Align Your Team to Exceed Business Customer Expectations

Medallia

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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.
B2B Customers Expect Modern Experiences

- Ability to interact through digital touchpoints
- Highly personalized, immediate response
- Seamless interactions across channels

67% of B2B buyers have switched vendors for a more consumer-like experience

Salesforce
The Challenge of Managing B2B Experiences

Many Stakeholders with Different Views of the Account

“64 percent of senior-level professionals and 71% of C-Suite B2B respondents want the ability to collect feedback at all key customer touchpoints.”

The State of Customer Experience Management in B2B
Medallia Research, 2019
Delivering Great B2B Experiences

Align Customer Expectations and Relationship Stakeholders

Understand Every Journey

Capture signals from experience and operational data to understand every experience along every customer/employee journey.

Anticipate Needs, Predict Behavior

Leverage AI and machine learning to detect patterns and predict behavior and identify risks and opportunities to optimize experiences.

Transform Experiences

Make changes that matter by driving targeted, meaningful actions before, during, or after experiences occur.
The Active Experience Platform
Demo
The Medallia Advantage in B2B Experience Management

Numerous and expanding sources of structured and unstructured signals

- Text, voice, video
- Connected devices
- Employee feedback
- Social media
- Digital surveys
- External system

Multi-channel Solicited Feedback
Digital Signals Operational Data

Exceptional AI, machine learning, & hierarchy management provide actionable insights

- Account 360 Health Score
- Text & Call Analysis
- Customer Journeys

Broad adoption and usage across functions and roles results in high ROI

- Alerts & Follow-ups
- Enterprise App Integrations
- Account Team Collaboration
- Customer Success Playbooks
Medallia is the One System of Record Across Thermo Fisher

$150M

+29%

Saved in one year via PPI Projects (focused on NPS)

Increase in NPS since starting with Medallia
Focusing Investments in Five Key Areas

- More Signals: Brodest Signal Capture
- Intelligence & Automation: Smarter Action
- Engagement & Personalization + Mobile: User centric experiences
- Employee: Focus on EX
- Open Platform: Accelerate Innovation
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:

- Strikedeck
- Digital
- Integrations