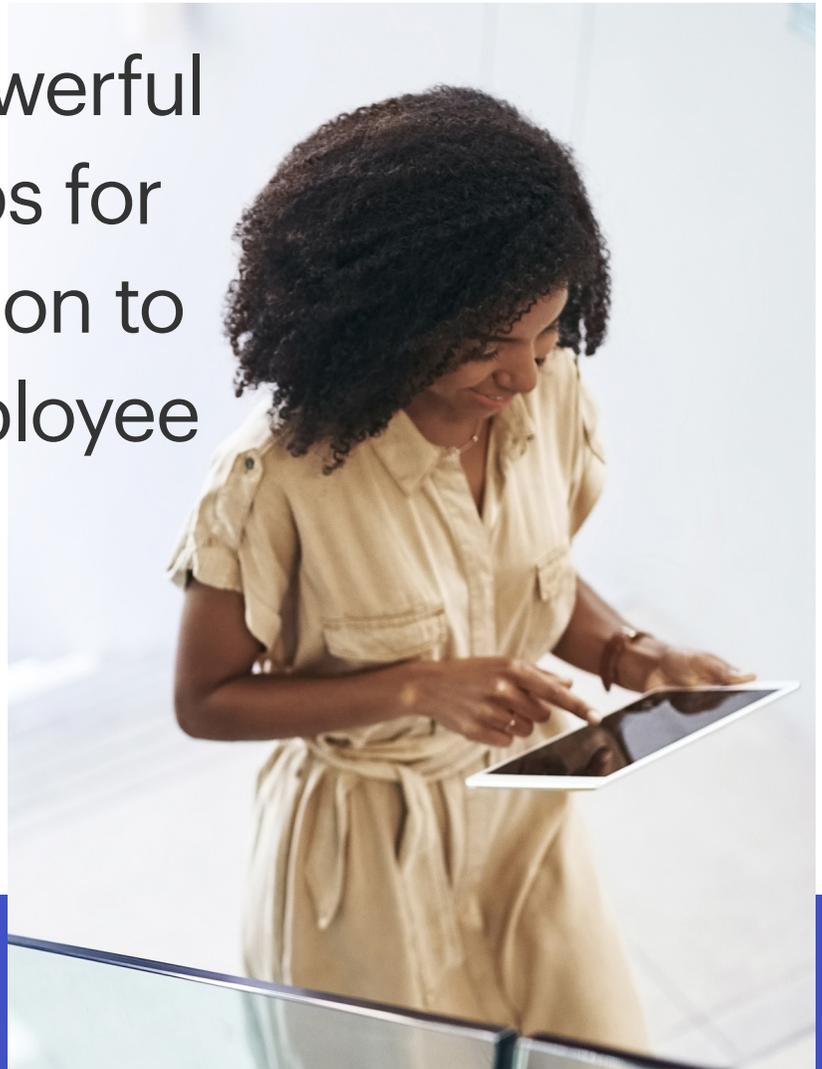


CUSTOMER SPOTLIGHT



# Employing powerful feedback loops for faster adaptation to changing employee expectations



## Results

**7pt** ↑

in employee NPS

**200+**

email conversations close the loop, offering better service

**80%** ↑

in transactional response rates

EQUINIX

Industry: High Tech

**Medallia**

In partnership with **servicenow**

## SUMMARY

- Equinix, the world's digital infrastructure company, is in the midst of its own digital transformation.
- The company's new Digital Workplace Experience (DWE) put a focus on better communication between IT managers, service reps and the employees they serve.
- Using Medallia solutions in conjunction with ServiceNow, Equinix began receiving actionable employee feedback that has led to better service and higher ratings.
- The Medallia solution helps Equinix close the loop on support for its own workforce, which helps them provide the best service for the company's customers.

### Surfacing issues and planning for success

Equinix is a digital infrastructure leader, transforming digital ecosystems worldwide. The pioneering company has more than 220+ data centers across 63 markets, and employs 9,000+ people, a workforce supported by the in-house IT department. A few months before the COVID-19 lockdowns began, the IT department began reconsidering how it communicates with internal customers and contractors in an effort to better serve them.

Motivated by the companywide directives around digital transformation, the IT department turned its focus to truly understanding the needs and experience of the employees across the workplace. Results from the previous year's employee pulse survey identified areas for improvement, such as addressing employee challenges with in-house apps, the large number of

apps employees must learn and use, and confusion about how to get the help needed to resolve technology-related problems.

In addition, the department wanted to develop more effective coaching and training for the workplace IT service representatives. This would mean gathering actionable feedback that could help the company and ensure professional growth for IT service agents. In the past, feedback was sparse and input often didn't provide the details needed to make effective change.

The IT department created the Digital Workplace Experience (DWE) team and devised a plan that included responsive resolution at the help desk.

### Getting feedback on what matters most

Equinix wanted its workforce to connect with DWE directly, so that the IT team could respond quickly. The company also wanted to support its IT agents by offering constructive feedback and training.

To create this cultural transformation, Equinix rolled out Medallia. The team implemented transactional feedback forms that could be sent via email after help desk service along with response options on the knowledge base portal. In addition, they implemented Always On surveys to drive two-way communication between senior leadership and employees.

Equinix also implemented specialized alerting capabilities, to loop in a DWE manager when scores, such as the likelihood to recommend number, fell below a certain level or when company executives provided feedback. Medallia lets you configure alerts to route positive and negative feedback for action, set escalation paths and time frames, track follow-ups, and capture root causes to get ahead of repeat issues.

DWE also now uses in-app feedback forms for key applications that employees need a lot of help with, such as Siebel CRM. Alerts and signals from Medallia Digital are tracked within the Transactional Help Desk Ticket Program, as well as new cases and incidents in ServiceNow, so experience issues can

be triaged and assigned to the correct team member, and response deadlines and SLAs can be met. Notes reflect all relevant experience metadata including channel, product, and touchpoint so root causes can be uncovered. When cases and incidents are closed in ServiceNow IT Service Management, experience resolution data is available in Medallia, keeping users of both systems on the same page.

#### Making employee voices count

Almost immediately, DWE began to receive feedback that would ultimately improve employee satisfaction scores. Throughout the spring and summer, during COVID-19 lockdowns and work-from-home pressure, transactional responses nearly doubled, rising from 15% to 27%. The replies include information that is illuminating and actionable, with responses sent directly to the agent involved, who has full ownership over resolving issues. DWE consistently rates at the top of the scale for professionalism, confirming the team's commitment to company values. When ratings for clarity of process indicated a weak point, IT managers work with service representatives to improve this area.

Best of all, employees are explicitly commenting on how happy they are with the changes within IT support. For instance, in response to frustrations voiced about conflicting video conferencing apps used across the company, DWE deployed Zoom as the sole platform to rave reviews from users.

The Medallia solution helps Equinix close the loop on support for its own workforce, which helps them provide the best service for the company's customers. During the first few months of the pandemic — when so many companies had to implement immediate work-from-home support — Equinix employee NPS scores rose by 7 points.

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The right listening platform is critical for any IT team to stay close to their stakeholders. Our goal is to effectively listen and close the loop between IT managers, service reps and the employees we're serving. Medallia enables powerful feedback and faster adaptation to evolving expectations.

**Milind Wagle**

CIO at Equinix

Learn more at [medallia.com](https://medallia.com)

In partnership with **servicenow**.

### 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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