

## MEDALLIA LIVINGLENS FOR LIFE SCIENCES

# Gain deeper experience insights with video



# Medallia

Harness the power of video by gaining authentic, human insights with speed and scale. While text and transcriptions are helpful, hearing and seeing consumers, patients, healthcare professionals, and business partners as they express how they experience your brand, products, and services offers much more.

Rich with insights, video provides 6x the information than an equivalent open text response approach. However, it has been difficult to capture, analyze, and act on these insights at scale. Until now.

Medallia LivingLens allows life sciences companies to easily collect, analyze, and share video feedback so you can use essential insights to act on the critical needs of your consumers.

### Faster, richer feedback

Video enhances the mix of direct and indirect experience signals by integrating sentiment, emotions, and body language. By capturing and analyzing these insights in the Medallia platform, an entire organization—from the frontline staff to the executive team—can extract meaning to make better decisions and take action in real time.

Whether alone or combined with other signals you are collecting and analyzing, LivingLens adds a deeper dimension to customer engagement.

“Images and video bring customers to life, helping stakeholders establish a connection with them and integrate this understanding into day-to-day activities.”

Humanize Feedback to Drive VoC Engagement and Action  
Forrester, December 2019

### The Power of Video

It's How People Communicate

**82%** of all consumer internet traffic will be **online videos** by 2022.<sup>1</sup>

Delivers Richer Insights

**6X** **more words in video responses** compared to an open-end text response.<sup>2</sup>

Creates Compelling Stories

**59%** of executives say they would rather **watch a video than read text**.<sup>3</sup>

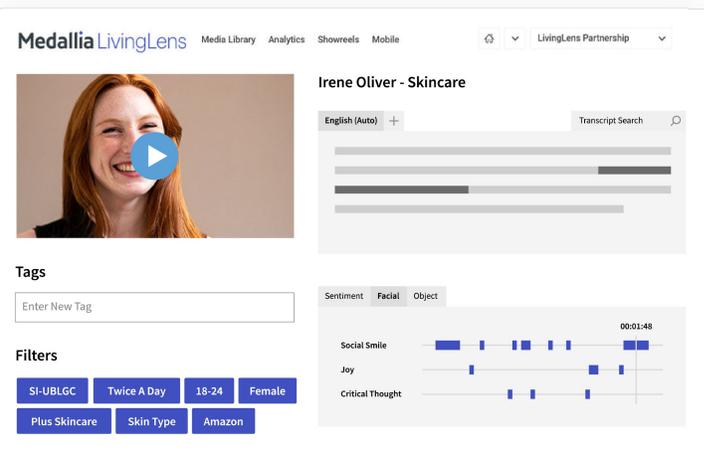
<sup>1</sup><https://www.fiercevideo.com/video/video-will-account-for-82-all-internet-traffic-by-2022-cisco-says#:~:text=According%20to%20the%20company's%20newest,connections%20will%20be%20video%20capable>

<sup>2</sup>Dowling, Zoe and Kuegler, Stefan. "Unravelling the Mystery of the Video Respondent." 2016

<sup>3</sup><https://seattlewebsearch.com/2017/03/executives-prefer-to-watch-video-than-read-text/>

# How Medallia LivingLens works

Better understand patients, consumers, employees, and healthcare providers by adding video to their journeys.



## Capture more than just words

Analyze emotions, motivations, and feelings for deeper insights

- Add video to your feedback strategy to get rich insights from anywhere in the world with ease
- Seamlessly collect video feedback from mobile apps, surveys, focus groups, research studies, interviews or telehealth visits
- Store and manage all of your video assets in a searchable insight hub to save time on analysis and improve ROI of your research

## Get powerful insights

Uncover what matters most in real-time

- Understand patients, consumers, and healthcare providers better with powerful AI that interprets expression and emotion
- Get deep insights with rapid, automated multilingual speech-to-text that provides transcriptions for each video
- Search and filter for easy access to meaningful moments within your video libraries



## Make great decisions faster

Engaging stories capture hearts and move people to act

- Build empathy and strong connections with your audiences by humanizing feedback
- Use qualitative data to take guesswork out of important business decisions
- Increase executive engagement with effective video summaries that drive fast decisions and action

