Medallia

5 Ways to Adjust Your Voice of Employee Program

How to use Medallia technologies to manage experiences Live Time and support employees

The world of work has quickly changed amidst our current health and economic state. We recognize these circumstances are requiring Medallia customers to reprioritize in light of serving the immediate needs of their customers and communities. Times like this can take a toll on all, especially talent. At Medallia, we're taking measures to ensure the well-being of our employees comes first by instituting full-time remote work arrangements — this is a first for us and we know there are many firsts for our customers, too. Which is why we've pulled together a few considerations on how you can utilize your current Medallia instances along with our complimentary offerings to meet employees where they are and support them during this unprecedented time.

01 Get feedback in-the-moment with the Slack Bot

With the shift in work and collaboration taking place remotely in productivity tools like Slack, customers using Medallia Conversations can obtain in the moment feedback from employees right within the Slack platform. With the new Slack connector, Medallia Conversations helps your business actively monitor experiences and empower workers amidst COVID-19. For customers with current Slack workspaces, the Slack connector is fairly turn-key and requires minimal set-up time.

How different teams can use Slack connector

IT
Close a Zendesk ticket or quarterly IT survey

Frontline Managers
Provide feedback to Corporate on pilot programs

Corporate Programs
Post launch of a new program (e.g meals, gym, etc)

Sales
Follow-up after an employee closed or lost a deal

Learning & Development
Get feedback post-training

Employee
Start with a new manager

HR
Collect micro-pulse feedback from employees

Operations
Collect feedback after a merger / acquisition

This feedback mechanism can be extremely valuable for IT and HR shared services teams given the high volume of helpdesk transactions that are now taking place remotely. IT/HR service delivery teams can obtain quick feedback on a ticket to garner real-time insight on effectiveness and support.

HR and Operations teams may utilize the Slack connector to administer pulse surveys on how employees are doing as they cope with changes due to COVID-19. The visual on the right shares an example of how Medallia's People and Culture team is utilizing Slack to administer a survey to Medallians' on the support they need during this critical time.

Medallia Conversations is designed to mirror the technologies employees interface with in their personal life, which means employees can add photos and or videos to give additional context about their experience.
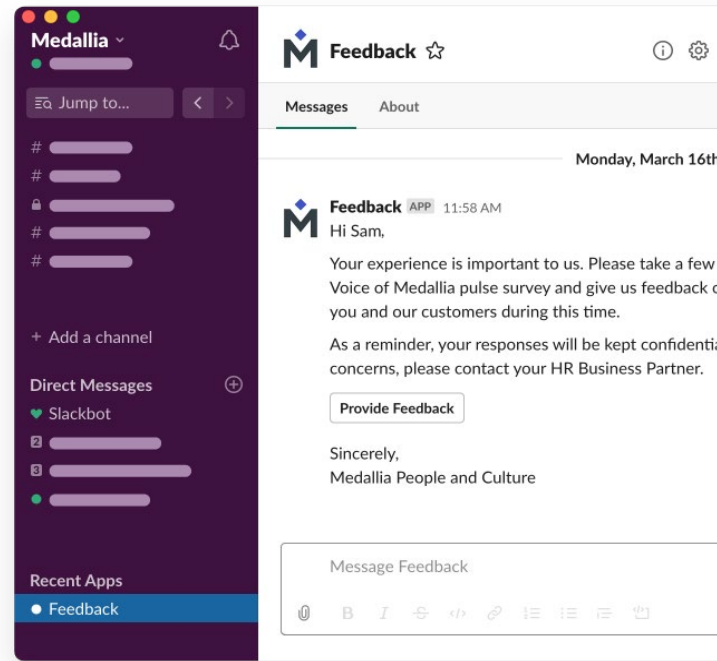
## 02 Humanize employee feedback with video

For many employees, home has become a new work life. To help balance this radically different work environment, HR teams are offering perks and resources to navigate these new circumstances. HR may also want to consider giving employees a chance to pause and react — preferably in ways that complements their preferred mode of communication. If you're a Medallia customer consider utilizing video as a way to encourage idea sharing and feedback through video or audio — especially for employees who are adjusting to a shared workspace with their families. Video feedback can be captured as part of a pulse survey or ad hoc. Where appropriate and with permission, the Living Lens video communication integration can be leveraged to analyze internal meetings (department or company All-Hands) through transcript, emotion, and object analysis.

