

# Reduce Contact Center Costs & Improve Digital Experiences with Medallia

Your contact center and digital experiences are more connected than ever before, which is why it's mission-critical to understand which digital interactions are driving up contact center volumes & solve for them quickly. Medallia natively brings together your contact center and digital views, enabling your entire organization to take swift action on moments that matter to reduce operational costs, increase sales, and improve agent performance.

## How Medallia Saves Contact Center + Digital Teams Time, Money, and Effort



### Reduce Contact Volume

- ↓ Repeat calls
- ↑ Proactive assist
- ↑ Service recovery rate
- ↑ Increase self-service opportunities



### Improve Key KPIs

- ↓ CX churn risk
- ↓ Average handle time
- ↑ First contact resolution
- ↓ Customer hold time
- ↑ CSAT/NPS
- ↓ Reduce costs



### Engage Agents

- ↓ Attrition
- ↑ Coaching transparency
- ↑ Agent performance
- ↑ Call/chat experience score
- ↑ Rewards and recognition



### Increase Self-Service

- ↑ Chat experience
- ↓ Contact center volume
- ↓ Digital frustration
- ↑ Successful self-service workflows



### Enhance QA/QM

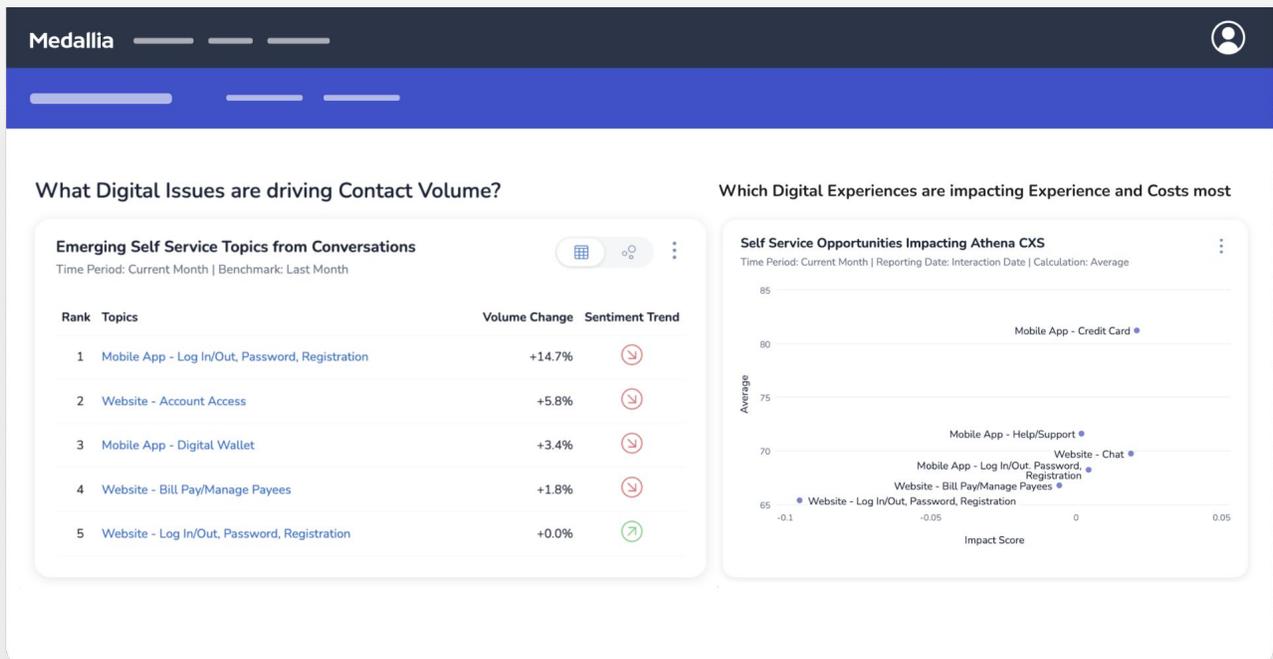
- ↑ Optimized workflows
- ↑ Scoring transparency
- ↑ 100% automated scoring
- ↓ Manual QM workflows



### Increase Sales

- ↓ Abandon rate
- ↑ Upsell opportunities
- ↑ Proactive assist

## Your Contact Center & Digital Data Side-By-Side



## Remove the Blind Spots on Digital Experiences Impacting Your Contact Center



### Identify Costly Contact Center Experiences

Reduce contact center call volume & empower your customers to self-serve with Medallia. We put your customers contact center and digital experiences side-by-side, showing you where self-service opportunities lie and enabling you to share information in role-based dashboards, so the right team can develop a solution.

### Increase Revenue by Improving Agent Performance

Arm your frontline with information on what happened online before your customer reached out, giving your agents valuable insights that will improve FCR, AHT and upsell opportunities.

### Serve Customers in Their Channel of Choice

Put the power back in your customers hands with intelligent callback. Our technology works to understand your customer's online experience to determine when they should be connected with a live agent. We make sure the call happens on their terms and with the agent best equipped to provide a solution.

Don't Just Take Our Word for It.  
Look to Our Satisfied Customers.

*Walgreens*

 HELLO FRESH

*Ring Central*

 **vodafone**

**Brightstar** has over 500 agents in global care, handling more than 60,000 claims per month. They knew they needed a “best-in-class” feedback provider to help them continuously listen to customers. Using various Medallia solutions -- including Text Analytics and Medallia Digital -- Brightstar is constantly listening to clients for process improvements and operational changes.

#### Results:

**25%**

Decrease in calls per claim

**10%**

Increase in online claims vs. calls

**25pt**

Increase in NPS



By finding deeper insights and understanding the root cause behind claims, we learned that many clients had issues with the length of the document review process. Based on that feedback, we began automating the claim document review process, which has helped us shorten the claim journey by an entire day for most cases.”

**Chief Experience Officer**

 Brightstar