

# Medallia

## Medallia Benchmarks & Industry Insights

We help you **gain insights on how you are performing on Experience metrics**, relative to peers and the industry as a whole, so that you can **make Experience your competitive advantage**



### If you are ...

### We can provide you with ...



Looking to understand **how your CX program is performing** against competitors, the industry as a whole, or Medallia's Best in Class CX Leaders

**CX benchmarks across 10 verticals and multiple channels**, and custom benchmarking studies to help you to understand how you stack up against your comparative set



Looking to get a **deeper understanding of your industry** including CX trends, wallet share analysis, & how it may impact your business

**Emerging CX themes and trends in select industries<sup>1</sup>**, as well as custom market research studies



Seeking **assistance in setting CX goals** for your organization

**Proven data-driven methodologies** as well as CX best practices for goal-setting, specific to your industry



Seeking help with **understanding how your EX program compares to other EX programs**, or how you can take action in EX to drive CX

Access to **Medallia's Employee Experience research and expertise**

For more information, please contact [benchmarks@medallia.com](mailto:benchmarks@medallia.com)