Five Elements of a Winning Digital CX Strategy

1 Enrich behavioral data with customer feedback

Combine behavioral data with learnings from **the silent majority** (consumers who engage with your brand, whether or not they make a purchase) and **the vocal minority** (customers who give feedback whether they're loyal or not). Now you can harness the full range of data sources to build rich feedback loops

Companies using customer comments to surface and test new ideas outperform their competitors by an average of **10 POINTS**

2 Integrate data across channels for a single view of the customer

Leading companies recognize the power in an omnichannel approach: linking data across the customer journey—from online and offline, experiences across websites, mobile apps, call centers, and more

SINGLE VIEW
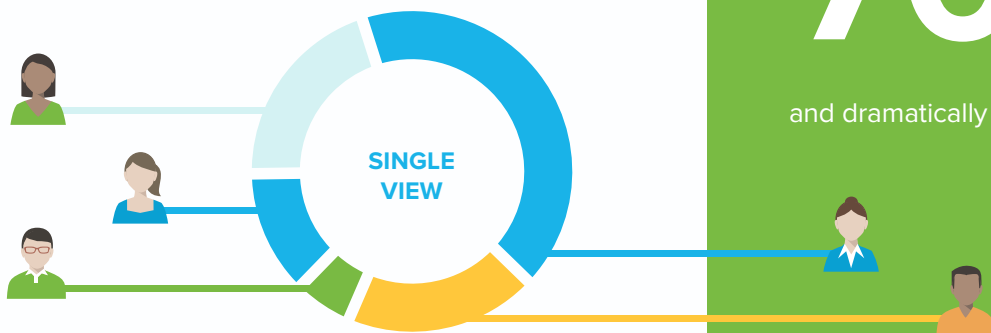
Frontier Airlines identified customer complaints about adding luggage to their ticket price. Rather than relying on call center agents to solve the problem downstream, a focused website redesign reduced the complaints by

70%

and dramatically cut call center volume

3 Enable personalized customer experience

Companies that engage with users at the right place and right time, designing digital experiences that respond to context, are able to optimize the experience and drive meaningful results

Personalization strategies have been shown to cut acquisition costs in half and lift revenue by **up to 15%**

4 Empower employees to take action

Employees can be empowered to take actions that enhance the customer experience and accelerate the pace of innovation by having access to specific data they need, while still safeguarding customer privacy

71%

of business leaders cite "ensuring staff has access to the customer data and analysis it needs to deliver a superior customer experience" as an essential capability

Optus uses prescriptive analytics to send customized feedback surveys to its' customers in real-time, taking into account their preferred channel and the context of their purchase or relationship milestone.

OPTUS

5 Power innovation through advanced analytics

See around corners and build new offerings that delight customers by incorporating advanced analytics, including predictive and prescriptive methods, on top of a strong foundation of data, customer feedback and employee input
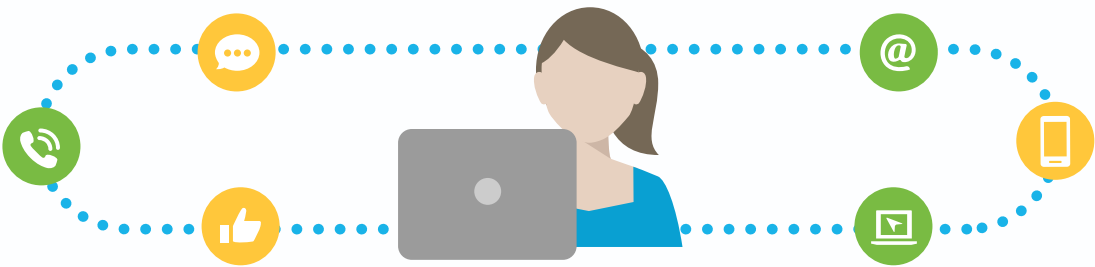
About Medallia

Medallia for Digital helps companies keep pace with customers' constantly changing behavior by capturing customer feedback through targeted, contextual and compelling surveys across all digital channels, including web, mobile and in-app.

Medallia for Digital is the full power of Medallia Experience Cloud to deliver the most powerful digital CX solution in the market. Hundreds of the world's best-loved brands trust Medallia's Software-as-a-Service application to help them capture customer feedback everywhere the customer is (on the phone, in store, online, mobile), understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve their performance.

Follow us: in medallia-inc   blog.medallia.com   @Medallia   f Medallia

medallia.com/digital   +1 866 562 1834

MEDALLIA