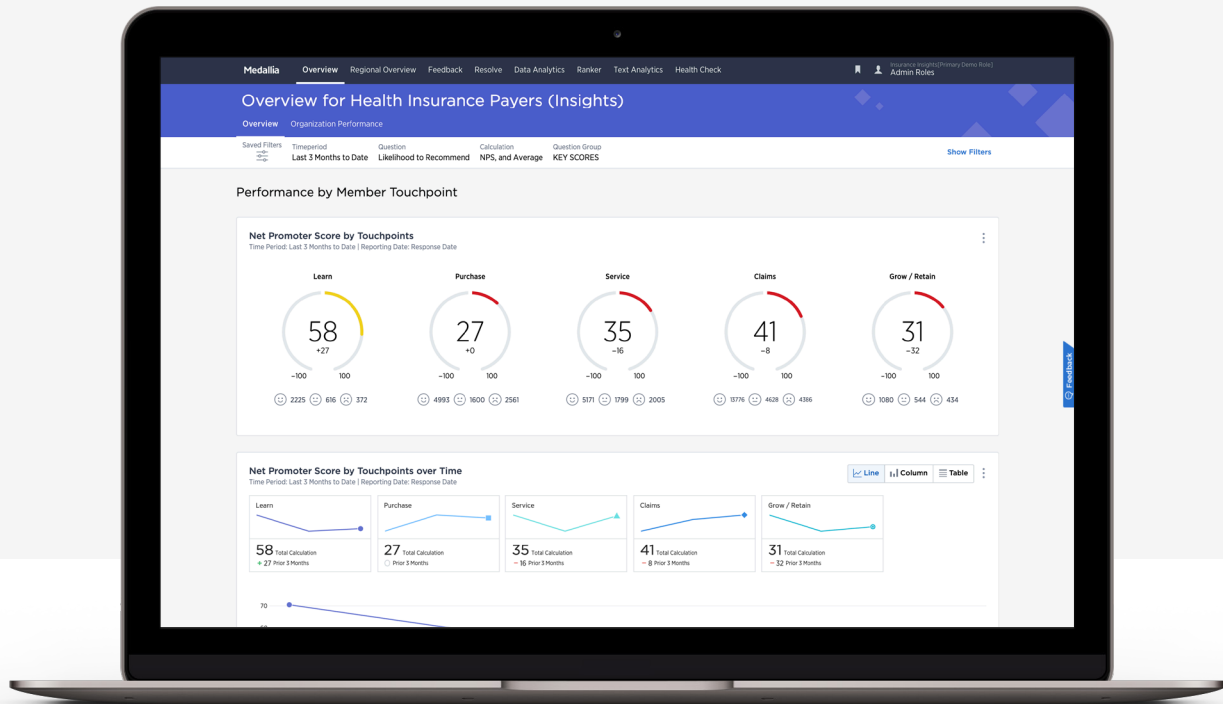# Medallia

Medallia Solution for Healthcare Payers

Transform member, employer, and broker experiences to drive satisfaction, premium growth, product innovation, and operating margin

With the shift towards a value-based care system, an aging population, and rising expectations, insurers need to continuously engage with their members in order to drive better health outcomes and lower their cost-to-serve. For insurers to gain market share, it is critical for them to innovate, respond to, and deliver great experiences for all of their constituents—members, employers, and brokers. By relentlessly focusing on the needs of these groups, insurers can improve key business metrics such as member renewal rate, average cost-to-serve, claim processing time, and product optimization.

Medallia collects real-time feedback at-scale, and pushes it to the thousands of people who create experiences for your members, brokers, and employers every day, enabling you to continually improve and transform those experiences. The Medallia Experience Cloud™ captures experience signals from your key stakeholders and connects the feedback to everything else you know about them, delivering insights and enabling real-time action. This fosters an environment where everyone in your organization, from the C-suite to claims processors to member support, can deliver excellence with every interaction.

Obtain a full view of the member journey to optimize the experience

As an insurer, influencing member behaviors, with respect to managing their own health, is paramount to driving great health outcomes. While millions of dollars are being invested in digital initiatives, that is only one piece of the customer experience puzzle. Collecting member feedback at scale is also a fundamental requirement to helping you understand "the why" behind "the what." Medallia enables you to gain a cross-channel, 360-degree view of your members and to understand drivers of loyalty at key touchpoints throughout the member journey. This enables teams to intervene quickly when issues arise so they can save at-risk members from disengaging. You can also use Medallia to identify and solve systemic issues across the organization, thereby improving processes and preventing problems from recurring. Ultimately you will have more satisfied, engaged, and educated members who get what they need quickly.

