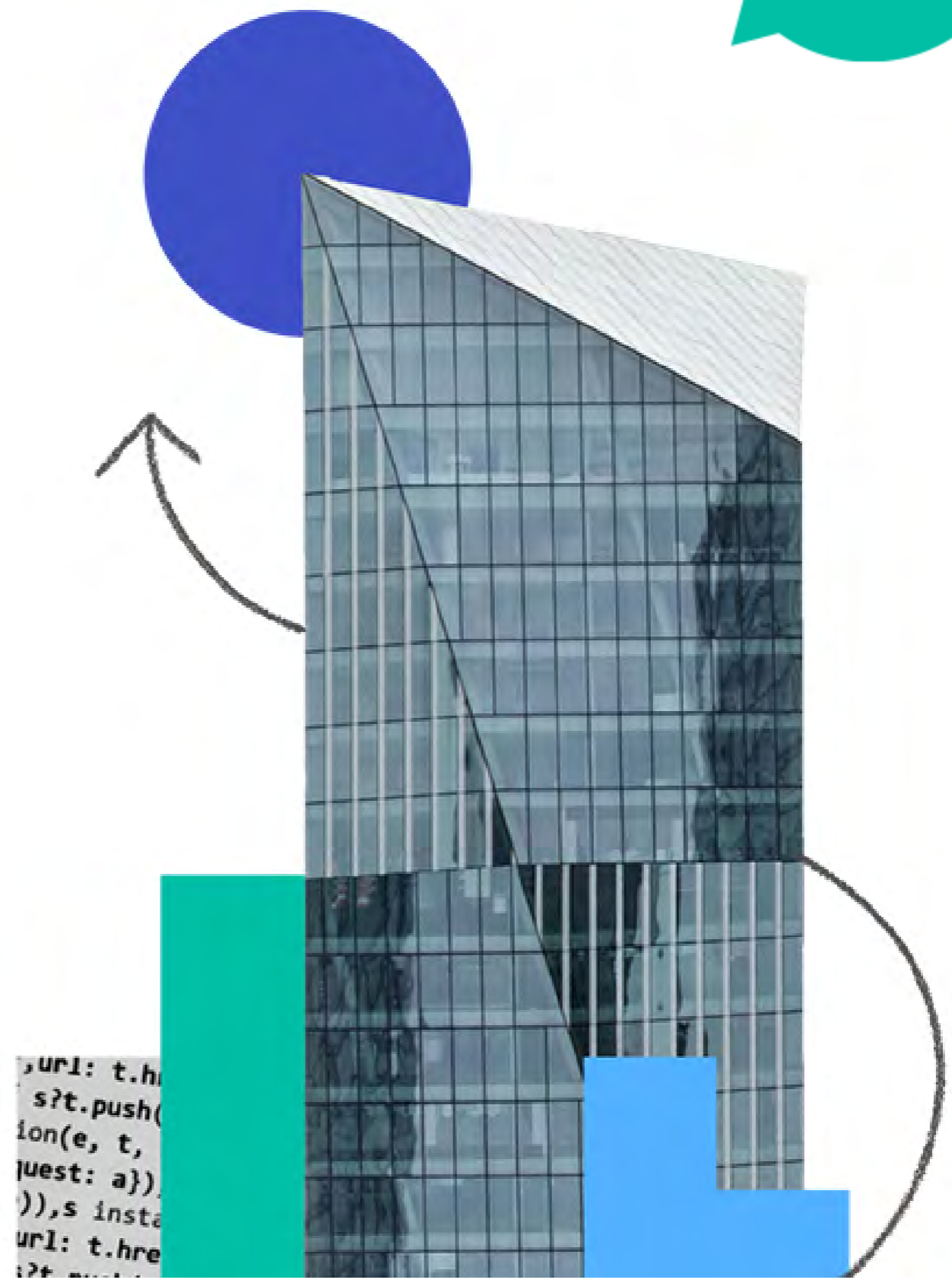


Medallia

experience 21

Experience Leaders

Learn from innovative Experience Leaders sharing practical advice, best practices, and their inspirational stories.





