

# Leveraging Customer Signals in Retail to Drive Business Outcomes

**Medallia**



**Jess Gangemi**  
Digital CX  
Practice Lead

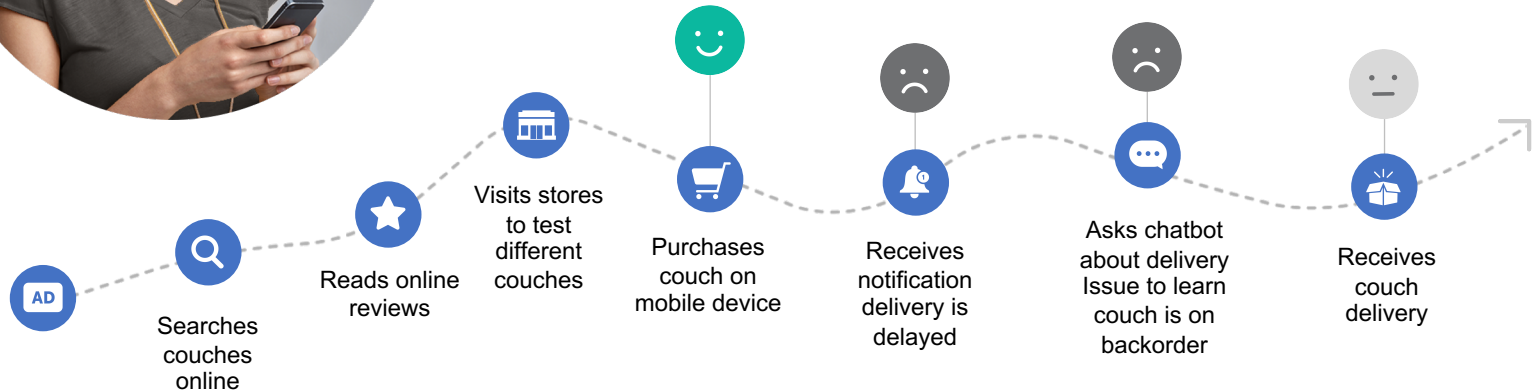


**Loren Greenleaf**  
Retail Solutions  
Consultant

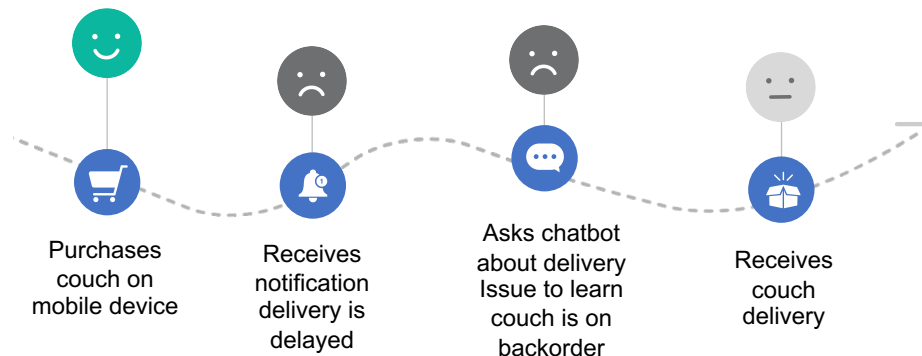


“Digital allows brands to analyze data and see how consumers shop.”

