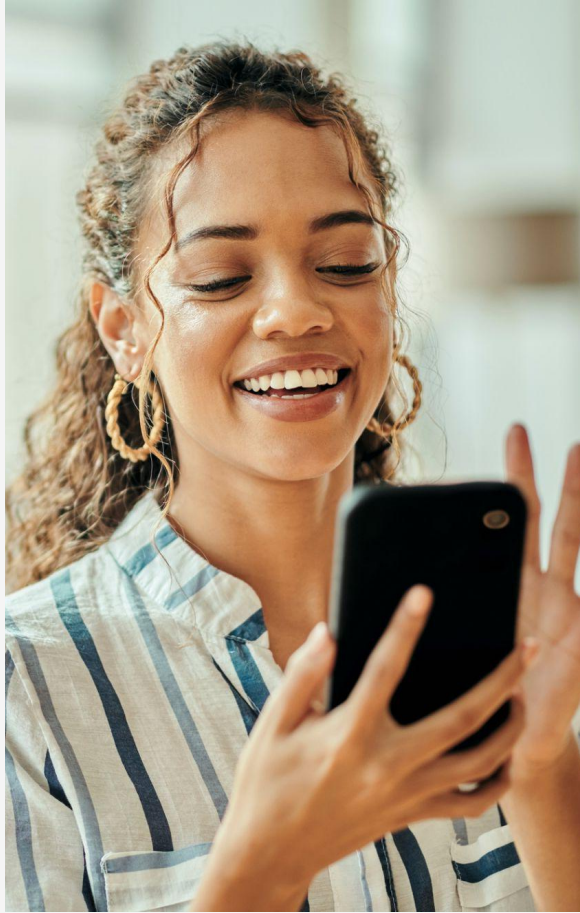


Medallia

Benchmark 2023





Quickly Capture & Engage with Feedback to Provide Best in Class Customer Experiences

Meet Best in Class

How do we define best in class?

**TOP 10% of CX
Programs**

Who makes up the best in class?

**RETAIL
RESTAURANTS
HEALTHCARE
FINANCIAL SERVICES
B2B
AUTO**

BEST IN CLASS



83.1

NPS

BEST IN CLASS



79.1%

**Customer Effort Score
Top Box**

BEST IN CLASS



Highest Alert Closure Rates



Shortest Time To Complete



Highest Response Rates

Customer Service

42.2

NPS

55.9

Customer Effort Top Box

38%

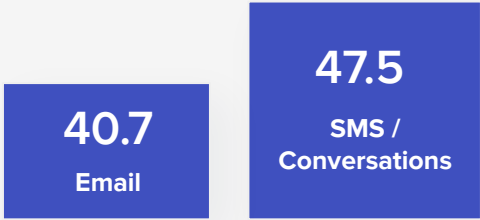
More responses than in 2022



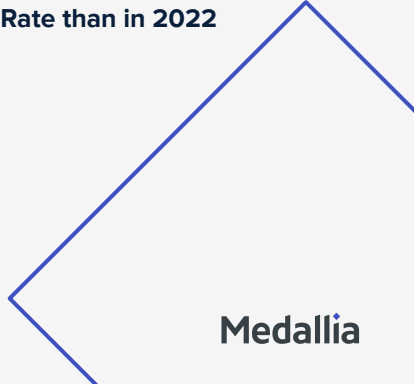
Abandonment Rate increased compared to rate in 2022

