

Building connection and engagement with active duty, their families, and civilian personnel

Medallia

In June 2021, the Cost of War Project released the sobering statistic that since 9/11, four times as many active-duty troops have died by suicide than in battle. The suicide rate among active-duty and veterans also outpaces those in the civilian population. There are so many contributing factors to mental health, it is difficult to nail down a formula that will help. Military life comes with a wide variety of unique stressors during training exercises, in garrison, and on deployment.

If branches of the military employ engagement surveys, they are typically only done annually, and these once-a-year tools cannot understand the challenges in their day-to-day work life. They rarely survey families. By not engaging/responding to the troops and their families in the moment, the military is at risk of acting too late.

Medallia's approach to driving engagement, health, and retention

Using a holistic and integrated framework to manage the entire servicemember journey, leaders can drive real impact on engagement, health and retention. Medallia® provides a clear picture of how your troops and their families 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, medical, and commands are empowered to take quick, decisive, and impactful action. And you'll earn their trust by keeping them engaged and motivated through ongoing communication.

In total, there were 89,100 confirmed U.S. veteran suicides between 2005 and 2018, including veterans of the Global War on Terror and also previous wars such as the Vietnam War. ¹

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

Listening with empathy.

Build trust with the troops and their families 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 servicemembers and their family journeys.
- Leverage voice, audio, and video feedback to humanize the experience.

Understanding the needs of active-duty members

Recognize and acknowledge the forces that cause stress and burnout and their impact on the member's 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, are impacting sentiment.

Acting on insights in real time.

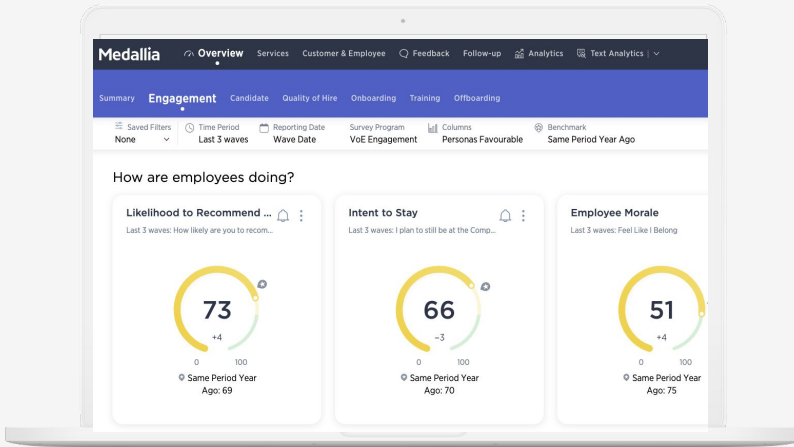
Combine behavioral and feedback data to guide the right actions to improve well-being, engagement, and productivity.

- 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://www.mentalhealth.va.gov/docs/datasheets/2020/2020-National-Veteran-Suicide-Prevention-Annual-Report-11-2020-508.pdf>

Medallia Mental Health and Well-Being Solutions

Listen to servicemembers and their families in the moment to power the best experiences across all phases of service.



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

servicenow

workday

zendesk

As of November 2019, about 2,800* crisis alerts have gone through VA offices and more than 1,400 veterans have received early intervention, and as of June 2019, more than 691 suicide crises and 343 homelessness crises have been sent to VA experts for immediate help.

Lee Becker

Remarking on the VA's VSignals program powered by Medallia (*Veterans Signals (VSignals) is the official program of Medallia at VA*)

* Well over 3,000 in 2021

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