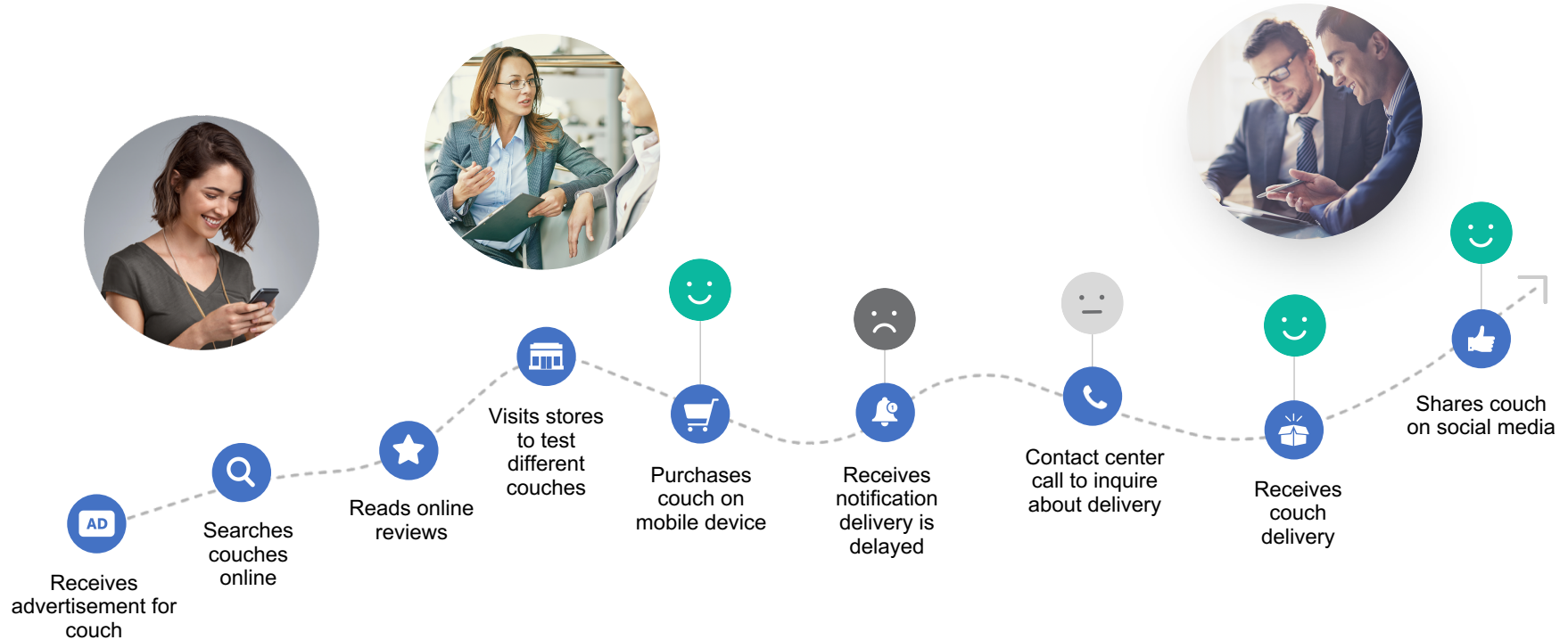
Noam Paransky  
Formerly SVP of Digital, Gap Inc.



34% of marketers and CX professionals are unable to unite data between their web and mobile-optimized sites to create a single customer view



“By leveraging the full power of big data, retailers could increase their operating margins by up to 60%” McKinsey