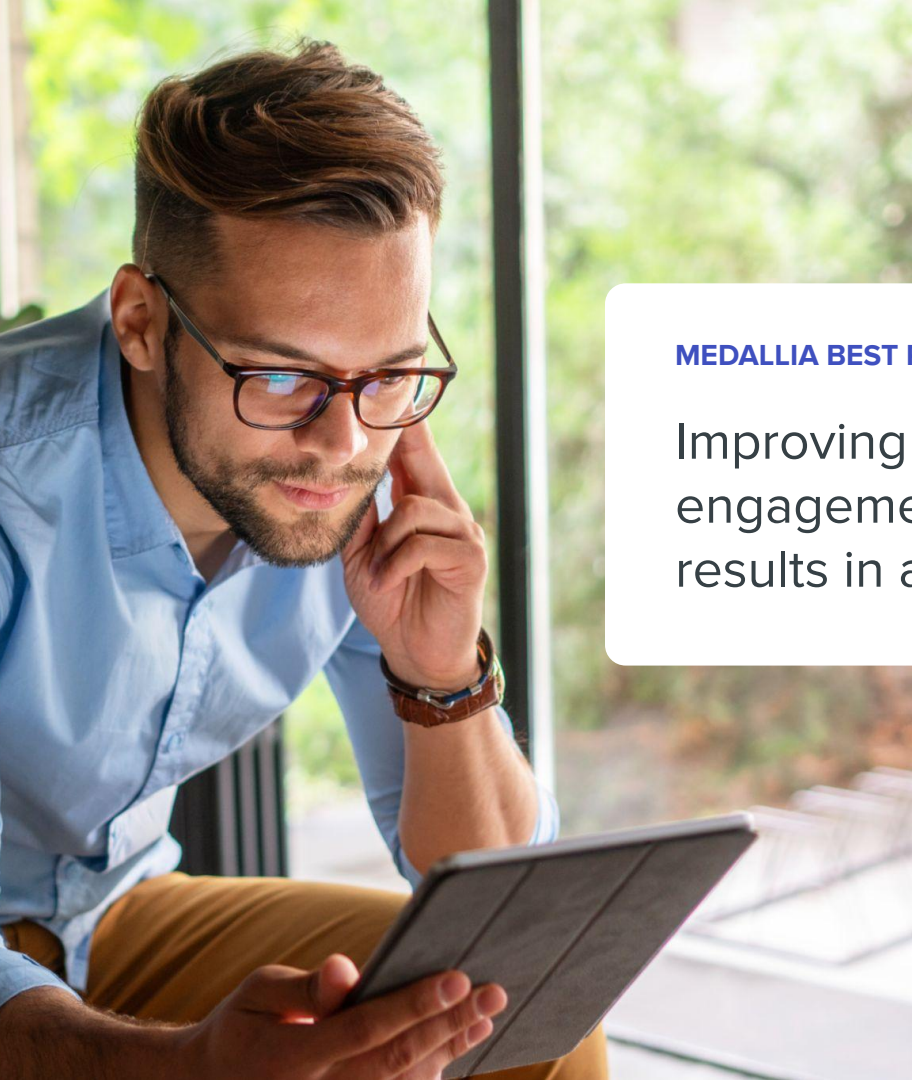


Lower Comment Rate than in 2022



NPS by Segment





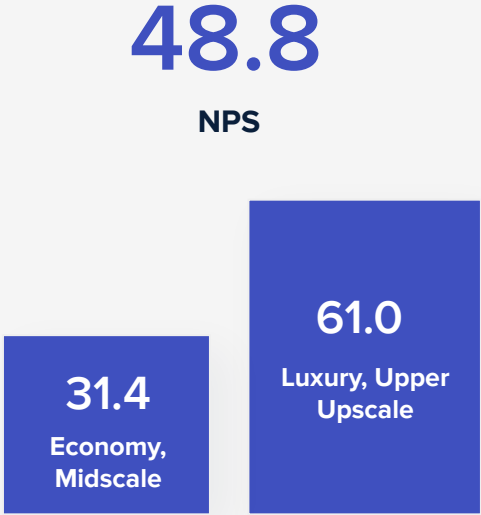
MEDALLIA BEST PRACTICE:

Improving frontline performance and engagement in addition to closing the loop results in a higher average NPS.