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SAMSUNG

Capturing Signals to Transform Customer Experiences



We are putting the customer at the heart of everything we do, using real-time insights and action.”

GUILHERME KOGA,
Director of Care Analytics, CX and Strategy

Challenge

Samsung Electronics of America has a long history of technology excellence. For decades, the company focused on product innovation and their relationships with the third-party carriers, dealers, and retailers that sold Samsung products to end customers. The customer care team at Samsung always had a close relationship with customers, handling support via contact centers and repairs of appliances in customers' homes. In 2018, Samsung began to change their vision to connect more directly to customers. The customer care team led the way on this new path forward. The team's focus was on elevating the entire Samsung customer care journey, serving customers through their preferred channels and feedback methods.

Solution

With the goal of building a full voice of the customer program to gain insight and take action to improve the customer experience,

Samsung began by ensuring that every person who interacted with customers had access to Medallia: customer care agents, repair specialists, technicians, and so on. The company officially launched the Samsung Care Pulse program, which helped to put the customer at the heart of everything Samsung does. Since launch, Samsung has continued to expand the number of users with access to Medallia, as well as the feedback channels

and advanced quantitative and qualitative approaches such as Text Analytics. The program now includes signals such as digital online/offline channels (SMS, chat, service requests, etc), special programs, and employee feedback, with more signals on the roadmap. To drive action on what the company is learning from customers and employees, Samsung

created the Champions Council in 2019, which structures regular communication and decision-making among cross-functional stakeholders across lines of business.

Results

Medallia provided the Champions Council with customer feedback and insights that helped the team solve issues and take positive action on behalf of its customers. In 2020, the Council identified more than 200 specific action items and process improvements, **resulting in a 10-point NPS increase for the year.** Customer insights also led Samsung to develop popular offerings such as their “We Come to You” program in which the company outfitted vans and trucks that technicians could use to provide walk-up or appointment-based service delivery for personal devices such as cell phones. Today, 6,000 employees and partners across the company use Medallia to understand and improve the customer experience.

Vanguard®

The Powerful Connection Between Client Experience and Employee Experience



We plan to create positive crew experiences, which will lead to an improved client experience to ensure that Vanguard can continue taking a stand for all investors, treat them fairly, and give them the best chance for investment success.”

PAM HAAS,
Voice of the Employee Strategist

Solution

Vanguard engaged with Medallia to collect signals and feedback from across key digital and service platforms including the internal portal, Workday, and Salesforce. They collected the right feedback at the right time through always-on, embedded, targeted, and ad hoc digital surveys. They also

aligned ownership of the data and feedback to ensure that insights are turned into action as part of continuous improvement. For example, during the pandemic, Vanguard streamlined the year-end performance review process based on feedback from leaders and crew that it was process-heavy. Improvements were made across core digital platforms, saving time for leaders and crew to provide more time for meaningful performance conversations.

Challenge

The Vanguard Group is an investment services company with more than 30 million global clients supported by 17,000 employees referred to as “crew.” Vanguard has a clear client-centric purpose, and several years ago invested in evolving their customer experience strategy. The success of that investment led them to adapt similar strategies and methodologies to improve their crew experience, particularly around Human Resources (HR) journeys. The first task for the HR User Experience, or “HRUX,” team was to collect qualitative and quantitative data to inform their strategy. They soon learned that the behavioral crew data and feedback was hard to access, disparate or unreliable, or simply didn’t exist.

Results

Vanguard began seeing immediate value after the initial launch was completed in December 2020. Service **OSAT improved by 18% year over year and their response rate increased 21-fold.** Improvements to the year-end performance review received immediate feedback, with common themes of “very easy” and “simple.” After the process concluded, Vanguard was able to measure for the first time the quality of conversations between leaders and crew members. In addition, they validated a 24% reduction in hours spent on the performance review process. Vanguard is planning to implement Medallia to enable real-time feedback and analytics on additional crew HR journeys. They believe creating positive crew experiences will translate into improved client experiences.

