Aaron's®
Easy. Beautiful. Affordable.®

CASE STUDY

Personalized, Efficient Service At Scale

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Medallia enables our organization by achieving both goals and utilizing the Text Analytics tool to understand the frictions in the omni-retail experience that are driving customers to our Home Solutions (support) Center.

William Folsom
Omni-Retail Experience and Strategy Leader

71.5% decrease in call time and 92% reduction in On-Hold Time

226% increase in total feedback

126% increase in online shopping NPS

Medallia

How Aaron's Inc. optimized its web chat support to improve omnichannel shopping experiences

When stores temporarily closed and the world moved online, Aaron's Inc., a leading American lease-to-own retailer, needed to accelerate its digital transformation strategy. Aaron's needed a partner that would help them improve efficiencies without losing the personal touch customers were accustomed to while shopping in-stores.

As a long time user of Medallia's customer experience solutions in-store, Aaron's trusted Medallia to capture critical customer feedback across their website, app and web chat channels.

Medallia's digital solutions enabled Aaron's to quickly:

Meet customers in their channel of choice

With customers new to e-commerce or facing unforeseen economic challenges, Aaron's needed to be able to answer their questions quickly and easily. As customers flooded into their digital channels, Medallia enabled Aaron's to engage customers online and improve its web chat functionality.

Resolve issues in-the moment

As customers' questions ranged from simple to complex, Aaron's needed a web chat solution that could both automate answers and escalate complex issues to live agents. Medallia Concierge's web chat solution enabled them to do just that, not only improving the customer's experience by answering questions quickly but also helping support agent work more efficiently.

"As we focus on digitizing the customer experience at Aaron's, it is critical to understand and humanize our data with customer feedback, including deeper insights from our chat logs. Also, connecting to our customers in their communication channel of choice is a priority as well. Medallia enables our organization by achieving both goals and utilizing the Text Analytics tool to understand the frictions in the omni-retail experience that are driving customers to our Home Solutions (support) Center."

William Folsom
Omni-Retail Experience and Strategy Leader

Improve omnichannel shopping experiences moment

RESULTS

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Analyzing customer's web chats and digital feedback with Medallia Text Analytics enabled Aaron's to uncover trends and insights throughout the entire shopping experience. Once uncovered, each department receives personalized alerts on the issues that their team impacts. From browsing, leasing to delivery, Medallia continues to provide the insights needed for Aaron's to continuously improve their customer's omnichannel shopping experiences and keep them coming back for more.

Learn more →

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Medallia.com

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