

Medallia

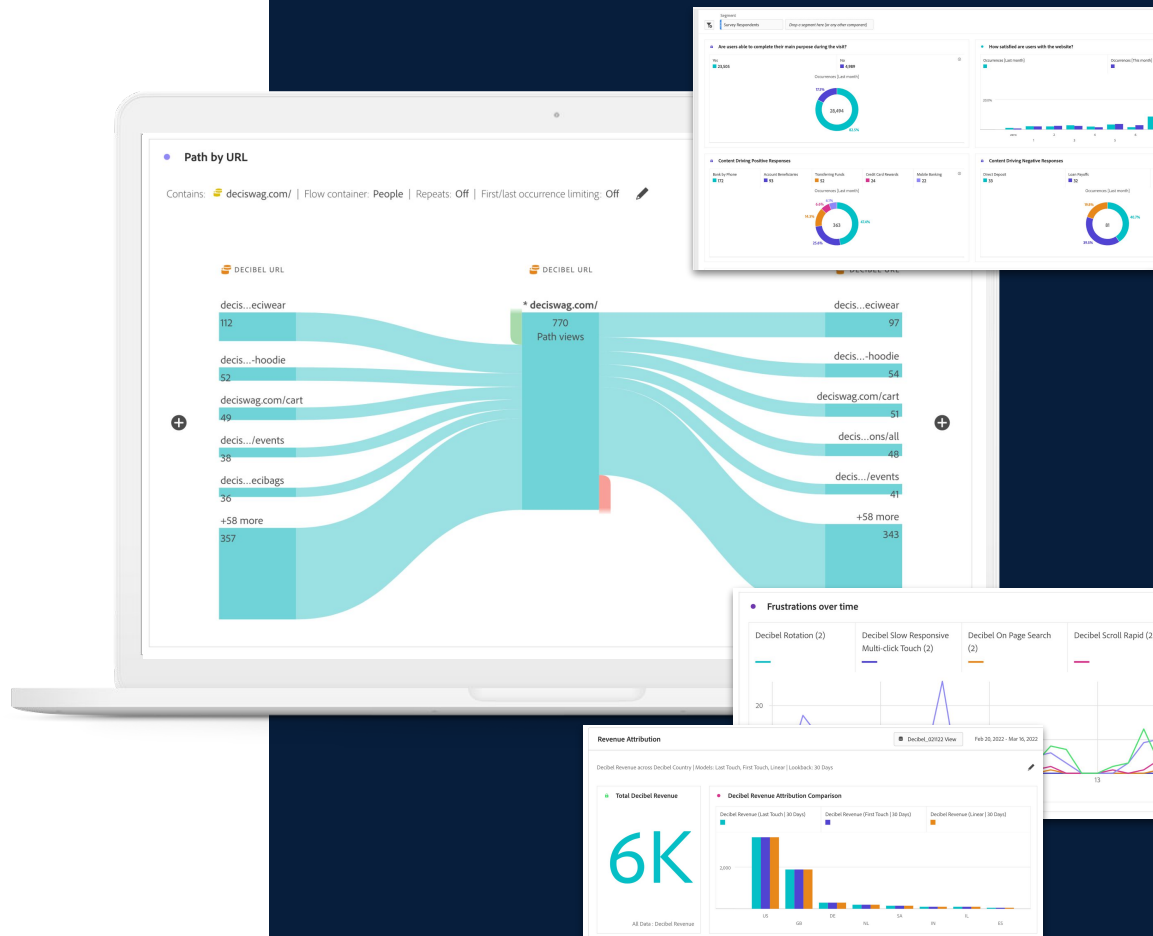
Anticipate Each Customer: Boost Digital Conversion through Personalization

An Adobe + Medallia Fireside Chat



Medallia for Digital + Adobe

Delivering **remarkable digital experiences** to help win customers and grow revenue



Mike Debnar

Principal, Retail Vertical & Digital Innovation
Medallia



Chris Young

Financial Services, Industry Strategist
Adobe



Regardless of industry, customers expect personalized experiences online



Retail

72% of consumers expect the business to recognize them as individuals, and know their buying interests

[Source: Adobe & Partners: Personalization in Retail](#)



Financial Services

46% of bank customers say they want personalized help avoiding fees

[Source: Adobe & Partners: Personalization in Financial Services](#)



General

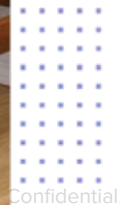
52% of consumers say that as their experiences become more personal, satisfaction increases

[Source: The Fundamentals of First-Party Data, Twilio](#)

