Deliver Value Across Every Account Relationship

Medallia

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Safe Harbor

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Today’s Discussion

1. How customer expectations have evolved (but have also stayed constant)

2. The award-winning Strikedeck Customer Success Platform

3. How Strikedeck delivers on the promise of Customer Success
DIGITAL TRANSFORMATION IS YEARS AWAY. I DON'T SEE OUR COMPANY HAVING TO CHANGE ANYTIME SOON.
Human interaction matters now — 82% of U.S. and 74% of non-U.S. consumers want more of it in the future.
— McKinsey

As the novel coronavirus forces people into a digital-only way of life, it’s important for businesses to infuse virtual experiences with a human touch.
— McKinsey
Companies that lead with empathy and genuinely address customer needs can strengthen relationships.
Retain & expand your account relationships

- Gain a real-time, 360° view of accounts, users and segments
- Predict account health, risk and opportunities
- Leverage tools, processes and automation to systematically take action on every account
How Does Strikedeck Make It Happen?

**UNIFY**

- Extract data from multiple systems to build a unified view of a customer

**ANALYZE**

- 360° View
  - Customer Health
  - Customer Journeys

**AUTOMATE**

- Data Driven Alerts
- Playbooks
- Task Mgmt.

- Visualize trends, manage customer journeys and assess customer health and alert CSMs on key issues

- Track issues, automate issue resolution through tasks, playbooks and workflows
Demo

- 360-degree customer dashboards
- Composite health scores
- CSM-derived insights
- Renewals
- Customer advocacy
Strikedeck Helps Companies Deliver Value for Every Account Relationship

- Understand your customers and their customers too
- Focus on customer pulse – at all times, on every channel, across every system
- Deploy automation to deliver excellence at scale
- Closed-loop feedback processes for continuous improvement
### Strikedeck Delivers for You and Your Customers

<table>
<thead>
<tr>
<th><strong>Customers Expect...</strong></th>
<th><strong>Medallia Strikedeck enables this by...</strong></th>
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<tbody>
<tr>
<td>✓ Speed - proactive response to emerging themes, issues</td>
<td>✓ Models to <strong>predict health of an account</strong></td>
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<td>✓ Knowledge - holistic view of the account landscape</td>
<td>✓ Integrations that bring together <strong>data in real-time from varied sources</strong></td>
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<td>✓ Predictability - trusted processes across all portfolio / sites / projects</td>
<td>✓ Playbooks that can be <strong>scaled across all customers</strong></td>
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<tr>
<th><strong>Customer Success Managers Expect...</strong></th>
<th><strong>Medallia Strikedeck enables this by...</strong></th>
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<tr>
<td>✓ Consistency - clear approach, repeatable processes</td>
<td>✓ Configurable playbooks, workflows removing guesswork</td>
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<tr>
<td>✓ Insights - real-time access to data and insights for ‘value adding’ conversations</td>
<td>✓ <strong>Data &amp; Insights visualizations</strong> highlighting what needs focus and attention</td>
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<td>✓ Automation - minimize need of manual intervention</td>
<td>✓ <strong>Self-service management</strong> of automations &amp; playbooks</td>
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<th><strong>Leadership expects...</strong></th>
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<td>✓ Heartbeat - health check of the accounts for leadership</td>
<td>✓ <strong>Executive dashboards</strong> to get a pulse of all accounts</td>
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<td>✓ Growth lever - enable cross-sell / up-sell and quicker sales conversions</td>
<td>✓ <strong>Single-view of customer</strong> for interactions between CSMs and customers</td>
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<td>✓ Improved margins – save $$$ in service credits paid due to delays / oversights</td>
<td>✓ Pre-empting issues, executing automated workflows mitigate contract</td>
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Medallia Strikedeck is a secure SaaS platform that helps you build and operate an effective, efficient, and scalable Customer Success program.

- Retention
- Expansion
- Advocacy
- Productivity

Winner of the **Gold** Stevie for
Best Relationship Management Solution
Best Customer Engagement Solutions

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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:

- B2B Experience
- CX Journeys and CX Profiles
- Digital