Medallia

Five Contact Center Success Stories

Medallia Contact Center Experience helps companies create better customer experiences in their contact centers.

1. Unifying Complex Global Feedback Programs into a Single Solution

The world's leading provider of travel services, operating in more than 70 countries, uses Medallia to consolidate several contact center feedback programs into one central solution.

Before Medallia

The organization measured feedback on various customer touchpoints around the world independently. Each country's survey asked different questions, data was siloed, and business leaders struggled to draw conclusions due to the inconsistencies in each program. Plus, customers who spoke with different contact center agents or teams were sometimes selected to receive multiple surveys on the same day, which was not optimal.

Solution

- Developed a questionnaire with seven versions in 22 languages to customize the survey for different touchpoints in the contact center organization and the global customer base.

- Consolidated, transformed, and cleansed data feeds from 25 global regions. Different regions use different names for the same data type; Medallia standardizes the data from across the globe into a centralized, comparable format.

- Customized and configured distributed reporting for more than 3,000 frontline users, according to each user's role and region.

- Implemented forwarding program, which allows survey takers to forward a survey to recommended decision-makers.

- Implemented sophisticated prioritization and sampling rules for surveying customers who call multiple departments in one day.

Results

The program gathers nearly half a million surveys per year and has identified more than 6,000 at-risk clients annually for immediate follow-up. Users are able to view feedback data in one clear, consolidated system, which saves time and helps them gain greater insights. And customers are happy—scores are consistently above 90% top two box for overall quality of service. The company states that the rollout of Medallia was the most successful software implementation the company has done. Additionally, the survey-forwarding program has doubled response rates. Because of the program's continued success, the company continues to add program expansions with Medallia.

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2. Ensuring Great Customer Experiences in In-House and Outsourced Contact Centers

A Fortune 500 apparel company relies on Medallia to improve customer experiences in its in-house and outsourced contact centers across the globe.

Before Medallia

The company worked with another vendor to collect and report on customer feedback in the contact center. The company needed more robust online reporting than the vendor was able to provide.

> "I'm falling in love with Medallia all over again."
>
> Fortune 500 Apparel Company VP
> After Program Expansion

Solution

- Created dashboards comparing in-house and outsourced performance, so the company can ensure that its vendors maintain the company's high customer experience standards.

- Measured customer experience with all communication channels to the contact center, from inbound calls to inbound email support requests to chat sessions.

- Reported on each contact center channel independently—and incorporated all of the touchpoints into one central dashboard..

- Provided easy access to open-ended survey comments at the individual agent level, to aid agent coaching and team learning.

Results

With nearly 1,000 agents using Medallia on four continents and in nine different languages, the company's contact centers have continued to achieve impressive customer experience results since the Medallia relationship began. The company's overall satisfaction scores increased 22% over six months, and first-call resolution went up 9%. Customers also reported a 12% increase in satisfaction with email response time.

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3. Integrating Operational Data and Customer Feedback Data in One Unifying Platform

A leading financial services firm, with over $1.5 trillion in assets under management, relies on Medallia's consolidated reporting platform, which seamlessly integrates varied data sources from its contact center, including customer feedback and operational data.

Before Medallia

The company's customer feedback program was ad hoc, with no systematic programs providing consistent Voice of the Customer metrics. In addition, the company's data and reports were housed separately, with no integration. As a result, the company could not easily assess its overall customer service performance.

Solution

- Integrated data from more than 15 different data warehouses into a single platform that all key stakeholders can access.

- Aggregated Voice of the Customer survey data collected by Medallia, along with operational data captured by other systems.

- Implemented service recovery alerts, so managers can be informed in real time of customers at risk and act accordingly. Depending on the nature of the issue, the alert is intelligently routed to the appropriate manager for follow-up.

Results

Satisfaction and loyalty are on the rise: since rolling out Medallia, NPS has increased over 20 points and overall satisfaction with service has increased over 15 points. Employee adoption of the Medallia solution has been high, and employees are engaged about using all the metrics—both operational and customer feedback—to drive better customer experiences. Additionally, the company has won Forrester's Voice of Customer Award for its industry-leading customer experience practices.

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4. Optimizing Both Customer Experience and Revenue

One of the world's most respected consumer electronics firms uses Medallia to measure experience across retail outlets, contact centers, and websites. In the contact center channel, this company uses Medallia to manage both telesales and customer service contact centers across North America, South America, and the Asia-Pacific region.

Before Medallia

A key component of an agent's variable compensation was revenue per order. The company met its cross-sell goals, but customer experience suffered at times because agents recommended unrelated products solely to boost their bonuses. Customers ended up purchasing products they didn't want or need.

Solution

- Designed questionnaires for the telesales and technical support consumer experience, aligned to the requirements of each team.
- Measured both agent performance and non-agent factors like wait time and telephone menu options.
- Optimized sampling strategy to ensure that the company received a response level sufficient to enable agent-level tracking.
- Prepared automated dashboards of customer experience metrics at the individual agent level.

Results

Armed with agent-level experience scores, the company changed its variable compensation plan. Instead of compensating telesales agents on revenue per order, it now compensates agents based on metrics that indicate how helpful the agent has been at recommending products. The result? Customer satisfaction has improved, with double-digit gains on nearly all agent metrics measured and a 20% overall increase in likelihood to recommend.

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5. Using Agent-Level Feedback to Enable Better Coaching

One of the nation's largest health insurers, with over $30 billion in annual revenue, uses the Medallia solution to help improve customer experience in its contact centers.

Before Medallia

The insurer assessed customer experience using outbound telephone surveys. This program was so expensive that the company could afford to call very few customers, and the very small sample meant that limited data was available. In particular, agent-level feedback was not available.

Solution

- Changed the data collection methodology from outbound calling to web surveys, driven by email invitations. This has lowered costs and generated a much larger set of responses.

- Provided feedback results for each individual agent, which enables rich coaching conversations based on actual customer interactions.

- Incorporated unstructured text feedback with quantitative survey results. This text feedback brings coaching conversations to life, with real, tangible examples of customer delight and customer dissatisfaction in the customers' own words.

Results

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About Medallia

Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia's vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world's largest companies and organizations trust Medallia's cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at www.medallia.com.

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