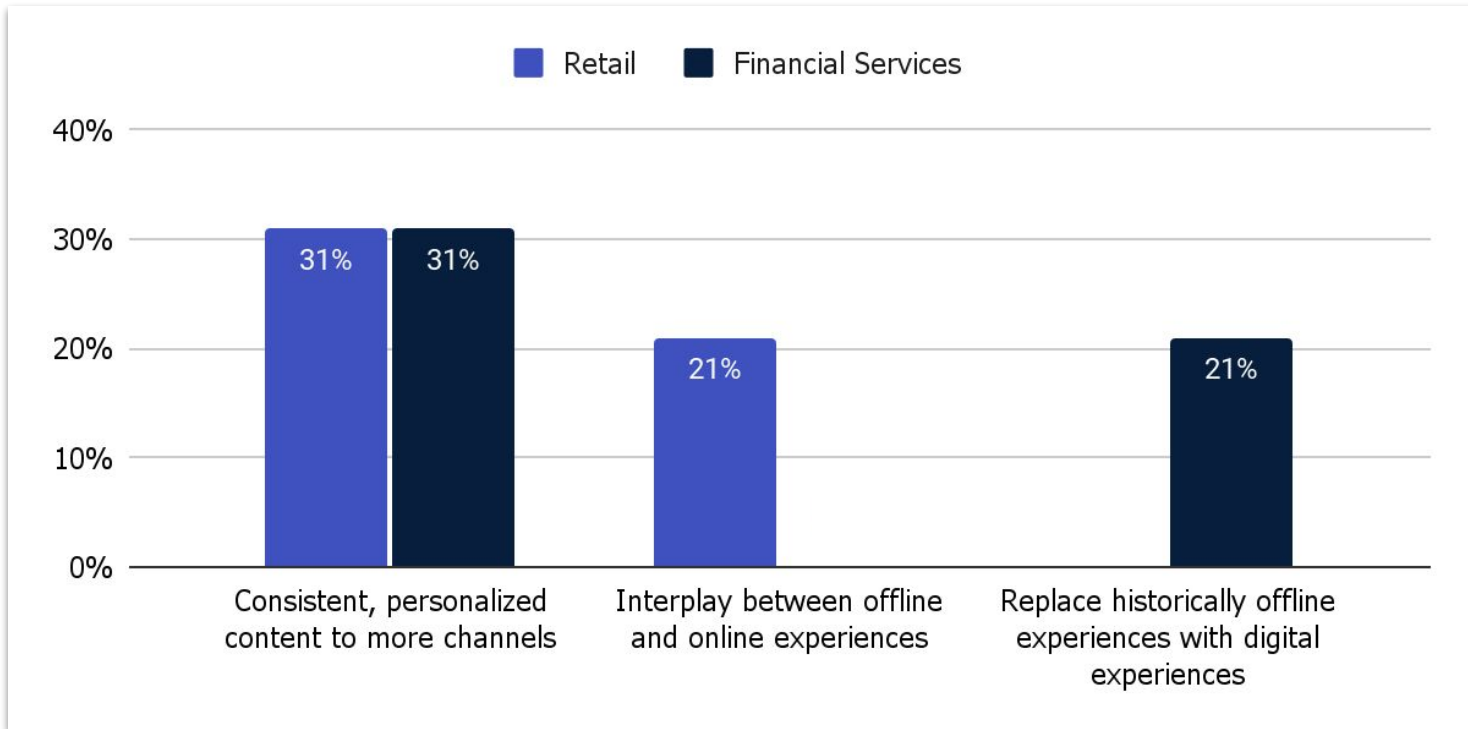
Moving from next best offer, to next best experience

How can organizations achieve **personalization at scale**, and consistently deliver the next best experience for *each* customer?

Medallia



Top personalization priorities by industry



Convenience as the primary driver

Retail: trip assurance, from brick & mortar to online shopping, buying online/pick up in store journeys

Financial Services: moving away from in-branch to digital interactions, managing your money as a virtual product



A known gap: executing personalization at scale

Challenges in Retail



56% don't personalize more than half of the shopping journey



Less than half have a detailed personalization strategy



4/10 have a unified process to improve the personalization strategy

Challenges in FinServ



88% of digital teams think they're *behind* of customer expectations



1/3 executives are “very concerned” about privacy regulations



63% say their companies do not offer extremely personalized experiences

“Personalization technology is not one-and-done. In my experience, it takes a virtual village to support personalization for the entire customer journey. ”

Chris Young

Financial Services Industry Strategist, Adobe

Using people to fill the personalization gap

Defining a strategy and **aligning across stakeholders**

Establishing **a system of accountability** to drive change

Using **technology to drive** a crawl – walk – run approach



The 3 types of impactful personalization

SEGMENTED

Drive meaningful experiences based on demographics, feedback, and behaviors

SITUATIONAL

Create experiences that make sense and add value at key touchpoints in the customer journey

INDIVIDUAL

Tailor experiences to each individual who encounters your brand, across channels

How to start your personalization journey today

Data

Building the right foundation for personalization through analytics, feedback, and behavioral intelligence