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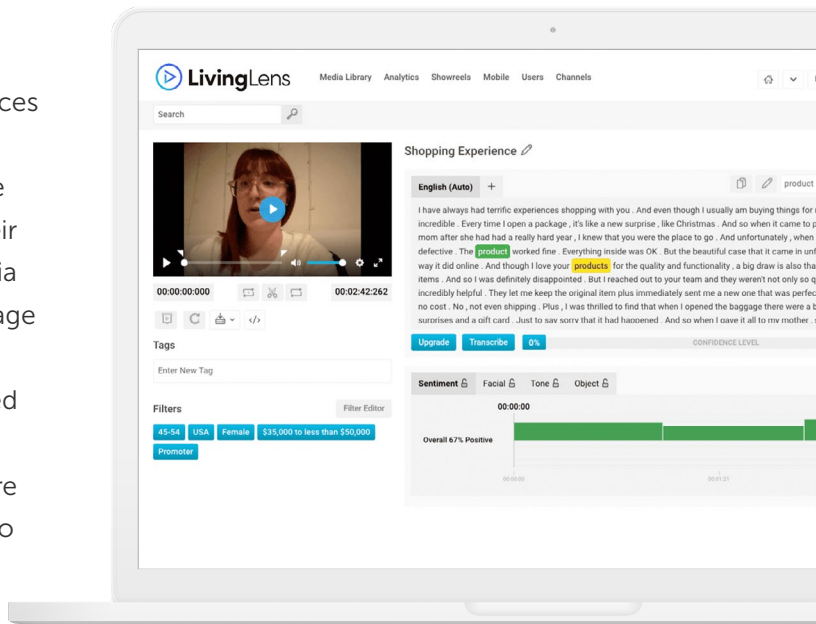
03 Crowd-source ideas from within the workforce

Many industries are facing unforeseen disruption and having to think on their feet with little time to waste. Employees are a top source of creativity, especially those who are the front lines of serving customers each day. Medallia's Crowdicity ideation tool can be utilized to get disruptive and innovative ideas directly from employees to help you pivot on business and operations. For example, at Medallia we launched a Crowdicity challenge to the Medallia workforce in efforts to quickly generate ideas on how we can better support our customers during COVID-19.

In efforts to help customers use Crowdicity in response to COVID-19, we are pre-populating the platform with a few challenges to support current circumstances. Medallia is also offering a trial pilot of our Crowdicity solution for 90-days at no costs. The Crowdicity capability can be installed and running quickly with minimum effort.
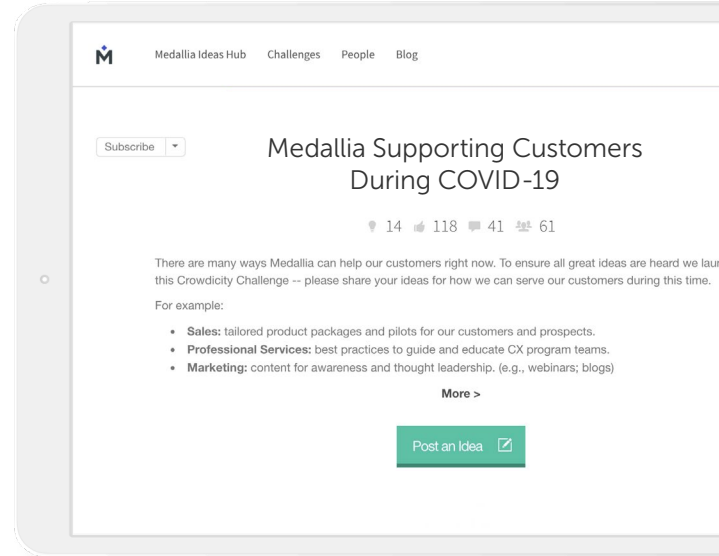
04 Analyze employee feedback related to COVID-19

Employee voices are the most important asset to navigate organizational change. Medallia Text Analytics provides the ability to analyze signals related to the outbreak in real-time.

- For current customers using Text Analytics today — Medallia is making a 'coronavirus' topic available at no cost.

- For non Text Analytics customers — Medallia has created a 'coronavirus' topic at no-cost, which is offered alongside outbreak-related topics such as 'cleanliness' and 'product availability'. Medallia has also created a 'coronavirus' offering available at no cost for Voice of Employee. This offering captures mentions of the virus and workplace related circumstances such as 'wfh', 'flexibility', and 'childcare'. In addition, our Voice of Employee topic set can grant visibility into key areas being talked about by employees — ranging from company & culture to leadership and work environment.

Contact your account team for implementation support on Text Analytics.

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05 Stay engaged by pulsing

The future of work is unfolding real-time and depending on the department, operation or team, employees are facing a deal of uncertainty and confusion. Many employees are being asked to shift and support business priorities based on the new normal. It might be helpful to administer weekly pulse surveys to check in how these program shifts are affecting employee sentiment week over week. Is there a level of exhaustion, is the communication sufficient? Pulses can also help uncover perspectives on circumstances related IT/HR services, guidance from senior leadership and management support.

Conclusion

As expectations in the workforce evolve, it's important to evolve as an organization to meet employees where they are. We are ready and here to support you through these times. Medallia is the only experience platform built around signals to help companies understand what employees want and do something about it.

Meet with an EX expert

Schedule a consultation to learn more about how Medallia is helping HR make experiences matter in this evolving world of work. Learn More

About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. www.medallia.com

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