## Capture Every Customer Signal



Web &  
Mobile Web  
Feedback



Connected  
Devices  
Feedback



In-app  
Feedback  
Feedback



Messaging  
Feedback



Adobe  
Analytics



Google Analytics



servicenow



Quantum  
Metric



DECIBEL



zendesk



Jira



CONTENTSSQUARE



fullstory



Glassbox



tealeaf.  
an IBM Company



WeChat



WhatsApp



UserReplay  
Customer Experience Replay



Web Chat



SMS



Apple Business Chat



RCS



Workplace  
by facebook

## Analyze & Predict Behavior



## Empower Action

### Alerts & Analytics



Modifiable  
Dashboards



Advanced  
Alerting



Native Text  
Analytics

### Inspire Intelligent Responses

Alert-triggered outer loop

Prioritize fixes & enhancements

Test changes quickly

### Flexibility to dive deeper



Edit



Target



Test

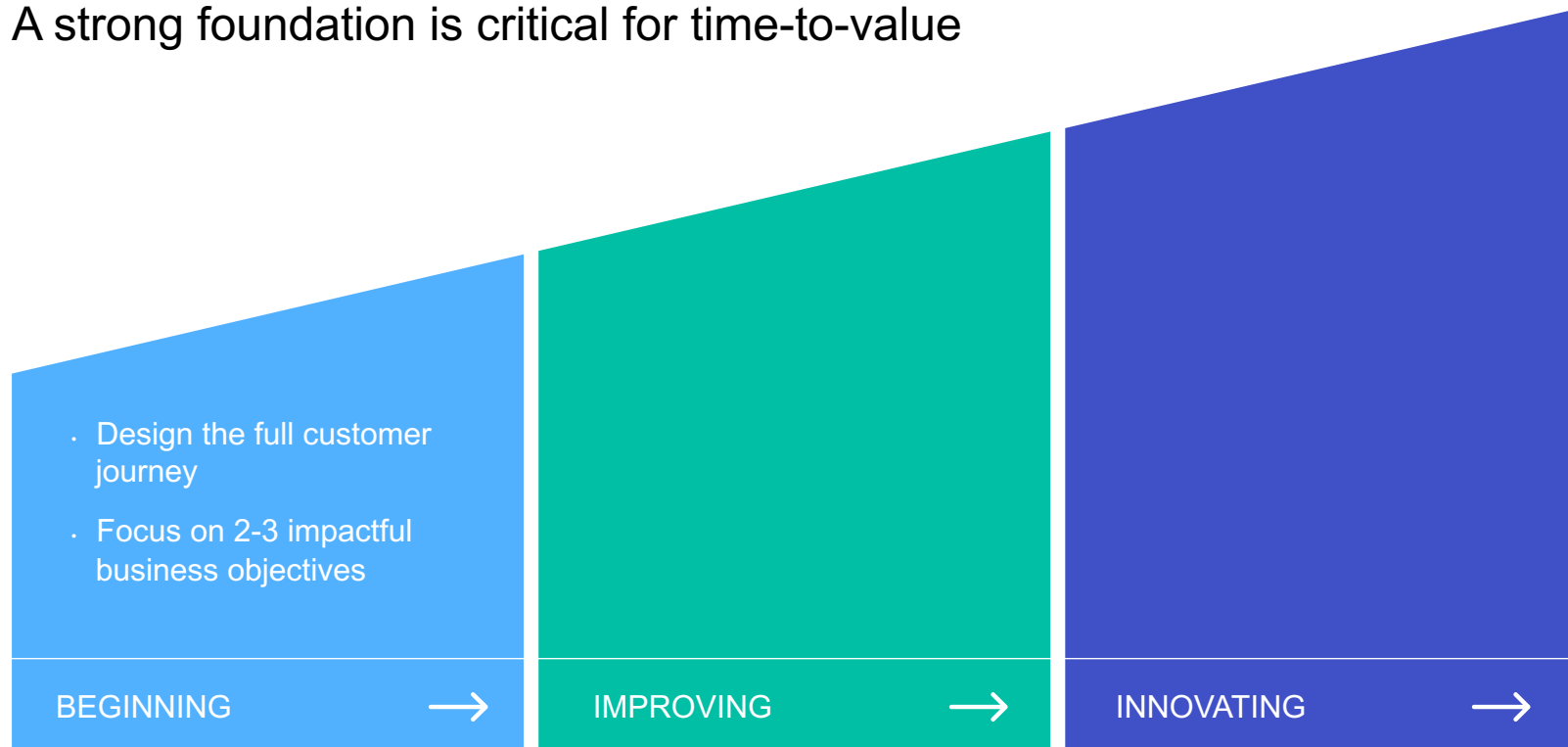
# Building Blocks of Successful Digital CX

A strong foundation is critical for time-to-value



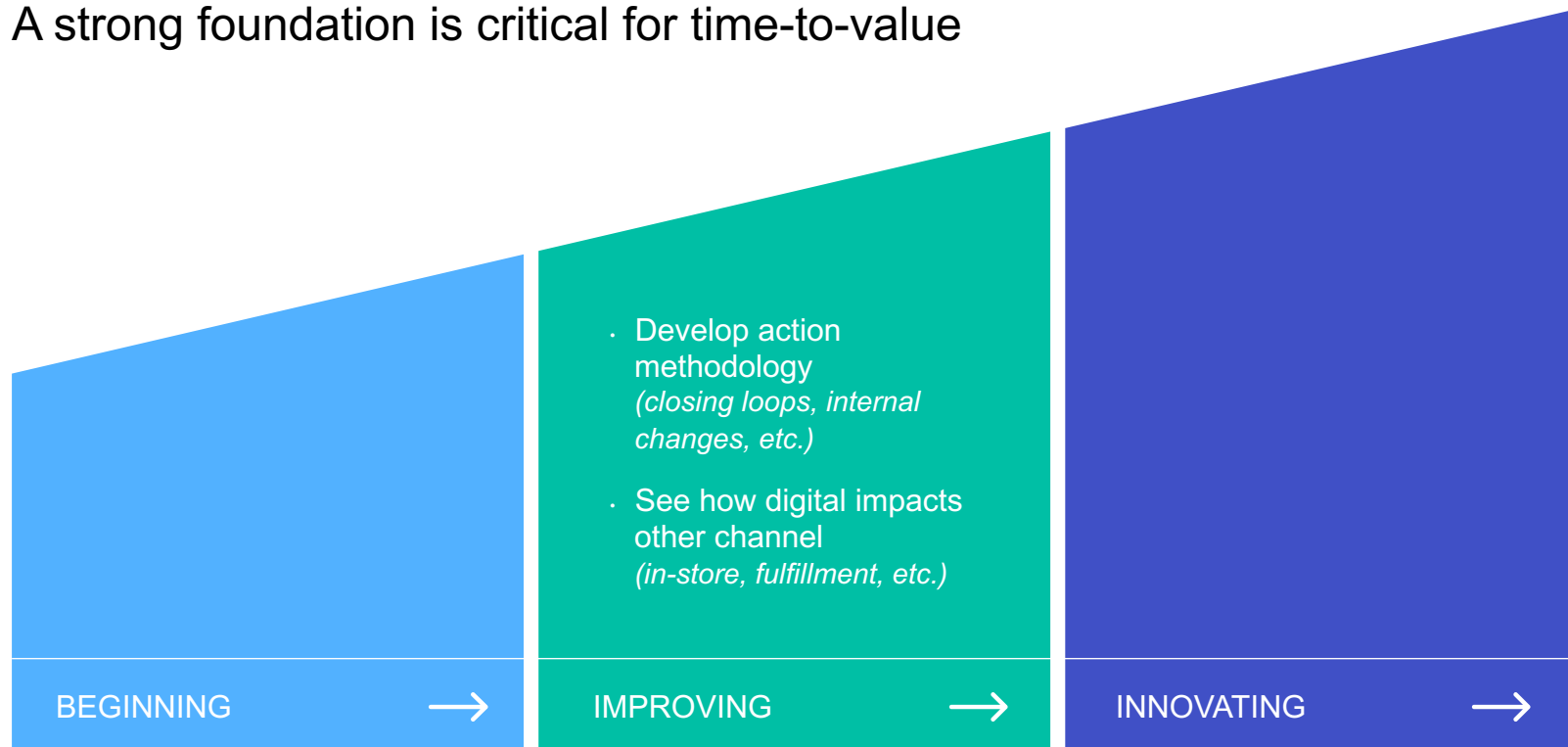
# Building Blocks of Successful Digital CX

