Understand and Optimize Every Customer Journey
Safe Harbor

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Companies Need to Understand the Overall Customer Experience

Understanding the overall experience is 30% more predictive of customer satisfaction than looking at individual touchpoints.

“When most companies focus on customer experience they think about touchpoints...But this siloed focus on individual touchpoints misses the bigger—and more important—picture: the customer’s end-to-end experience.”

MCKINSEY & COMPANY
But Connecting Data to Understand Journeys is Difficult

Multichannel Interactions

Siloed Data Sources

Multiple Customer IDs per Individual

Massive Data Volume
Medallia Products for Understanding Journeys to Improve Customer Experiences

**CX Profiles**

Bring together omnichannel signals for a unified view of each customer's experiences with your brand.

**CX Journeys**

Analyze experiences across customers to understand common attributes, paths, friction points and success patterns.
MEDALLIA CX PROFILES

Bring together omnichannel signals for a complete view of each customer’s experiences

- Map identities across all experience data to capture each individual’s actions and sentiment
- Create a rich experience timeline for both responders and non-responders
- Learn more about customers, their preferences, scores, concerns, past issues/escalations etc.
- Create look-alike groups of customers based on common attributes and touchpoints
Key Capabilities of CX Profiles

Unified view of individual customer attributes, interactions, signals & feedback

Point-and-click creation of customer lists to identity candidates for outreach, prioritization, campaigns, etc.
How CX Profiles Works

Ingest feedback, events, and customer data

Correlate data to create customer-centric views

Access customer profiles through responses or search
## CX Profiles Use Cases

### Frontline
- Close the loop with historical context
- Investigate an inbound customer escalation
- Influence experiences in the moment

### Analyst
- Create targeted groups for marketing or sales campaigns.
- Collect additional feedback from specific groups
- Extract customer data to support deep-dive analysis
MEDALLIA CX JOURNEYS

Conduct deep analytics to better understand and optimize customer segments and journeys

- Understand cross-channel journeys
- Conduct behavioral analysis to uncover common paths and discover segments
- Resolve customer identity across touchpoints
- Unlock your data to predict future behavior
How Medallia CX Journeys Works

1. Collect and Organize
   Scaled processing for any number of data sources, with customer identity unification across channels

2. Discover and Analyze
   Uncover journey insights in real-time across many data types with powerful query and visualization tools

3. Take Action
   Operationalize insights with automated triggers to other platforms, using analytics and data science models.
CX Journeys Analytic Capabilities

Path Analysis
Identify paths that lead to different outcomes

Funnel Analysis
Visualize how different segments progress through a flow

Cohort Analysis
Analyze how different customer groups behave over time

Advanced Segmentation
Build and discover segments by grouping customers on any criteria

Data Science Models
Predict outcomes and surface clusters of customers based on behavior
Journey Analysis Business Drivers

Revenue
Uncover customer segments to create opportunities for better offers, up-sell and cross-sell.

Costs
Identify process improvements across multi-channel journeys to provide better service at a lower cost.

Lifetime Value
Ensure consistency and personalization across journeys to drive loyalty and increase retention.

Deliver a Better Experience Across the Customer Lifecycle
Demo Time!
“In most cases, companies are simply not naturally wired to think about the journeys their customers take...For the companies that master it, the reward is higher customer and employee satisfaction, revenue and cost improvements, and an enduring competitive advantage.”

NICOLAS MAECHLER, KEVIN NEHER, ROBERT PARK
MCKINSEY AND COMPANY
Learn More

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- Social
- Zingle