Get real-time data to enable deeper engagement

Medallia provides real-time visibility into the customer experiences of your provider networks, members, and employers so that relevant internal stakeholders can be alerted of issues and can initiate service recovery workflows. Using AI-powered recommendations and insights, based on real-time feedback, you can drive engagement while maximizing efficiency and effectiveness. Ultimately the Medallia Experience Cloud helps you achieve quicker cycle time, increase customer retention, and improve bottom line results.

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# Uncover trends and identify new opportunities

Medallia's top-ranked analytical tools can help you analyze experiences at multiple levels - from the overall relationship to specific journeys, channels, and touchpoints - and predict the impact of improvements using statistical regression and text analytics. In addition, our AI-based natural language processing engine can help you discover patterns, recurring topics, and themes in structured and unstructured customer feedback, so emerging trends can be discovered before they become widespread issues. From clarity of claim information to new mobile app feature adoption, you can identify opportunities to address product and service gaps, while regional teams can use these features to better understand the nuances of their local markets.

Key Benefits and Capabilities

- ✓ Capture feedback and experience signals wherever your members, employers, and brokers interact with your company

- ✓ Integrate experience signals with operational data, such as claim processing time, to develop a holistic view of company performance

- ✓ Deliver real-time insights to all internal stakeholders - call center agents, claims processors, operations leaders - so they can transform experience as they happen

- ✓ Identify friction points within and across multiple channels and anticipate member needs before they escalate or become problematic

- ✓ Follow up with members within minutes of receiving feedback to prevent churn and increase satisfaction

- ✓ Lower cost-to-serve by making it easy for your stakeholders to do business with you, such as better training for call center agents

- ✓ Leverage machine learning, deep analytics, and risk-modeling to identify key trends and account health as well as cross-sell and upsell opportunities with plan sponsors/employers

- ✓ Increase broker productivity and engagement by listening to their voice and giving them useful tools and information in real-time

Medallia

NEW! Healthcare Payer Applications!

Jumpstart and supercharge your experience programs with applications designed specifically for healthcare payers. We bring together pre-configured software, components, integrations, and proven best practices to help you capture, understand, and improve relationships with members, sponsors, brokers, and employees, spanning key journey touchpoints for account management, contact center, and digital experiences. The results are quick time-to-value and program breadth.
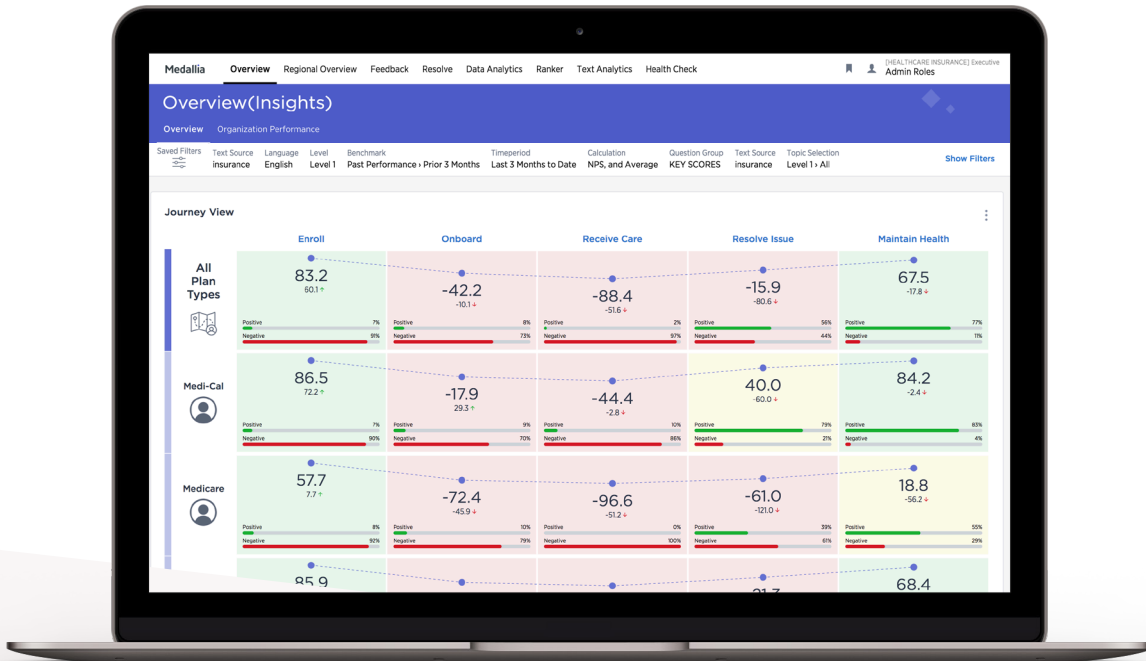
About Medallia

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. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at www.medallia.com.

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