A strong foundation is critical for time-to-value



# Building Blocks of Successful Digital CX

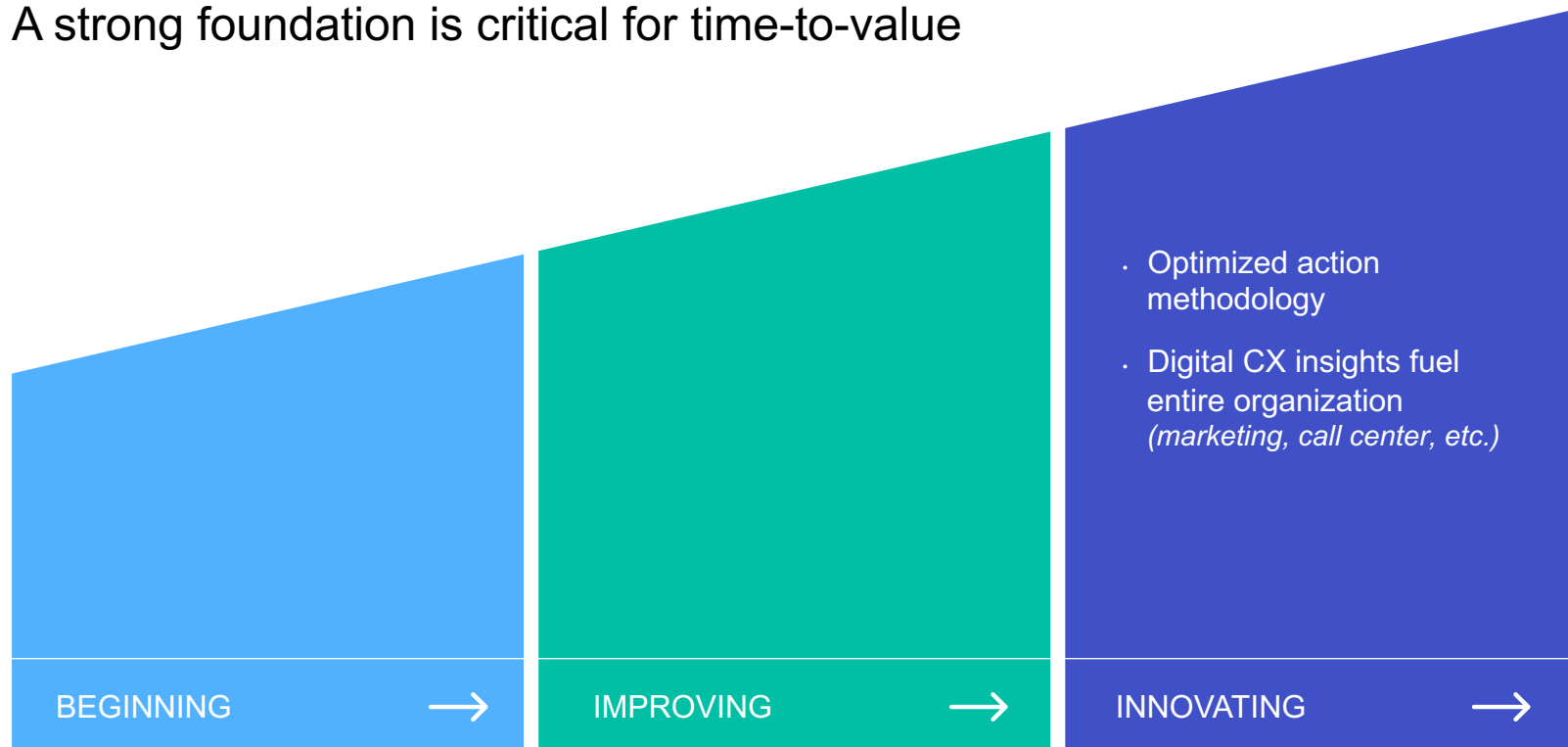
A strong foundation is critical for time-to-value





