

Building connection and engagement with employees and customers

Medallia

The pandemic has had a significant impact on the workforce with two in five adults experiencing anxiety, depression, and trauma.¹

This is affecting employee well-being, changing how employees engage with customers, and influencing how organizations support social, emotional, and mental well-being initiatives. While implementing short-term “fixes” to address these challenges may have worked in the past, the long-term ramifications of this pandemic requires organizations to embrace a new and different approach for supporting mental health and well-being.

Medallia’s approach to driving engagement and retention

Using a holistic and integrated framework to manage the entire employee and customer journey, leaders can drive real impact on retention, culture, and engagement. Medallia provides a clear picture of how your employees and customers are doing, how their sentiment is shifting over time, and how you should best respond. They will feel empowered when they can share their feedback their way – via text, audio or video - and know their voice counts when you take immediate action. Leveraging deep insights provided by Medallia's AI-powered platform, your HR, well-being, and management teams are empowered to take quick, decisive and impactful action. And you'll earn their trust by keeping them engaged and motivated through ongoing communication.

"Our ability to listen has a direct effect on our ability to understand and empathize with others."²

Hannah Hutchings

“Active Listening: crucial for our mental wellbeing”
Exposure

Solutions that support social, emotional, and mental well-being

Listening with empathy.

Build trust with your employees and customers by capturing and sharing feedback across the organization.

- Foster a sense of community by capturing what matters most.
- Make connections at key touch points across the employee and customer journeys.
- Leverage voice, audio, and video feedback to humanize the experience.

Understanding employee and customer needs.

Recognize and acknowledge the forces that cause stress and burnout and their impact on the employee and customer experience.

- Surface issues and ideas with always-on listening tools embedded in portals, intranets, and mobile apps.
- Identify which key areas, such as recognition or diversity and inclusion, are falling short of expectation.
- Use real-time feedback to get a clearer picture of how moments, both big and small moments, are impacting sentiment.

Acting on insights in real time.

Combine behavioral and feedback data to guide the right actions to improve well-being, engagement, and productivity.

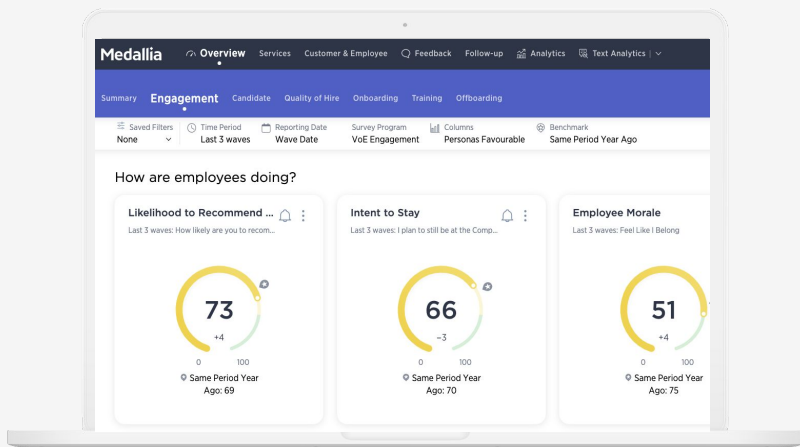
- Integrate structured and unstructured data to get the full impact of the experience.
- Incorporate other data sources such as satisfaction scores and emerging topics to identify gaps and understand where to make systemic improvements.
- Create compelling, adaptive two-way interactions to improve morale and increase retention.

¹ <https://news.harvard.edu/gazette/story/2021/01/pandemic-pushing-people-to-the-breaking-point-say-experts>

² <https://exposure.org.uk/2020/03/active-listening-crucial-for-our-mental-wellbeing>

Medallia Mental Health and Well-Being Solutions

Listen to employees and customers in the moment to power the best experiences.



Signal Capture

- Text, voice, video, audio and surveys
- Signals beyond surveys
- Employee ideation
- Powerful HRIS integrations

Intelligent Platform

- Lifecycle journey analytics
- AI-analysis on structured and unstructured data
- Feedback enriched with sentiment data

Widespread action

- Role-based dashboards and reports
- Mobile and desktop alerts
- Suggested action plans
- Two-way SMS/MMS messaging

Integrations



Delivering real, measurable results

Medallia's solutions drive business impact and deliver outcomes. Our customers have achieved:

BOOST IN EMPLOYEE SATISFACTION

Achieved 20 point increase in NPS and satisfaction scores with regular employee pulsing.

- **A U.S. Telecommunications Company**

INCREASE EMPLOYEE PRODUCTIVITY

Saved employees up to 20 minutes per day and has reduced incident volumes by 10%.³

- **Johnson & Johnson**

MAJOR COST SAVINGS

Reduced costs by 33% using candidate feedback to streamline the interview process.

- **Medallia**

DIRECT IMPACT ON CUSTOMERS

A continuous cycle of gathering feedback and implementing improvements strengthens and provides opportunities to grow and care for clients, teammates, and communities.⁴

- **Bank of America**

³ <https://www.medallia.com/customers/johnson-johnson>

⁴ <https://www.medallia.com/customers/bank-of-america>