Facebook

“ You want a program that you can scale when you want to grow, and a solution that can scale and grow with you. ... Don't try to boil the ocean, just start small, but with the area that you can have the most impact on.

— Pegah Valeh, Global Head of CX, Facebook Reality Labs, whose organization recently launched a customer experience program to drive customer-centric decision-making and product innovation



Guiding a Transformative Approach to Guest Experience



To have a successful program, first and foremost, you need to align internally. You can't do everything overnight, but if you have a really good plan on paper and everyone's aligned, you can begin to see that all come to life."

DARLA JOHNSON,
Director of Voice of the Guest

vendor to help diagnose root causes behind the negative scores. The Panera team eventually began sending out email surveys, which increased the volume of feedback going to the guest care team, but there was no efficient way to holistically or strategically address the feedback.

Solution

Panera began using Medallia so that they could use guest feedback as a strategic advantage. Users can now access feedback directly in the mobile app, which is used as a way to highlight guest feedback right down to the comment itself. With Text Analytics, Panera can now synthesize unstructured feedback. And, Ask Now has been an agile way to target guests with feedback regarding specific areas of their business.

Challenge

Panera Bread originally requested feedback at the bottom of printed receipts, which meant they were not capturing feedback from guests who ordered online. They would also often receive biased feedback because cafe employees would only encourage happy guests to share feedback. And even when problems were raised by guests, without a robust analytics platform the company was reliant on its survey

Results

The Panera team is now able to share feedback with executive leaders and measure the impact that their actions are having on the guest experience, all while **acting on millions of pieces of feedback on an annual basis.**



Placing Patients at the Center of Every Decision



As a CX team, we collect customer feedback for our stakeholders. So as a team, we need to lead by example to build a culture of feedback in the organization so that once a CX program is implemented, you have that culture and foundation to be really successful with it.”

BILL MAURO,
Customer Experience Senior Consultant

Solution

To support this cultural shift, they worked with Medallia to launch a robust NPS system. Innovation came with challenges that the team overcame, including improved cross-departmental coordination, engaged business leaders, working through technical debt, building two-way communication channels, and celebrating wins.

Banner Imaging was one of the first divisions to roll out their Medallia program. To improve cross-departmental coordination, the customer experience team visited imaging centers, and included stakeholders in survey design. Sharing two-way feedback between Banner Imaging leaders and the customer experience team was also crucial. The simple user interface of the Medallia platform and automated email notifications alleviated concerns from Banner Imaging leaders about managing the volume of responses and comments.

Challenge

Banner Health is one of the largest nonprofit healthcare systems in the U.S., with operations in six states. The system owns and operates 32 hospitals, an insurance network, academic and employed physician groups, and other services including urgent care centers, family clinics, pharmacies, outpatient surgery, and medical imaging centers. Banner wanted to place the patient at the center of every decision made within the organization, but needed a system that could help them get timely feedback directly from patients whether they click in, call in, or walk in.

Results

Banner Imaging is one of the shining stars in terms of engagement with the platform. They credit support from the CX team and the user-friendly Medallia platform with helping leaders adapt quickly to review scores and support service recovery. Banner Imaging improved timeliness and closed the loop with patients, **improving their NPS score two-fold within six months, ultimately achieving an NPS of 87.**

WestJet

“ In an ultra competitive, complex environment with a multifaceted guest journey, it was a game changer to understand that there were different moments that mattered for different guest segments across our journey.

— Jon Yuill, Manager, Research and Insights, whose company used Medallia to better understand — and then serve — different segments of travelers



How Feedback Informed the Future of (We)Work



We were able to gather all the right information for our teams on the ground to respond to what was most top-of-mind for members.”

MARIA CASANOVA,
Director of Member Experience

Challenge

WeWork was founded in 2010, and has since grown into a global flexible workspace provider committed to delivering workspaces and unmatched community experiences to more than 500,000 members in 800 locations in 150 cities. Like other businesses, they encountered challenges during the pandemic. WeWork collected and listened to member feedback to reimagine their voice of the customer program, address concerns about health and safety, and determine how to rethink the role of digital experiences in their business model.

