PowerUp

Crowdsourced Ideas and Inspire Innovation

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.
Today’s Discussion

1. Foster a culture of collaboration and innovation
2. Get up and running quickly
3. Integrate with Medallia Experience Cloud
60%

Of frontline employees say their ideas for improving customer experience often go unheard

(source: McKinsey, Adapting Customer Experience During Coronavirus, April 2020)
Great Ideas Can Come from Anyone
Challenges with Traditional Approaches to Crowdsourcing Ideas

- Difficult to moderate and document ideas
- Ideas get siloed
- Unclear of actionable next steps
- Hard to keep collaborators engaged
- Lack community engagement
- Feedback gets lost or lacks visibility
Uncover ideas that have the greatest impact on CX and EX

- Increase team collaboration and brainstorm creative solutions
- Foster a culture of innovation and drive employee engagement
- Deploy in days, not months
- Joined Medallia October 2019
Tap Into the Collective Expertise of Your Customers and Employees

Employee Engagement

Open Innovation and Crowdsourcing

Co-creation
Surface Ideas Quickly

Create challenge and invite users to participate

Post an Idea

Would you like to upload an image?

If you want your idea to stand out, why not add a relevant image to your post?

Upload Image

Title of your idea:

Give your idea a name that will help it to stand out.

Describe your idea:

This is where you detail your idea, please be as descriptive as possible.

Users submit ideas and vote for favorites

Leaderboard shows top contributors

Review top ideas and create action plan
UK’s National Health Service Used Crowdicity to Improve Patient Care

- Engaged >5,000 employees
- Custom community captured over 1,400 contributions
- Idea adoption started in less than 24 hours

“Crowdicity is helping Dorset HealthCare University NHS Trust make innovation and its spread central to what we do, reduce costs, improve efficiency and significantly improve employee engagement.”

Jodi Brown, Public Health Program Manager
NHS England
Crowdsourcing Novel Solutions to COVID-19 Testing in the UK

- Launched #TestingMethods2020 within 48 hours
- Immediate participation and strong community discussion:
  - Over 500 users joined in the first week
  - 138 ideas submitted
  - 1,050 comments on ideas
  - Over 35 ideas ready for deployment

“Through collaborative initiatives like this, we can bring together the brightest and the best to help us introduce innovative solutions.”

Professor Dame Sue Hill, Chief Scientific Officer
NHS England and NHS Improvement
Demo
Innovation Highlights

Launching soon

• Private submissions
• Redesigned interface
• Respond to feedback with ideas posted from Medallia Experience Cloud
• Log in using Medallia account
• Available in Insights Suite

Later this year

• Slack integration
• User segments via surveys
• Improved automation for idea management
Can I create challenges targeted to specific segments?
Parting Thoughts

- Launch quickly, with flexibility and control
- Engage the right people with the right challenge
- Capture, develop, and action on ideas
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:

- Employee Experience
- Insights Suite
- Athena