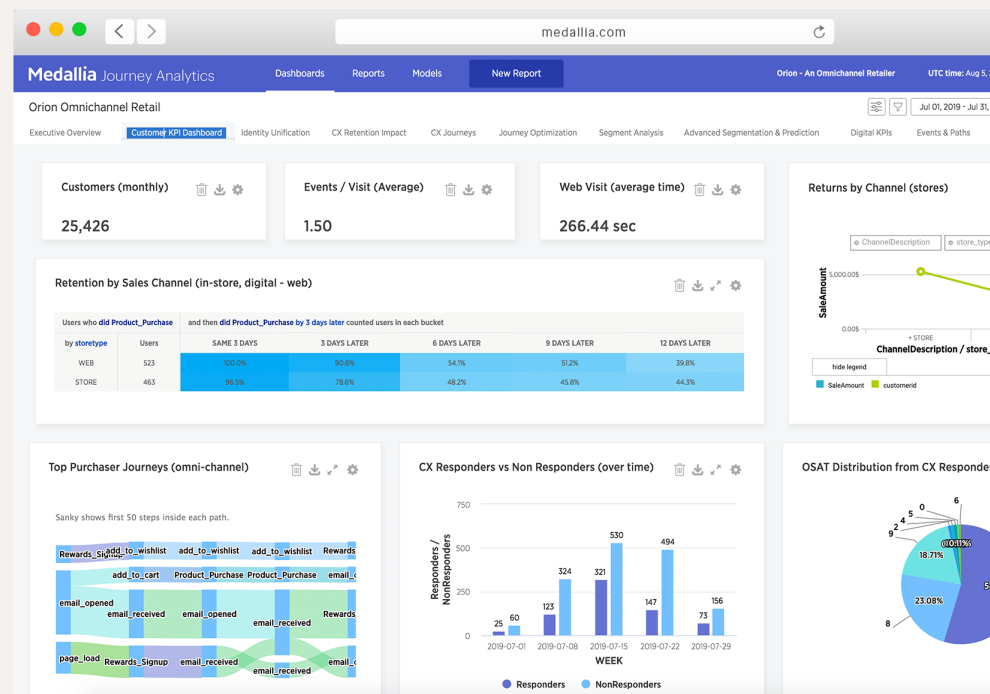# Medallia

Medallia Journey Analytics

Connect cross-channel experience signals to understand and optimize every customer journey.


Medallia Journey Analytics uncovers the actual paths customers take with your business- including where they break down - providing actionable intelligence to create better experiences for your customers. And achieve better results for you.
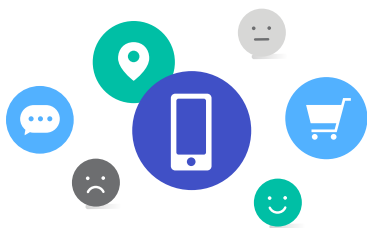
Collect and Organize

Process any number of data sources, with customer identity unification across channels to gain a comprehensive view of cross-channel journeys.
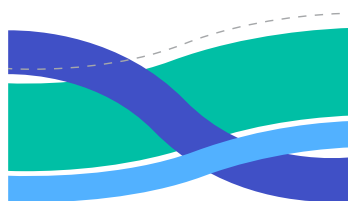
Discover and Analyze

Uncover common paths and behavioral segments in real-time across many data types with powerful query and visualization tools.

Take Action

Operationalize insights with automated triggers to other platforms, using analytics and data science models.

Key Use Cases

Answer Journey-Based Questions

Provide a single source of truth for customer experiences across all your channels and associated data sources. Leverage real-time query tools and visualizations to understand the bottlenecks and opportunities in these multi-channel journeys.

CX Examples

- Discover the channels & paths customers are taking to resolve their support issues
- Understand customer paths on web and mobile, and their satisfaction with each
- Uncover customer journeys that result in returned orders

Conduct Behavioral Analytics

Discover segments based on a combination of customer attributes, behavior, and feedback. Further analyze each segment, understanding the paths they took with your brand and their progress towards desired outcomes. Or, trigger workflows in Medallia or 3rd-party platforms for targeted action.

CX Examples

- Discover which customer segments are most likely to churn after a trial subscription
- Understand the impact positive support interactions have on retention
- Trigger outreach to customers whose behavior indicates they are having a product issue

Predict Outcomes

Leverage real-time behavioral data to power data science models that predict customer actions (e.g. churn, conversion) and automatically surface clusters of customers based on behavioral attributes.

CX Example:

- Predict satisfaction of non-responders
- Uncover a group of customers that spends more when they receive a coupon
- Predict customer churn based on past behaviors

About Medallia

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. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at www.medallia.com.

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