How Leading Organizations Analyzing & Taking Action on Customer Insights Across Industries

Hospitality



NPS by Segment

A vertical white bar with a blue gradient background. At the top is '38%'. Below it are two blue stars. Below the stars is a blue downward arrow icon inside a white circle. At the bottom is '5.1'.

More responses than in 2022

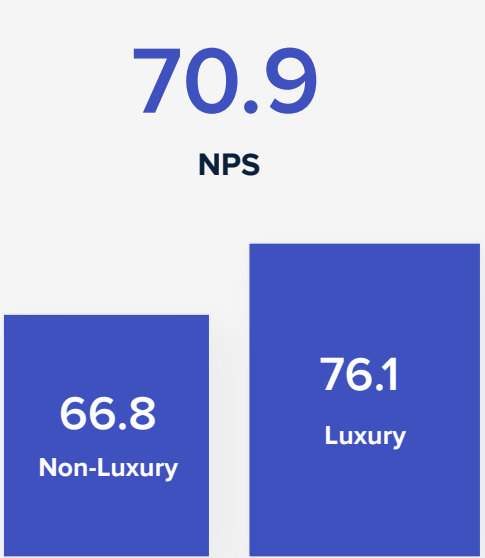
Industry with the lowest Abandonment Rate

Industry with highest Response Rates

Drop in responses with comments

Minutes to complete
As an industry, Hospitality has some of the longest surveys

Retail



NPS by Segment

+6.9

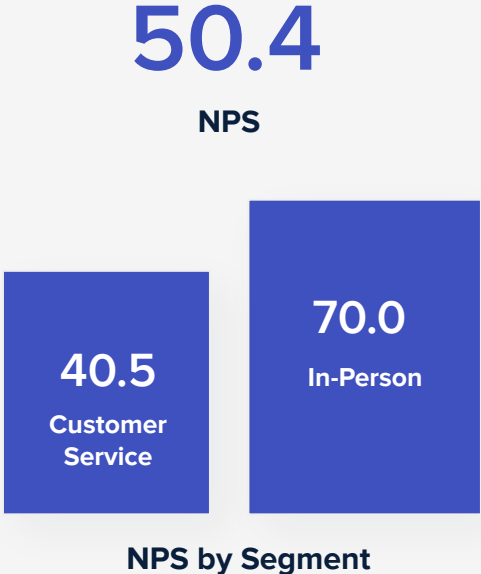
Two downward-pointing blue arrows, each enclosed in a black circle, are stacked vertically. The top arrow is positioned above the text 'Response rates declined across the industry, indicative of survey fatigue' and the bottom arrow is positioned above the text 'Alert closure rates decreased compared to rates in 2022'.