# Building Blocks of Successful Digital CX

A strong foundation is critical for time-to-value



## Demo Disclaimer

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The information presented in today's webinar is for demonstration purposes only and is provided to introduce participants to the capabilities of Medallia Experience Cloud. None of the visuals shown today reflect actual client information.



## DICK'S Sporting Goods Streamlines its E-commerce Experience

**Decrease  
bounce rate**

by 50 basis points

**Lowered  
exit rates**

by 40 basis points

**Increased  
conversions**

on exercise  
equipment in-cart  
from 25% to 46%



We can now understand customer priorities better by launching and turning around these surveys with Medallia, then pairing the information with Adobe Analytics insights, matching things like bounce rates and high traffic pages.

**Miche Dwenger,**  
VP Ecommerce Experience,  
DICK'S Sporting Goods

# Marketing & Customer Experience Management Use Cases



**Customer  
Acquisition**

**How you  
Attract Customers**



**Ecommerce  
Optimization**

**How you  
improve the  
shopping  
experience**



**Personalization  
& Upselling**

**How you engage &  
deliver tailored  
messages**

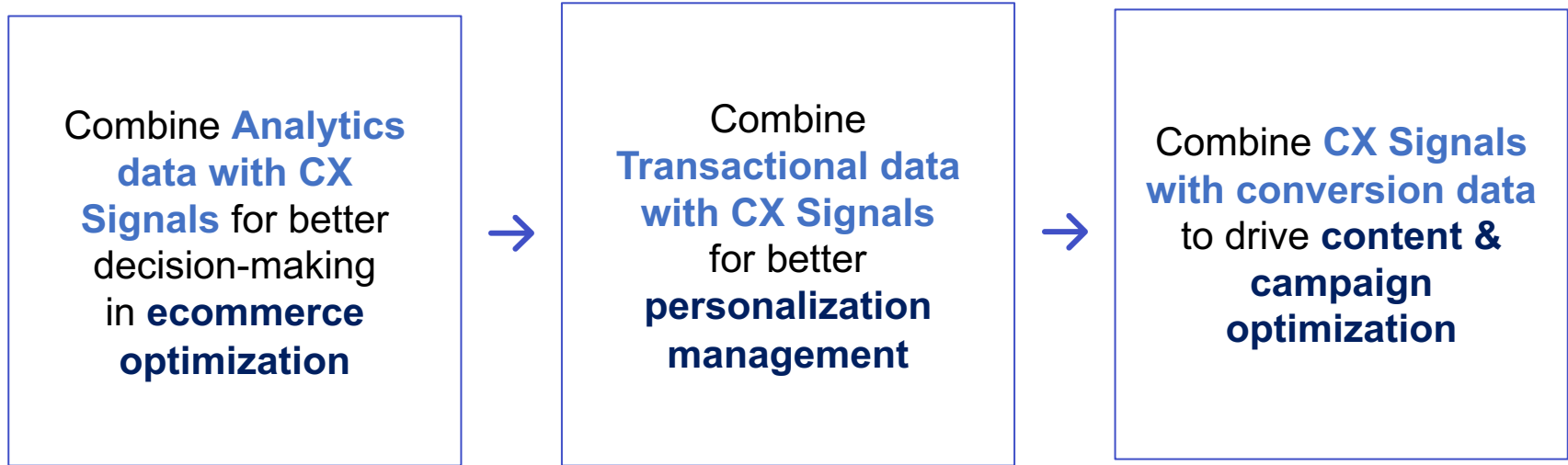


**Omni-channel  
Experience**

**How you provide a  
cohesive  
experience**



# Better Marketing with CX Signals



# Building Blocks of Successful Digital CX

A strong foundation is critical for time-to-value



# Questions?

Medallia

**Thank You**

**Medallia**