Solution

In the early days of the pandemic, WeWork updated survey language and questions related to satisfaction with cleaning and sanitation of their spaces. They worked with Medallia to create specific COVID-19 dashboards and reports, which were viewed

weekly to understand what was going on, how members were feeling, and how they could improve experiences. They also sped up the transition from thinking about WeWork as a physical business to a digital one, with the same sense of connection and community that members had come to love.

As part of a member engagement plan, location teams sent out

personalized emails to say hello, some even including personal touches like photos of well-loved office pets or music playlists to bring the WeWork vibe to home offices. They also used these emails to communicate changes they were making to keep members safe when they returned to work sites. And since online exchanges with members were new for the team, the company provided a course to improve their digital communications.

Results

Because WeWork decided to keep their voice of the customer program running through the pandemic, they were well positioned to anticipate and address member concerns. Cleaning and sanitation quickly became one of the most discussed areas on surveys. In response, WeWork adopted and invested in stringent cleaning and sanitation practices. WeWork was committed to gathering feedback and focusing on what was top-of-mind for members to quickly make changes as well as identify the service offerings and workspace amenities that truly mattered to members. The company also accelerated plans to digitize some of their offerings and processes for booking workspaces on demand, as well as for accessing locations safely. In spite of a very challenging year, the proactive efforts to meet members' needs paid off, and **WeWork realized a threefold increase in NPS.**



Using Video to Improve the Customer and Employee Experience



We use video feedback to create social media videos that reinforce our marketing claim that we have the most five-star reviews of any major window replacement company, which is a really fun way to use this feedback.”

ADAM MAY,
Senior Communications Manager

Solution

The company’s newest way of getting feedback from clients is via video feedback through the LivingLens platform. Customers can easily record and submit the video via their mobile devices, sharing feedback on both service delivery and product quality and craftsmanship. The video feedback is not only used to

learn and improve, but also to recognize employees who have created amazing experiences. The videos also create more connections for employees who don’t usually get to interact with the end customer, such as the team members manufacturing the windows and doors.

Challenge

Renewal by Andersen, the full-service replacement window division of the Andersen Window Corporation, sells, manufactures, installs, and services the product with a goal of delivering on their brand promise of “The Best Home Improvement Experience You’ll Ever Have.” For several years, the company has been using Medallia to ensure team members are providing a consistent customer and employee experience across their hundreds of locations. Surveys are sent out along different touchpoints of the customer journey, such as after a design consultation or a completed installation. With about 200,000 survey responses per year, the customer experience team has found a wealth of insights to improve and innovate on their product and service delivery. But they knew there were more insights customers could share, if only the tools were at their fingertips.

Results

Video feedback has enabled the Renewal by Andersen teams to easily understand customer sentiment while giving executive teams access to showreels of different video highlights. **The company has used video feedback in social media campaigns and on their website** so when customers are researching topics such as “window replacements,” they can easily search for videos that touch on that specific topic. The frequency of video feedback is so high that the marketing team updates this part of the website once a week. This has also helped to empower employees because they can tie video feedback to a specific job that someone worked on and reward employees in return. The company also uses video feedback to get employee testimonials to help them in recruiting efforts so they can hire the best talent.

USAGOV

“ We believe the public’s experience with the government should be easy, trusted, and reliable. And the only way to deliver that is to make sure we are listening to what our audience is telling us and responding, quickly, effectively, and making sure we take what we’re hearing into account as we make improvements to all of our products.

— Jess Milcetic, Director of Customer Experience, on how USAGov used text analytics to quickly develop insights and respond to emerging situations through the pandemic and 2020 U.S. election



Doing it Right: Acting on Customer Feedback to Drive Systemic Change



At 3M, we set up listening posts across the company and showed momentum with the first deployment. ... We've got literally, systematically, hundreds of customer stories flowing through the company every day."

