PowerUp

Reveal Hidden Insights in Unstructured Data with AI

Medallia

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Safe Harbor

This presentation may contain statements regarding our plans and expectations for the development of new or existing products, features, services, technologies and solutions. We have based these statements largely on our current expectations and assumptions and on information available as of the date of this presentation. However, these statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual development of new or existing products, features, services, technologies and solutions to be materially different from the plans and expectations set forth in this presentation. In particular, the feature sets and delivery dates set forth in this presentation are based on various assumptions and estimates and subject to change.
Today’s Discussion

1. Expedite insight discovery using Medallia Athena AI

2. Leverage Text Analytics to quickly surface key themes and sentiment, enabling smarter actions

3. Identify customers in need of attention and their most actionable feedback using Action Intelligence
“By 2025, as many as 95 percent of all customer interactions will be through channels supported by artificial intelligence (AI) technology”
Experience Signals are Everywhere

Structured and unstructured data across channels

- **Data Types**
  - Structured
  - Unstructured

- **Direct Feedback**
  - Email
  - Messaging
  - Voice
  - Video
  - Web & App

- **Indirect Feedback**
  - Chat Logs
  - Social
  - Employee

- **Observed Behavior**
  - IOT Signals
  - Visit Patterns
  - Event Dates

- **Operational Data**
  - CRM
  - ERP
  - HRIS
  - POS
  - IOT
Challenges with Finding Insights

You have the data, but now what?

- Data Overload Across Disparate Channels
- Hard to Know Where to Focus First
- Blind to Emerging Themes and Issues
- Difficult to Disseminate Findings Across the Org
AI Plays a Pivotal Role in Experience Management

Capabilities

- Accelerate Insights
- Know Where to Focus
- Avoid Blind Spots

Outcomes

- Discover Opportunities
- Strengthen Loyalty
- Avoid Churn

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Medallia’s Vision for AI

Make every experience touchpoint intelligent

Discover | Refine | Scale Actions

Empower Everyone
Medallia Athena AI

Actionable and adaptive intelligence

- Best in class AI powering Medallia Experience Cloud
  - Machine Learning
  - Deep Learning
  - Natural Language Processing
  - Multi-lingual
  - Predictive Analytics

- Purpose-built, action-oriented

- Adaptive, pre-trained models
Text Analytics

Uncover key themes & sentiment in unstructured text data

- Surface key topics & themes in real time
- Track customer sentiment
- Automate insights discovery using Athena AI to stay ahead of changing customer priorities
- Empowers organizations with meaningful insights
What’s New in Text Analytics

- Segmentation in TA Topic Building
- Hybrid Topic Tagging and Theme Explorer
- Customization Upgrades
- Additional Reporting Visualizations to Increase Speed to Insight
- New Trend Alerts for Individual Users
- Expansion to Social Reviews and Medallia Mobile & Voices
Action Intelligence

Identify actionable feedback and know where to focus first

- Discover the most popular and impactful suggestions from feedback
- Quickly identify and assess customers in need of attention
- Intelligently categorize, prioritize, and route feedback in need of follow up
Let’s Look at Some Use Cases...

Demo

Jane, Insights

Jared, Call Center

Larry, Product
Let’s Look at Some Use Cases...

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The Future of Medallia Athena AI

Key focus areas for upcoming releases

- Apply AI to More Signals
- Surface Proactive Insights
- Democratize AI Insights
Medallia Athena Summary

Swiftly mine customer feedback, prioritize action, and democratize insights

Insights & Actioning for All

Intelligence in role-specific workflows that align with your organization

Prioritize Action & Detect Blind Spots

Utilize machine learning to automatically generate insights to find out “Why”

Data Agnostic Feedback Signals

Actionable insights from any feedback signal - text, speech, video
Learn More

Request a Follow-Up

To request a conversation with your account team, type “call me” in the Q&A box.

Watch Other Sessions

Here are some additional topics you may be interested in:

- Medallia Social
- Medallia LivingLens
- Medallia Speech