Use Powerful Messaging to Increase Feedback
Safe Harbor

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Today’s Discussion

- The Age of Instant & Harnessing the Power of Messaging
- Reaching Employee & Customer Audiences
- Bringing Adaptive Intelligence into Conversations
1800's Messaging
Early 2000s
The Age of Instant

98% Of consumers open their text messages

60% Of consumers have messaged a business in the last 3 months

54% Of consumers are unsatisfied with their CX
Harnessing the Power of Messaging

Medallia Conversations
Real-time Feedback

Medallia Zingle
Real-time Personalized Assistance
What is Medallia Conversations?
MEDALLIA CONVERSATIONS

Increase the Reach of Your Experience Programs

• Engage customers for feedback as experiences happen
• Increase response rates from mobile-first customers
• Offer adaptive CX feedback
Customers increasing reach with Medallia Conversations

We can respond to issues faster and create better experiences for our customers. Conversations provides more insight into how we run our business.

Director, Customer and Agent Insight

H&R BLOCK

Contact new clients within 30 minutes of an office visit, with a 50% response rate

T-Mobile

Over ~1,000,000 daily messages, with a +13% response rate
Beyond CX

Leveraging Medallia Conversations for Employees
CONVERSATIONS FOR SLACK

Enhance Employee Experiences with Conversations via Slack

- Use Conversations for Slack to get in-the-moment feedback from employees
- Drive higher response rates meeting employees where they are
- Allow employees to add photos and videos to give additional context about their experience
**Employee Experience Use Cases**

**IT**
- Close a zendesk ticket or quarterly IT survey

**Frontline Managers**
- After onboarding new employees

**Corporate Programs**
- Post launch of a new program (e.g., meals, gym, etc)

**Sales**
- After an employee closed/lost a deal with a customer/prospect

**Learning & Development**
- Post-training feedback

**Employee**
- Starting with a new manager

**HR**
- Micro-pulse to all employees for continuous feedback

**Operations**
- Internal communication feedback after a merger/acquisition

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MEDALLIA VOE SURVEY

Engaging Employees Where They Are

• Karen works at Medallia
• She prefers slack over email
• Just received her VOE survey
• She is touched by her most recent experiences
Emerging Use Cases
Leveraging Medallia Conversations for Emerging CX
Message Connector API
Integrate Conversations with Any Messaging Platform

Medallia

Conversation Engine

Connectors (productized)

Message Connector API

Messaging Channels

+any online message bot for integrated feedback

Messaging User

Roadmap integrations
COMCAST

Enabling feedback through Xfinity Assistant

- Engaging customers as experiences happen
- Gather experience signals on most common issues
- Leverage Message Connector API to integrate with Xfinity Assistant
CONVERSATIONS FOR WEB

Drive Richer Interactions with Conversations via Web

• Enable a messaging-style interaction via a web browser

• Customize to your brand guidelines navigational elements and brand the page to meet your needs

• Allow users to add photos and videos to give additional context about their experience
Ship-It Order Fulfillment Experience

Engaging Customers After an Order Delivery

- Janet is a Modern Millennial
- She prefers texting over email
- Just received her packages from Ship-it
- As she looks at the package…
Are you having the right Conversations?

Bringing Intelligence to personalize Medallia Conversations
When do Customers Provide Feedback?

- **85%**
  - Of consumers provide feedback after a “great experience”

- **48%**
  - Of consumers provide feedback after a “typical experience”

- **81%**
  - Of consumers provide feedback after a “bad experience”
Understand sentiments & shape experiences in live-time
Understanding the right intent to capture the right NPS scores

On a scale of 0 - 10, where 10 is extremely good, how would you rate your experience?

12.1% of responses invalid
Looking Forward

Innovations coming to Medallia Conversations

- **Now**
  - Conversations for Web
    - Embed Conversations in mobile and web browsers
  - Conversations for Slack
    - Micro-pulses for your organization

- **2020**
  - Conversations for Line
    - Signal capture for LINE app
  - Video Insights
    - Bring Video intelligence to Conversations by leveraging Medallia LivingLens
  - Adaptive Surveying
    - Bring intelligence to Conversations by leveraging Medallia Athena

- **2021**
  - Conversations for Live Agent
    - Handover support to take action in the moment
  - Ad-hoc & Enterprise Programs
    - Enabling Multi-channel surveys
  - Service Connector API
    - Integrate with 3rd party SaaS systems
Best Practices

Increase engagement by being responsive & interactive

Provide immediate value in addition to gathering feedback

Collect feedback while the experience is still happening

Transform longer feedback collection into micro-interactions

Build
Atomize experiences & feedback interactions

Engage
Adapt to conversational responses in real-time

Activate
Collect feedback throughout the customer journey to drive action
Medallia Conversations In Action

➔ 100M+ conversations
➔ > 2x response rate
➔ 0.5B+ experience data points
Expanding your Engagement Channels

Through mobile messaging

Across your entire web presence

Within your mobile applications
How Active Experience Works

**Capture Every Signal**
- Data Types
  - Structured
  - Unstructured
  - Chat Logs
  - Social
  - Employee
- Indirect Feedback
- Direct Feedback
  - Email
  - Messaging
  - Voice
  - Video
  - Web & App
- Operational Data
  - CRM
  - ERP
  - HRIS
  - POS
  - IOT
- Observed Behavior
  - IOT Signals
  - Visit Patterns
  - Event Dates

**Analyze & Predict**
- AI & Machine Learning
- Text Analytics
- Journey Analytics
- Statistical Analysis

**Take Action**
- Alerts & Closed-loop Assignments
- Workflow Integration
- Case Management
- Messaging-based Assistance
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:

- Digital
- Zingle
- Athena