Ensuring cross-functional stakeholders have access to holistic data sets

Journeys

Using data to understand what the customer journey looks like for different cohorts or individuals

Creating journeys that make sense for your customers

Content

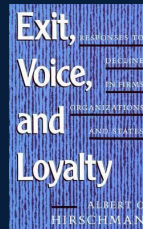
Building content that customers validate as consistently clear, relevant, and helpful

Leveraging content to create more personalized experiences

“Firms and other organizations
are conceived to be
permanently and randomly
subject to decline and decay”

—

Albert Hirschman
Exit, Voice, and Loyalty



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Validate

Building connection points to touch base with customers and understand what is vs. isn't working

Using feedback to iterate and improve future initiatives



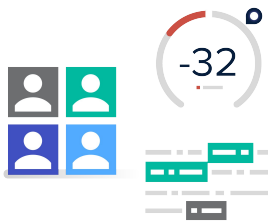
Thank you

Optimize Ad Spend

Get more value from marketing and advertising



Medallia identifies a detractor via feedback or experience analytics signals



Medallia updates the AEP customer profile with real-time customer satisfaction data



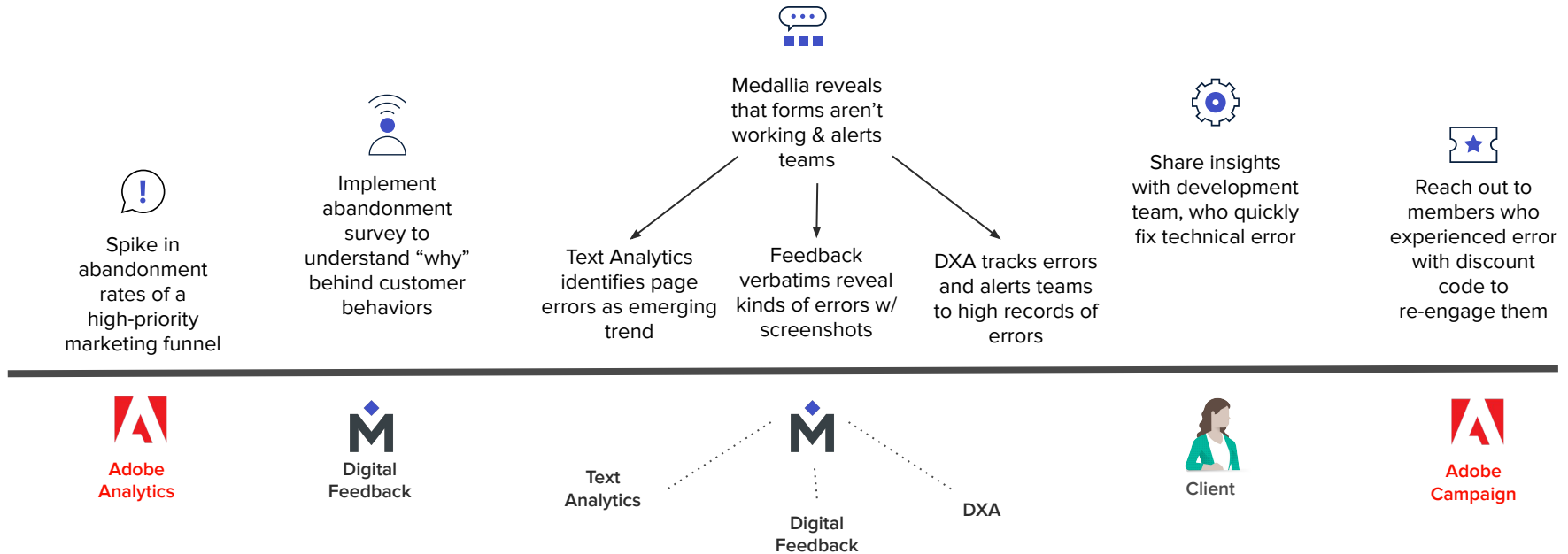
AEP identifies the customer as a detractor and suppresses advertising to them



Identify detractors in live-time and redirect your marketing and advertising spend to audiences more receptive of your messaging

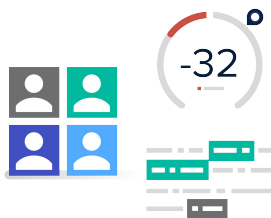
Major retailer saved \$40M+ with detractor suppression

Creating a brand customers can return to



Customer experience improvement

Use omnichannel data to turn your detractors into promoters



Medallia identifies a detractor and updates the AEP customer profile



AEP enriches the customer profile with transactional and behavioral data and sends it to Medallia Experience Cloud



Front line associated (in store, contact center) closes the loop with the customer and gets them back on track



Use Medallia's capability to close the loop to turn customers around before targeting them with personalized messaging

Retailer saw \$45M revenue growth by engaging promoters