

# Mastering Virtual Support and Digital Engagement

How to use real-time insights to support your customers and employees.



From waiving fees to proactively upgrading services, the telecom industry is doing its part to ensure businesses and consumers remain connected. The survival of individual providers will depend on their ability to plan for the future while delivering on their brand's promise right now, which means getting a handle on skyrocketing support (up 64% MoM) and digital (up 99% MoM) experiences.<sup>1</sup>

## Know where to focus for immediate impact

Medallia enables telecom providers to engage with customers in every moment of the evolving omnichannel journey and analyze their sentiments alongside operational signals from network performance, support, billing, POS, and fulfillment systems to maximize insight. Contact center agents, retail associates, and field technicians can then use those insights to transform experiences in live time.

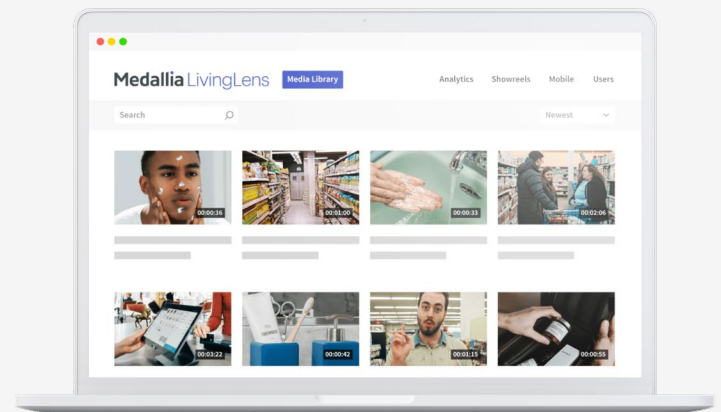
### The following solutions are designed to help providers address the needs of customers now:

(Select solutions can launch in days, and many are available for a free limited trial.)

## Quickstart Customer Micropulse: Get answers to burning questions

In this economic climate, retention is the new acquisition. Stay engaged with your customers with our Quickstart Customer Micropulse solution. This video-enabled, two-question solution enables you to:

- Launch in a matter of days.
- Target specific customer demographics that are expanding or contracting.
- Deepen analysis with pre-configured Text Analytics-driven dashboards.



Leading telecommunications companies that use Medallia



<sup>1</sup> <https://www.zendesk.com/blog/zendesk-benchmark-snapshot-impact-covid-19-cx/>



## Quickstart Employee Micropulse: Address the changing needs of your frontline

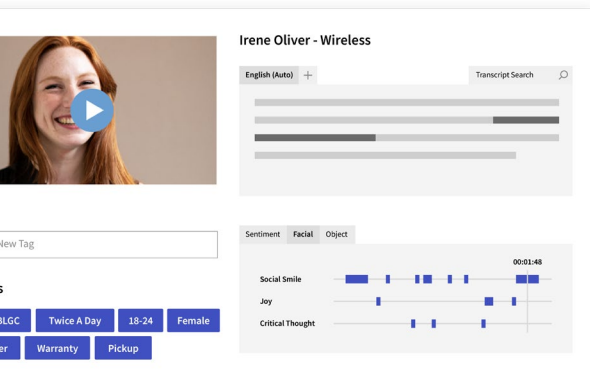
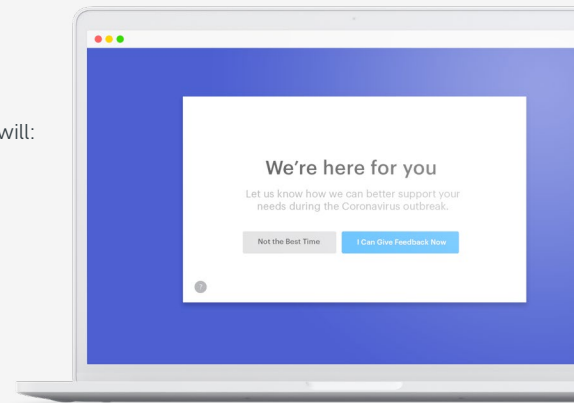
Hear from your employees now with our Quickstart Employee Micropulse solution. Designed to provide maximum insight in minimal time with video capture and analysis, these micropulses will help you:

- Understand what repurposed employees need to get up to speed.
- Ensure continued support for employees working from home.
- Gauge feelings of safety among remaining retail employees.

## Medallia Digital: Deflect contact center volume

Your support agents' time is precious; ensure they are spending it on the most pressing and challenging customer needs by offloading simple tasks to web and mobile self-service. By collecting always-on feedback and strategically intercepting visitors with Medallia Digital, you will:

- Collect real-time insights for web & mobile optimization.
- Identify gaps in self-service content & FAQs.
- Inform customers of product, service, or policy updates and proactively offer resources.
- Quickly get started with two pre-built COVID-19 survey forms and dashboards.



## Quickstart Fulfillment Experience: Improve delivery and curbside pickup

In-app and online purchases with the option for curbside pickup or shipping have become the new normal for new devices and hardware as well as warranty fulfillment. A simple, video-enabled survey with our Quickstart Fulfillment Experience solution will deliver the unique insights you need to:

- Change or reinforce fulfillment business processes.
- Improve associate recognition.
- Enhance context for follow-up actions.

[Meet with a Medallia Expert →](#)

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