Your Secret Weapon: How Ad Hoc Programs Accelerate Experience Management Performance

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Customer and employee empathy: more important than ever.

How to do this at scale?
Barriers to Experience Management at Scale

• Operational signals, enterprise feedback programs and point-in-time research not consolidated into central source of experience truth

• Decentralized and disjointed data and organizational silos results in fragmented customer experience

• Cannot widely distribute feedback collection without sacrificing enterprise rigor, compliance, best practices
## Ad Hoc Programs: Democratized Feedback

<table>
<thead>
<tr>
<th>Single source of experience truth</th>
<th>Fast, easy, user-friendly interface</th>
<th>Protection for mission critical programs</th>
<th>Enterprise grade everything</th>
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<tbody>
<tr>
<td>Centralize point-in-time feedback with operational signal capture</td>
<td>Unlock feedback collection and learning across the enterprise</td>
<td>Works with ongoing, operational feedback programs</td>
<td>Security, governance, data access, survey fatigue protection</td>
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Ad Hoc Programs

Intuitive navigation assists users through every step of creating a feedback program.

Improved survey editor makes setup simple for most common question types and lets users easily revise questions and edit choices.

Automatic report creation for summary of results & detailed responses.

Easily share and export feedback data.

Available Now
Progress and Use Cases

99% customers enabled; nearly 1 million surveys sent:

- Employee experience: remote work, safety, diversity
- Evolving distribution strategies: delivery, curbside, ideas
- Re-opening businesses: demand, safety measures
- Consumer behavior: evolving plans, preferences, priorities
- Innovation testing: new features, going digital, pricing
Getting Started: Knowledge Center

• CX Navigator Training
• Documentation
• Community
• Ideas