Improvement in NPS over 2022

Response rates declined across the industry, indicative of survey fatigue



Alert closure rates decreased compared to rates in 2022

Financial Services



Business Banking

28%



New Segment

More programs in 2023

Completion time is shortening

Local banks continue to outperform Global banks

Healthcare

69.6

NPS



NPS by Segment

-12%

Lower Comment Rate compared to other industries

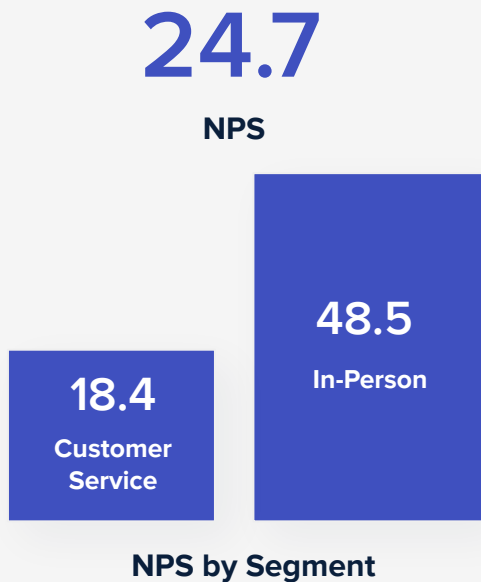
-20%

Lower Alert Closure rate vs. other industries



Decrease in Alert Closure rate compared to rates in 2022

Telecommunications



47%

more responses than in 2022

55%

more clients than in 2022

+8

pt. increase in comment rates

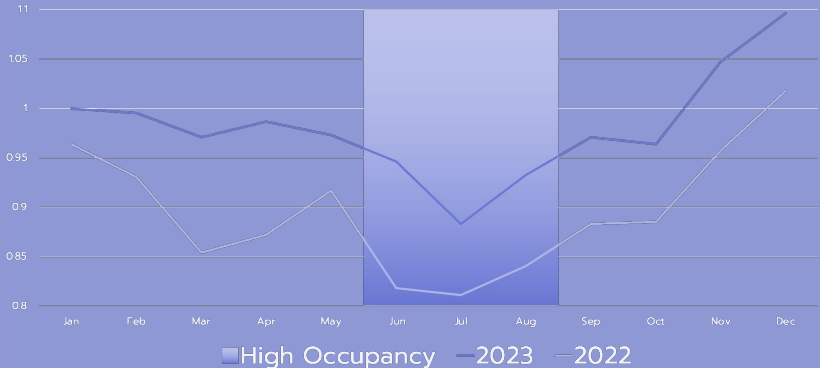


Widening gap in NPS & OSAT with leaders breaking away from the rest of the pack

Hospitality Industry Trends

Hospitality industry NPS dips in the summer months, corresponding with high occupancy periods

Using NPS in January 2023 as baseline of 100



2023 witnessed high rates of staffing shortages across the industry

In Luxury, staffing shortages had a noticeable impact on amenities



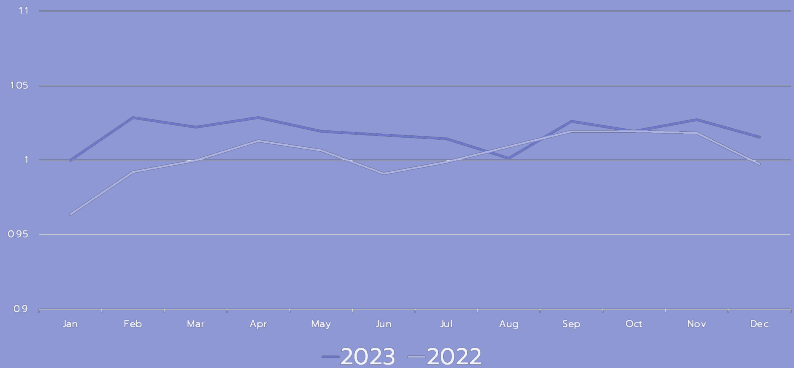
Whereas in Economy, the staffing impact was most felt in the front desk



Retail Industry Trends

In 2023, the industry saw improvements in NPS over 2022. Some seasonal dips observed but otherwise NPS was relatively stable

Using NPS in January 2023 as baseline of 100



2022 also witnessed some of the highest inflation rates and a one point increase in inflation is associated with a 0.33% drop in NPS

Pricing or Value for Money was top of mind for consumers

Honor Higher Offer Quality
Online Policies
Clearance

Product availability had the strongest negative impact on NPS

Inventory
Accurate
Slow Sizes
Choices
Stock
Merchandise
Discontinued



Prioritizing Employee Experiences to Increase Retention & Create Brand Advocates

Employee Experience Methodology

WHAT IS MEDALLIA'S APPROACH FOR EX BENCHMARKS?

