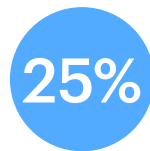


# Turn React Into Impact: Three Steps to Achieve Customer Experience Excellence

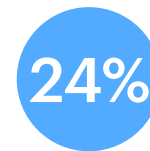
Investing in your customer experience is no longer an option — it is a necessity. The proof is in the numbers, as CX leaders see impressive ROI:



increase in  
profitability



increase in improved  
customer retention



expansion in  
customer spend

(Source: IDC 2021)





To stand out and build loyalty, brands must understand exactly what customers expect at every stage, from initial interest through repeat purchase. When customer experience is clearly understood, brands can take meaningful action that fuels continuous improvement and drives business outcomes.

## Why React When You Can Impact

### Reactive

-  CX is a project
-  Customer data is siloed
-  Tactical: survey-focused
-  Uniform customer experience

### Impactful

-  CX is a program
-  Customer data is holistically integrated
-  Strategic: journey-based
-  Personalized experience for every customer

## Three Ways to Transform your CX from React to Impact:

### 1. Know Every Customer

What do your customers truly want ... and where is your brand missing the mark? To answer this question, you must have a complete, accurate, and non-siloed understanding of every customer interaction with your brand. Medallia is the only experience solution that captures, analyzes, and holistically integrates experience insight across all touchpoints and channels. This rich dataset goes beyond traditional, reactive survey data to elevate omnichannel experiences in the moment.

### 2. Activate Every Employee

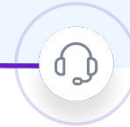
Your employees are your brand. They are also powerful influencers, shaping exceptional customer experiences. How well does your brand equip employees with relevant and timely customer insights? Do you capture their valuable feedback and ideas so they can be more effective and motivated in their roles? Medallia is embedded in the workflows and culture of your organization, so you'll empower everyone — from the C-suite to the front line — with role-specific insights that trigger the right action or resolution at the ideal time.


### 3. Personalize Every Experience

Your customers expect every interaction with your brand to be seamless, convenient, and meet their individual preferences. With Medallia's accurate and complete proprietary experience data, combined with leading-edge AI embedded through the entire platform, you'll intuitively understand the complete customer journey and be able to predict and orchestrate the ideal experience, every time.

The harsh reality is that it only takes one poor experience — in any channel — for customers to abandon your brand. And consumer expectations are rising, with nearly 85% saying personalized experiences are as important as the brand's products and services.

(Source: 94% stat - Salesforce 2022; nearly 85% stat - IDC 2021)





**Nicholas Adams**

★★★★★

Notes  
Buying Purpose:  
Anniversary Gifts

Preferences  
 Red Roses  
 Deluxe Black Box

Interested in seeing how Medallia is helping leading organizations move from react to impact?

[Visit How Brands Win with Medallia](#)

## About Medallia

Medallia is the pioneer and market leader in customer and employee experience. Medallia Experience Cloud captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. For more information, visit [www.medallia.com](http://www.medallia.com)

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