PowerUp

Gain Insights and Benchmark Your Reputation

Medallia

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Safe Harbor

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Today’s Discussion

1. Improve your online reputation with Medallia Social
2. Understand your performance in the context of the competition
3. Use Rival Intelligence to easily set up and track your rival competitors
4. Pair Text Analytics with rival reviews to see how you compare on specific topics
Companies Need to Manage Online Reputation

- **47%** avoided a company because of its online reputation or negative social reviews.
- **40%** who have a negative experience with a brand will tell their friends/family about it.
- **33%** who have a negative experience with a brand will stop using the brand and switch to a competitor.

**COVID-19 will increase these numbers**
Challenges

- Difficult to track
- Strain on resources
- Volume and recency
- Lack rival information
Medallia Social

Improve Your Online Reputation

- Aggregate reviews across sites to monitor and manage reputation
- Directly respond to reviews and recover at-risk customers within Medallia
- Analyze themes and sentiment in reviews
- Drive review volume for increased visibility and site traffic
- Capture online competitive intelligence

+ More

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Medallia Social

Social Review Management

Social Rival Intelligence

Social Promote

Additional Data Integrations
Medallia Social

Social Review Management

Social Rival Intelligence

Social Promote

Additional Data Integrations
Social Rival Intelligence

Capture Online Competitive Intelligence

Rival Comparison

Ranked by overall score on all sources over the last 12 months.

Current Scoreboard

<table>
<thead>
<tr>
<th>Rank</th>
<th>Rival Name</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Lancaster BMW</td>
<td>42</td>
</tr>
<tr>
<td>#2</td>
<td>Lancaster Jaguar</td>
<td>39</td>
</tr>
<tr>
<td>#3</td>
<td>Mercedes Foster City</td>
<td>32</td>
</tr>
<tr>
<td>#4</td>
<td>Milton Keynes Audi</td>
<td>31</td>
</tr>
<tr>
<td>#5</td>
<td>BMW Foster City</td>
<td>30</td>
</tr>
</tbody>
</table>

Responses Over the Last 12 months

You: 309 responses, 5.9 responses per week, avg score 3.2, 47% positive

Rivals: 754 responses, 14.5 responses per week, avg score 3.6, 58% positive

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Social Rival Intelligence

Demo

John, Location Manager  Maria, Regional Manager
Social Rival Intelligence
Demo
Innovation Highlights

<table>
<thead>
<tr>
<th>Recent Launches</th>
<th>Upcoming Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Rival Management</td>
<td>● Rapid Response for Social</td>
</tr>
<tr>
<td>● Local Benchmarking with Text Analytics</td>
<td>● Global Benchmarking with Text Analytics</td>
</tr>
<tr>
<td>● New Social Sources in Autos, Hospitality, and HealthCare</td>
<td>● Social for B2B</td>
</tr>
<tr>
<td></td>
<td>● Expansion of additional Social Sources</td>
</tr>
</tbody>
</table>

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Final Thoughts

- Easy to setup and use
- Benchmark against rivals
- Pair with Text Analytics
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