HUGH MURPHY,
CX Lead, Enterprise Operations

Solution

This brought life to a new Customer Experience Improvement System at 3M that is not just about collecting insights from customers; it's a new approach to acting on that feedback, responding to the customers who take the time to share it, and to making systemic and sometimes difficult changes to

improve things every day. The company began their customer experience journey on their website called "bCom" so they could collect, listen, and act on feedback. Using Medallia Digital, 3M is able to fix errors that they often don't even know about, and they can proactively monitor to identify issues before a customer tells them about it.

Challenge

At The 3M Company, smart, curious, and motivated "3M-ers" in nearly 90 countries rally behind 3M's vision and seek to improve every life. The company produces over 60,000 products across several industries including worker safety, healthcare, and consumer goods. As a manufacturer, 3M relies on third-party distributors and partners (referred to as their "customers") to sell their products. But in the past, some of their customers expressed feedback that although they loved 3M products, they wished it was easier to buy them. The company knew it needed to make sure they were providing a consistent experience across all channels to ensure their distributors and partners were well taken care of and improvement areas were easily identified.

Results

3M structured an enterprise-wide strategy for using Medallia to put the voice of the customer at the heart of every decision. With direct feedback and insight from their customers, **the company is now able to quickly identify problems and activate fixes** to improve the customer experiences that drive billions of dollars of transactions per year. The company has listening posts that give them strong signals across the entire customer journey, helping them wire customer feedback into all of the decision-making processes at 3M. Continued investment in customer experience improvements is supported by 3M's ability to demonstrate that their promoters are delivering stronger revenue growth and have a lower cost-to-serve than other customers.



You Can't Win the Game by Looking at the Scoreboard



We attribute our success to really focusing on the behaviors. This enabled us to create a learning culture where feedback was more important than score.”

CONNIE LEARY,
Senior Vice President of Customer Experience Strategy and Programs

Challenge

Santander Bank N.A. is headquartered in Boston with 500 branches located throughout the Northeast. While the bank had a historical feedback program with high satisfaction scores, branch locations only received weekly updates on their customer experience performance, driven by a couple of responses per branch. And when they saw results, they couldn't see the customer contact information or details on the employees that served them. The customer experience team knew they needed a solution that would provide a higher volume of detailed feedback. But they also wanted to make sure that customer-facing staff would see beyond the scores, using feedback to perfect the basics of providing great customer experiences.

Solution

Santander worked with Medallia to help stand up a new customer experience measurement platform, and an adoption plan that would set the program up for success. Medallia's Customer Experience Advisory team spent time in bank branches and learned that branch employees wanted more feedback, real-time information to enable rapid coaching, information to close the loop with customers, and a way to share feedback with people who could make changes. This input was used to help create and test the branch survey program, including naming it SanListen based on an internal contest. Santander created excitement and engagement in SanListen by holding branch manager meetings, leveraging a branch advisory council and hosting vlogs and podcasts. They concentrated training and communications on skill building, and expected behaviors were incorporated into routines and tools. Training for managers focused on coaching to feedback, not scores, and recognizing team members based on positive comments.

Results

Using Medallia, the bank experienced wide-spread engagement with adoption of their branch survey program. Within the first 30 days after launch, 99% of branch employees had logged in. In addition, 91% of alerts were actioned within the SLA. Focusing on behaviors and actions, **in just 9 months they increased their branch NPS score from 74 to 80**, an extremely difficult task when starting with such strong scores. By engaging customer-facing employees in the launch, training leaders on coaching to feedback, and incorporating expected skills and behaviors into routines and tools, Santander created a learning culture focused on feedback rather than score.

TD Bank

“ If you can get one business [unit] or two businesses going to build momentum, that goes a long way to garnering advocacy and support at the executive level to drive that transformation with speed.

— Jasper Lam, AVP of Customer Experience, whose company has transformed its customer experience program into a more nimble one focused on continuous innovation using Medallia



Powering up the Customer Experience Through Rituals and Ambassadors



By getting real-time customer feedback, the teams are more agile in testing, tweaking, and continuing to optimize channels while maintaining an exceptional customer experience.”

