



Engineering amazing experiences through real-time customer feedback and telemetry



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The work we have done over the past three years to capture consistent and timely customer feedback data through Medallia has led to product design and process improvements that were not possible before.

— Mike Nash, Chief Technologist and VP of Customer Experience and Portfolio Strategy, Personal Systems

SUMMARY

- The founder of the Silicon Valley, HP, is focused on delighting customers with exceptional customer experiences.
- HP uses Medallia to listen to customer feedback at key phases of the customer journey — from purchase all the way to customer support interactions
- HP is working to combine customer feedback with telemetry to understand and resolve customer issues.
- Listening to the customer along their entire journey and combining that sentiment data with telemetry is an enabler for HP to provide an exceptional overall experience for the customer

Capturing timely customer data

As one of the most innovative brands in the world, HP Inc. is making the voice of the customer a prominent component of the entire product development lifecycle — from early portfolio planning; through product development; install & use; and product support. Listening to customers and maximizing value within each product offering has contributed to HP consistently ranking in the top two for market share leadership of global PC sales.

HP achieves this by obtaining a comprehensive view of the end-to-end product experience for over 50,000 annually released product SKUs. Feedback is collected through both solicited (e.g. surveys, support interactions) and unsolicited (e.g. public ratings and review sites) channels. With millions of responses in over 40 languages, the company learns how its customers feel, and also allows

customers to opt in to share product usage data to better understand why they feel this way. This unique combination of feeling + performance yields new and deeper insights that guide key design decisions.



We are creating a culture of customer centricity — we are constantly re-inventing experiences that amaze to drive customer loyalty.

Mike Nash

Chief Technologist and VP of Customer Experience & Portfolio Strategy, Personal Systems

HP had always tracked satisfaction across its products, but they realized that semi-annual surveys weren't as actionable as they could be. Often, when feedback was presented to the product teams, it was already out of date, not in sync with current product versions and didn't fully answer "why", and more importantly, "how" to act.

When HP implemented Medallia, they focused on capturing more consistent and timely signals across the consumer's experience. Focused primarily (but not exclusively) on Net Promoter Score, this timely feedback data enabled (for the first time) sharing of customer-based insights during the product development cycle early enough to actually make changes to that product — a huge win for the product teams and for the customers!

The initial phase of the program helped teams learn how to use Medallia most effectively across different business units and product lines to ensure that the data was highly actionable. Then, as they learned more, they came up with a three-pronged approach to supercharge the process. What used to take weeks to accomplish, now in many cases, could be realized within minutes.

Three perspectives on customer-focused development

HP brings together experience signals from three perspectives to guide product development and lifecycle management. First, business analyst teams use Medallia to gather data about customer emotion, captured through direct solicited customer feedback. For instance: Do they love a particular feature? Are there specific aspects of the product they'd like to see improved? Second, the team collects aggregated telemetry data for device usage and performance from customers who have opted in to share this information. These two data sources are then analyzed together and (when necessary) compared to the third data source: expected product experience as designed in the lab. Triangulating these data sources allows HP to find the true root cause for issues identified in the customer sentiment data. This analysis process is mostly manual for now, but HP is pursuing automation to help it scale.

Here's how it worked in one case. Data gathered via Medallia Text Analytics indicated a low satisfaction level associated with comments about the touchpad and battery for one of the company's gaming laptops. This was puzzling because the laptop is optimized for gaming, which typically involves keeping the computer connected to a power source and relying on controllers and joysticks rather than the PC's touchpad.

Usage data allowed HP to drill down and confirm what the customer feedback implied: gamers indeed spend quite a bit of time gaming, but they also used their devices unplugged more than expected for other purposes, like streaming media, browsing the Internet, and everyday activities for school or work. Based on this insight, product planners incorporated updated requirements to improve battery life and touchpad performance for the next-generation designs of the laptop.

Ensuring exceptional product experience

HP uses Medallia to monitor experiences across the product lifecycle, with a goal of creating exceptional end-to-end experiences. Their approach incorporates other services and communications as an integral part of the product ownership experience: from awareness and consideration, purchase journeys, product setup, configuration, everyday product use, and getting support for questions or issues.

For example, HP uses Medallia to ensure that support agents are well-coached to excel at the service they provide. They have seen that when agents log into Medallia more often, customer support satisfaction scores rise.

Additionally, HP built a system to use the support NPS data captured in Medallia to categorize support agents into several groupings — with prescriptive automatic actions generated to pursue for each group. This program has dramatically improved the overall support agent performance HP provides to its customers.



By collecting signals across all key journeys, HP empowers its teams to work in concert, taking action on what customers feel is most important across their entire experience. Today, HP uses Medallia to keep an up-to-date pulse on customers in over 160 countries, through more than 10 discrete channels, in over 40 languages, providing individual role and responsibility relevant insights to thousands of internal users. These insights empower teams to work cohesively, so they can continue to engineer experiences that amaze.

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Customer experience has become an increasingly important aspect of our strategy at HP, and our team is committed to delivering the very best product and service experiences in a highly competitive marketplace — with the ultimate goal to give customers joy.

Mike Nash

Chief Technologist and VP of
Customer Experience & Portfolio Strategy,
Personal Systems

Learn more at medallia.com

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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