



CASE STUDY

Increased revenue, call center productivity, and agent performance



>1 million pieces of feedback since launch

4.7/5 Moved from 4.5 to 4.7 out of 5 stars, due to improved customer experiences

Improved customer experiences that drove 7-figure annual revenue gain for franchise owner

Currently, the company contracts with seven near-shore and offshore call centers with up to 1,500 frontline agents during peak season

Without the combination of Medallia Agent Connect and TA, we wouldn't be able to know about trending issues as they arise.

Jason Coats

Senior Director of Customer Care,
Choice Hotels

Medallia

Improving global call center efficiency and effectiveness

Choice Hotels International is a hospitality franchisor based in Rockville, Maryland. One of the largest hotel chains in the world, Choice has 12 distinct brands and more than 7,000 locations worldwide, ranging from economy to luxury boutique hotels.

Global call center operations are managed by Jason Coats, Sr. Director of Customer Care, who runs a team focused on customer experience (CX), continuous improvement, BPO, workforce management & planning, and vendor management.

Currently, the company contracts with seven near-shore and offshore call centers with up to 1,500 front-line agents during peak season.

Coats and his team effectively leveraged the Medallia platform to drive continuous improvement in the customer experience, by, among other things, improving the performance of its outsourced call center agents.

In one instance, a newly contracted call center was using agents without the requisite level of English language proficiency. Using Medallia Agent Connect and Text Analytics, Coats and his team quickly became aware of an uptick in customer complaints about English proficiency, which enabled them to proactively approach the outsourcer, who corrected the issue with additional training. Coats noted, "Without the combination of Medallia and TA, we wouldn't have known about this issue."

Coats' team also began providing key customer and guest insights in near real-time directly to senior management decision makers, who were "incredibly hungry" for the data in a dynamically changing, highly competitive environment. Thanks to these and other innovations, Choice customers recently awarded the company a satisfaction ranking of 4.7 out of 5 stars.

SUMMARY

Choice Hotels wanted to improve automation to better capture the voice of the customer.

The global hospitality company employs a Business Process Outsourcing (BPO) business model of outsourced call centers. Medallia enables Choice to more effectively manage these call center partners, located all over the globe, and improve the customer experience.

Despite eliminating its costly, manual QA process, senior management is kept up to date with essential near real-time customer feedback in a rapidly changing competitive industry.

As a result of these innovations, the hospitality giant has reduced costs and increased revenue.

Driving the right behavior at the agent level

One benefit of the power of Medallia Agent Connect and Text Analytics was that Coats' team was able to zero in on issues their customers were having with outsourced call center agents. According to Jason, "It's all about driving the right behavior at the agent level." Rather than trying to monitor and analyze every call by every agent, which results in a great deal of wasted time and effort, Coats now encourages a more targeted approach to helping agents succeed.

By focusing on dynamic behavior, rather than static Key Performance Indicators (KPIs), the team encourages agents to pivot from simply pushing for a sale towards being more customer-centric with a focus on providing greater value to the customer. "For example, sales agents will sometimes pitch a vacation package and if it's done effectively, it has a great outcome."

This targeted, customer-centric approach enables the team to identify agents who weren't adhering to proven, desired processes and, as a result, aren't as successful. Once they recognize an agent who's struggling, Coats' BPO partner teams can coach the agent on how to be more successful.

Increasing conversions and revenue

Before leveraging Medallia Agent Connect, Coats' team relied on a legacy QA process, that consumed inordinate amounts of time and effort to manually listen to and analyze a random sampling of calls every day, a process which was inefficient and failed to identify key points of customer friction, resulting in customer satisfaction issues and lost sales.

Using Medallia Agent Connect and Text Analytics, the team now performs more in-depth, automated, near real-time analysis of customer issues. This enabled Coats to repurpose his entire QA process and refocus his resources on more targeted challenges with greater overall impact.

Medallia allows Choice Hotels to connect customer feedback, QA and coaching, giving leaders visibility into performance and driving improvements of frontline teams. In addition, they were able to take the feedback from Medallia Agent Connect and integrate it into the Medallia Experience Cloud to quickly identify & prioritize improvement opportunities. These efforts resulted in increased customer satisfaction and decreased friction, resulting in a 7-figure revenue lift to franchise owners.

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)