KYLE HAMM,
VP, Customer Transformation
North America Operations

Challenge

As a global manufacturer and provider of energy and automation digital solutions for efficiency and sustainability, Schneider Electric’s purpose is very simple: to empower all to make the most of their energy and resources. At Schneider, they believe that technology allows them to bridge progress and sustainability for all, which is what they call “Life Is On.” Empowering more than 128,000 employees in over 100 countries to become fanatic about the customer experience was not an easy task. Schneider knew they needed to make

bold changes to key digital channels to help drive adoption and to improve the customer experience. They also needed to implement technology where they could get close to real-time feedback to the right teams and people in the organization to build better partnerships and innovate quickly.

Solution

Schneider began using Medallia globally to measure customer satisfaction across 6 touchpoints. They created a Customer

Ambassadors Program, in which they have an army of people in the organization getting feedback to ensure they are putting customers first and advocating on their behalf. Using Medallia Digital and Text Analytics, they are able to understand customer sentiment and read verbatim comments that help them put things into action. The Voices mobile app gives them easy access to the dashboard to find out what customers are saying across all 6 touchpoints. Detractors are followed up within 48 hours, and promoters who provide positive employee mentions help Schneider understand which team members deserve recognition or rewards for the great service they are providing.

Results

In two years, the North America Operations division of Schneider has seen an 8-fold increase in the number of employees who log into Medallia. The division’s survey response volume has increased 22% year over year, on track for an additional 25% in 2021 by focusing on digital. **Net Satisfaction Scores (NSS) for their online chat have increased 15 points,** and bold changes to the chat design in 2020 reduced the average chat length by over 20%.



Getting the Best Out of Self-Service Capabilities



We created our own team of Medallia experts who had a hybrid background with business and technical experience. This is really important if you want to customize your environment.”

ALEXIS HAKIM,
Customer Experience Consultant

Challenge

Vivo is a brand of Telefônica Brasil and is the largest telecommunications company in the country, offering 15 million fiber connections with 95 million accesses. The organization’s transformation is guided by a customer-centric culture with more than 130,000 employees responsible for the experience of 2.2 million customers a year. Vivo needed to collect and quickly respond to customer feedback. They began working with Medallia in late 2019 and soon realized they required a different approach to engage with different areas of the company, support cutting-edge technology, implement, and adapt with speed, all while integrating knowledge of the business and capabilities of the tool.

Solution

Vivo sends more than 10 million survey invites per month. More than 2,000 employees access the customer experience system weekly to check out 90 different operational platforms. To meet demand, Vivo created their own team of experts who

could use Medallia’s self-service capabilities to customize their customer experience platform, including survey design, Text Analytics, reporting, and user management. The team comprises three certified people who have a hybrid background with business and technical experience. They report into customer experience leadership rather than IT, which ensures their customer-centric focus.

Results

Vivo’s internal team transitioned to 100% self-service, which provided multiple benefits including the freedom to innovate to build unique solutions and integrate with internal platforms, since the team is familiar with the different areas of the company, the people, and their processes. The organization is able to pivot ideas and develop on the fly as well as easily make structural changes. **Using self-service, the team reduced time spent on survey launches by 50%.** They respond to more than 100 improvement or development requests per month, and in a single year implemented several out-of-the-box ideas to resolve previously unsolvable issues. Self-service capabilities have allowed Vivo to receive and respond to feedback quickly, helping to define and improve their customers’ experiences.

CommScope

“ We were able to look at feedback not only from the data-driven side [web intercepts], but also from the relationship side, and this really helped to motivate our teams and help us accomplish our goal.

— Jessica Epley, Specialist, Digital Marketing at CommScope, which used real-time feedback through a website relaunch to respond to more than 600 alerts and resolve an incredible 98% of them within 48 hours

Gap Inc.

Driving a Culture of Customer Curiosity with Innovation Testing



Depending on how we are targeting the customer, we can get enough data in a week or even a day to get a quick pulse on sentiment and continue to ideate.”

