MasterCast

Engineering
Amazing Experiences

Medallia
ENGINEERING
AMAZING
EXPERIENCES

Mike Nash
Chief Technologist and VP, Customer Experience & Portfolio Strategy, Personal Systems
Chief Technologist and VP, Customer Experience & Portfolio Strategy, Personal Systems
REARVIEW MIRROR VS. HEADLIGHTS

NPS used as rear view metric

Limited conviction to NPS and feedback

Warning system too late to impact future platforms and services

Answering “known” questions vs. uncovering “blind spots”

Closed loop actions not scalable
GETTING BUY-IN TO INVEST IN CX

Customer-focused opportunities
Cross-team alignment
Small Pilot
PRODUCT CX 
WINS THROUGH 
MEDALLIA 

Product managers using Medallia 
Integrating the senses 
Learn quickly, act quickly
PRODUCT CX WINS THROUGH MEDALLIA

Planners using Medallia
Integrating the senses
Learn quickly, act quickly
HP KEYBOARD EXAMPLE
CUSTOMER INTERACTIONS HELP US LEARN
KEYS TO SUCCESS

Win small, then scale
Wire NPS
NPS of NPS platform
Centralize governance
PERSONAL SYSTEMS CUSTOMER JOURNEY ON BEACON

PRE-PURCHASE
- Identity Need/Create Need
- Awareness
- Research
- Purchase Decision
- Buy

PURCHASE
- Educate, Setup and Install
- Register
- Use

POST-PURCHASE
- Share
- Post-Purchase Support
- Repurchase
- Evaluate Service
- Churn or Remain Loyal

HP Beacon Listening Points
- Online Reviews
- Digital
- Email
- Email + On PC
- Email Digital + Social

HP Stakeholders
- Close Loop Specialists
- Web Teams
- Product Managers
- R&D Engineers
- Quality Managers
- Insights
- Service Agents
- Service Supervisor

Digital + Social + On PC
KEYS TO SUCCESS

Win small, then scale
Wire NPS
NPS of NPS platform
Centralize governance
END-TO-END JOURNEY IN MEDALLIA

Score by Code Name Series (for all source types selected in filters)

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1M = 30-90 days of Product Ownership. 6M = 91-240 days of product ownership. Combined means e-mail and on-pc results are included.
KEYS TO SUCCESS

Win small, then scale

Wire NPS

NPS of NPS platform

Centralize governance
KEEP REINVENTING

Cross-team alignment

Sweat the *details*

Actionable data

Tool ease of use
THANK YOU