Add the Power of Video for Richer Experience Insights

Medallia

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“Images and video bring customers to life, helping stakeholders establish a connection with them and integrate this understanding into day-to-day activities.”

*Humanize Feedback to Drive VoC Engagement and Action (Dec 2019)*

Forrester Research
Why Video for Experience Feedback?

- How people communicate
- More engaging
- Delivers richer insight
- More memorable
- Creates powerful stories

Video feedback provides 6x more information compared to open-end text responses
Video stories have immediate business impact

1. Immersive and engaging way to gain deeper insights
2. Understand how customers and employees feel about their experience
3. Get everyone seeing and hearing who the customer is
4. Bring issues to life and create empathy
5. Deliver insights with impact
Video has traditionally been challenging

Costly and resource intensive to store

Complicated to manage at scale

Hard to capture from consumers, customers & employees

Challenging to transcribe, translate and analyze

Difficult to find & share key moments of insight
Create a human connection to customer feedback and consumer insights

- Increase the depth of feedback and research by tapping into video
- Uncover meaningful insights through AI-based technology
- Drive action through easy sharing of content with employees and executives
LivingLens Removes the Challenges of Video

- **Integrate**
  - into your existing experience and insights programs

- **Capture**
  - video, audio or images

- **Analyze**
  - content efficiently

- **Share**
  - powerful stories

- **Sentiment**
- **Object Recognition**
- **Speech**
- **Themes**
- **Facial Emotion**
- **Language Detection**
- **Profile**
LivingLens provides a centralized hub for all your video, audio and image content
LivingLens Integration in Medallia Experience Cloud

- Easily add a video question into a Medallia survey
- Videos and transcriptions appear alongside other feedback
- Text Analytics uncovers topics, themes and sentiment from transcripts
Demo
Demo Takeaways

What you can do today

- Easily add a video question into a Medallia Survey
- See videos with corresponding transcripts alongside other feedback
- Run Medallia Text Analytics on the transcript and understand sentiment

What can you do in the future

- Add videos to Medallia Conversations, Digital, Voices, Zingle and AskNow
- Pull in video recordings from Zoom into StrikeDeck
- Apply Medallia Athena AI on top of transcript UI widget
## Improving EX through Video

### Employee Support Program

**COVID-19 employee pulse:**
- Video analytics showed mental health as a key theme
- Quick-response program added access to wellness support network
- Employees felt heard and supported, resulting in improved adaptation to situation within weeks

### Employee Recognition

**CEO-sponsored program:**
- Employees provided ‘thanks’ videos to colleagues in responses within the survey
- Individual videos were shared with each recipient and showreels were circulated in the organization
- Improved ESAT, increased productivity and team unity

### Employee Onboarding

**Multi-touchpoint feedback:**
- New hires provided longer, more thorough responses than text comments
- Accelerated responses to individual needs / challenges
- Led to onboarding process improvements for future hires
Delivering Better CX through Video

Quick Service Restaurant Chain
- Added video feedback option to customer receipt survey
- Received significantly more information compared to text comments
- Customer videos surfaced issues on ingredients that motivated exec actions

Energy Utility Provider
- Added video option to learn about the experience after a power outage
- Executives and customer service gained a more in-depth view of customers
- Validated impact of new outage communications process
Adding Video to Your Experience Programs

3 Key Takeaways

- Get more information and deeper feedback insights
- Build empathy for both customer and employee experiences
- Easily include in Medallia feedback programs

6x more information than an equivalent open-end text response
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:

- Insights Suite
- Medallia Athena
- Atlassian Customer Story