NICOLE LANNI,
Program Manager,
Promoter System

Challenge

Gap, Inc. is the largest American specialty company offering clothing, accessories, and personal care products for the whole family. The organization uses omnichannel capabilities to bridge the digital world and their physical stores to enhance the shopping experience. Gap realized that improving the customer experience and increasing scores was dependent on stimulating curiosity about and engagement in customer feedback at every level of the organization.

Solution

Gap provides store leaders for each brand access to view their feedback, and empowers all corporate users to pull their own data for quick insights. The Consumer Insights Team provides deep dive analysis for key initiatives, highlights top focus areas, and creates ongoing engagement in the feedback loop through messaging on internal websites, weekly reports, and newsletters. They partner with other internal stakeholders to develop a roadmap of ways to collect customer data to support launches, events, tests, or enhancements. The team has been able to gather the most actionable insights from targeted digital surveys. This allows them to ask questions of a targeted group of customers who experience a specific event, feature, or product. Gap also effectively uses Medallia’s Ask Now feature to add temporary questions to their evergreen surveys to target specific stores or groups of customers.

Results

The Ask Now feature allows Gap to define success measures when testing new concepts or products in stores. As the data flows in, they drive updates to the pilot phase based on feedback. For example, during 2020, Gap continued to evolve their curbside pickup program to provide the best customer experience. In Q4 they tested a new feature that allowed customers to click a button in their email to let a store associate know once they had parked to pick up their order. Gap used Ask Now to add several questions to their curbside survey to query whether customers had tried the new feature and what they thought. **They collected a high-volume of feedback that the teams used to make rapid changes** just a few weeks into the pilot. This also helped determine why certain brands or stores had higher adoption of this feature than others. Gap will continue to use those insights for the next phase of the project.



Transforming Customer Experience & Driving Growth



Being customer obsessed is translating into how we make easier experiences for our customers.”

JASON HENDRICKS,
Vice President of Experience Design/Head of Voice of the Customer Practice

Challenge

Prudential Financial has operations in the U.S., Asia, Europe, and Latin America, helping individuals and institutions grow and protect their wealth through a variety of products and services. The Customer Experience team realized that improving the customer experience was an integral part of transforming the way Prudential does business. But their biggest challenge was showing business partners the linkage between customer obsession and business growth and the need to embed the voice of the customer into strategic operational decisions.

Solution

The Customer Experience team was able to show business partners research that showed customer-obsessed companies significantly outperformed their peers. Customer experience became equally important to Prudential’s transformation as focusing on cost effectiveness, talent development, and continuous improvement. To make customer obsession become a reality, Prudential positioned customers’ needs at the heart of everything they do, from product and service design to sales and marketing. From a cultural aspect, Prudential also ensured that all staff, from CEO down, had a shared belief and expectation to contribute to a positive customer experience by creating more satisfying engagements.

Results

Feedback collected over the past several years indicated customers wanted their experiences with Prudential to be easier. The organization met those needs by providing digital self-servicing, personalized servicing platforms, and virtual call back functionality. Digital self-servicing has helped them create a seamless engagement when customers interact with websites or digital portals. **At least 8 out of 10 key digital engagements have seen year-over-year improvement** in scores related to ease of use. Personalizing service platforms has resulted in an average increase of 9 NPS points for their institutional investors. And 1 out of 3 customers is using the virtual callback functionality, which Prudential introduced in early 2021.

UAB Medicine

“ If you really want to disrupt and innovate, it’s empowering the frontlines and physicians with the tools and resources to get the meaningful insight they need in order to design care.

— Chris Brainard, Senior Director of Patient Experience and Engagement, whose organization has used real-time patient insights to drive innovation and improve care



Using a Modern Approach to Employee Experience to Enable Innovation and Agility



We've taken and pushed the way that we use comments deeper into the organization. And this has actually proven to be culturally one of the better things we've done throughout the organization to make improvements."

STRATIS BAHAVEOLOS,
Vice President of Engagement

Lastly, they wanted to incorporate regular employee and physician feedback into ongoing continuous improvement efforts.