A panel based approach

Participants are not grouped into specific companies, but are representative of working adults within the countries and industries we target

Respondents are from over 40 different countries in all major regions of the world

Respondents are from a diverse set of industries

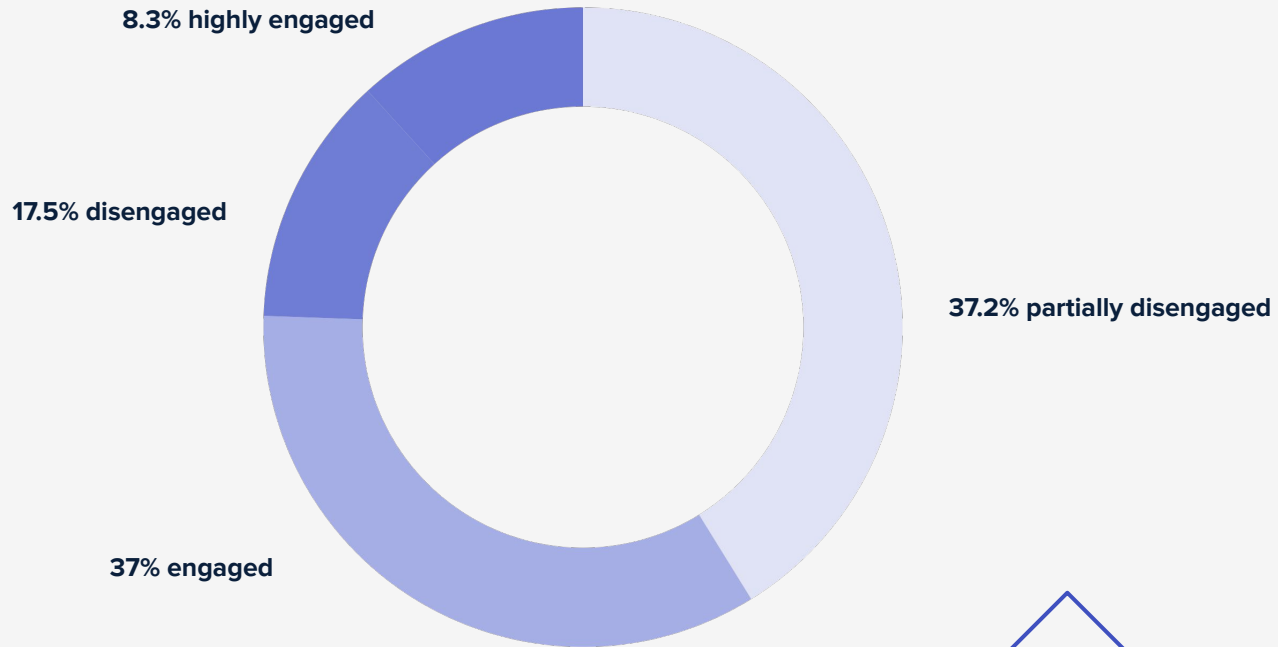
WHAT IS THE METHODOLOGY APPLIED?

Medallia's Employee Engagement BPP

Measured on 5-point scales and reported as "percent favorable" or "top 2 box" scores

The engagement index is calculated with Medallia's Pattern of Response methodology

Globally, 45% of employees are engaged or highly engaged



Employee Experience



79%

plan to stay with their current organization for at least the next 12 months



85%

indicate that customer satisfaction is a top priority for their organizations



66%

are satisfied with the career opportunities available to them at their organizations



MEDALLIA BEST PRACTICE:

Utilize EX data to understand areas of improvement, we found employees respond more favorably to topics; like teamwork vs others; like career opportunities.



About the 2023 CX Benchmarks

REPRESENTATION ACROSS REGIONS



122 countries across APAC, EMEA,
LATAM & NORAM

REPRESENTATION ACROSS VERTICALS



AUTO
B2B
FINANCIAL
SERVICES
HEALTHCARE

HOSPITALITY
INSURANCE
RESTAURANTS
RETAIL
TELCO
UTILITIES

ACROSS CHANNELS



CONTACT
CENTER
IN PERSON
CROSS
CHANNEL

2.1 Billion Signals Analyzed