Solution

Northwestern Medicine leveraged the work they had already done with their customer experience platform to streamline their process for employees and physicians. They moved from an annual survey to biannual and agile survey options, and from 25 questions to a few rotating questions. The process transitioned from a 5-point likelihood to recommend percentile rank to a 10-point eNPS to compare themselves with other Medallia clients as well as best-in-class organizations. The way they treat open-ended comments has evolved as well. Previously they only shared feedback within Human Resources and with senior leaders. But with Medallia's Text Analytics capabilities, they are now also sharing comments at the manager level, which has spurred organizational improvements.

Challenge

Northwestern Medicine is an integrated academic health system that includes flagship Northwestern Memorial Hospital in downtown Chicago, as well as 10 other hospitals that serve 1 million patients in northern Illinois. They have more than 26,000 employees and more than 6,000 physicians who work on behalf of their patients every day. Northwestern wanted to modernize their survey and feedback platform to move from long annual employee surveys to frequent, agile surveys. They needed rapid data collection, robust comment analysis, and to measure with eNPS rather than percentile ranks. Northwestern also wanted the ability to do rapid piloting and ad hoc surveys as needs arose.

Results

From February 2020 to April 2021, Northwestern received more data through their streamlined program than they had previously with their longer survey approach. That included more than 100,000 employee survey responses and more than 5,000 physician responses. In addition, Northwestern received 46,000 open-ended comments from employees and more than 3,000 from physicians. **Through Text Analytics they identified 15 topics that have helped managers understand what's top-of-mind for employees.** In spite of the pandemic, Northwestern maintained strong performance in likelihood to recommend as a place to provide care and as a place to work, and saw steady increases in business units and survey drivers.

Proving the Formula: $f(\text{Best CX}) = \text{Best EX}$



The deep insights from having customer and employee experience data all living under one roof has given us data to prove that employee happiness plays a significant role in how well employees deliver services to their clients.”

JON TERWILLIGER,
 Program Manager

Solution

The City of San Diego began using Medallia to connect the employee experience with the customer experience. They are now able to administer surveys more

frequently to quickly act on insights and measure impact, while leveraging feeded surveys to personalize the survey experience. With more robust data, using Text Analytics and digital solutions, they can measure the customer experience to ensure the website experiences, content, and services are meeting customer needs. They are also now able to connect surveys to Salesforce cases to enhance the feedback loop and collect feedback on the service delivery.

Challenge

The City of San Diego believes that the best customer experience is provided by staff that have the best employee experience. With 1.4 million residents who speak more than 100 languages, San Diego is rated as one of the most innovative cities in the world. For the Performance Analytics department, known as “Team Panda,” the focus is very simple: to simplify the customer experience, champion data, inform decision-making, and promote a culture of continuous improvement and accountability. The city previously conducted biannual employee satisfaction surveys and resident satisfaction surveys, which proved to be too infrequent, siloed, and did not empower city leaders. As they increasingly moved services online, feedback from their website became more important, but they were getting minimal user experience and feedback with their prior approach.

Results

Department leaders are now empowered to engage with response data through direct dashboard access. All of the deep insights from having customer and employee experience data living under one roof has given them data to prove that employee happiness plays a significant role in how well they deliver services. **Team members are using response data as an organizational culture accelerator** which enables them to do early interventions and course-corrections to prevent employee attrition.

Frontier Communications

“ By bringing together key members across business units to drive accountability and ideation around actionable insights from journey feedback, we are able to improve customer experiences and overall relationship NPS.

— Bruce Westendorf, Director, Voice of Customer at Frontier Communications, whose company uses Medallia to listen to customers across agent transactions, relationship surveys, digital interactions, social, and full lifecycle journeys

“ Medallia’s DNA, our culture, our vision, our mission — what we are is a platform for change. We give people a voice, an outlet, a forum for discussion, a reason to take action, and a path to making meaningful progress.

— Leslie Stretch, President & CEO, Medallia

Request a demo at medallia.com



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://medallia.com).

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