

CUSTOMER SPOTLIGHT

# B/S/H/

Orchestrating experiences to win, serve, and retain customers



### Results with Medallia

**106%**

increase in conversion rate

**22%**

add-to-cart conversion increase

**11**

Countries rolled out to representing 5 BSH brands

## SUMMARY

- To win and retain customers, BSH Home Appliances sought to better understand their changing needs, purchase intent, and omnichannel journeys.
- A global customer experience program was launched to respond to demands for personalization, innovation, and sustainability, as well as to strategically support BSH's expansion from business-to-business into direct-to-consumer sales.
- With Medallia Experience Orchestration (MXO), BSH is empowered to influence in real time how consumers interact with - and move across - online and offline channels, and to create seamless, personalized experiences that drive engagement and conversion.

### Challenge

BSH Home Appliances is a global leader and manufacturer of high-end home appliances, services, and solutions that improve quality of life. To position their brands for future success, BSH established a strategic priority to transition from a brand-focused to a customer journey-led organization.

With plans to expand into the direct-to-consumer space, this need was further accelerated, especially in terms of having deep insights into customer expectations, how they utilize or plan to use BSH products and solutions, and how to drive online and offline conversions.

To achieve this ambitious initiative, BSH needed a comprehensive understanding of their consumers to deliver informed, personalized, and seamless experiences in real time across their omnichannel ecosystem. Medallia offered effortless integration with the various systems - like Oracle and SAP - that BSH utilizes in different global markets, while connecting with 40 multichannel touchpoints - including websites, campaign channels, email, in-store, CRM, and more - to enrich profile data for BSH's recognized customers.

### Action

BSH needed to enhance its understanding of consumers to achieve its vision of becoming the most consumer-centric home appliance company in the world. As a leader in omnichannel journey orchestration and advanced analytics, Medallia was chosen as the ideal partner to help BSH accomplish its strategic objectives. Medallia's unifying technology now empowers BSH to listen to, analyze, and fully understand who their consumers really are and the conversations and journeys that occur across all of their channels.

In addition, MXO allows BSH to identify where and why consumers abandon their journeys. This has enabled BSH to track more than 100 different experiences and over 2,000 activities. Informed by this intelligence, BSH can detect the most common journey drop-off points, cluster consumers to understand the reason or root cause of those drop-offs, and calculate the probability of return for each customer.

Armed with this understanding of customer experiences, the company took a hard look at its website to better comprehend each and every customer's engagement level, and personalize it accordingly. The company has also uncovered the activities that drive conversion, and calculates a Customer Engagement Score that measures interest level in real time and guides the customer to conversion. With Medallia Experience Orchestration (MXO), BSH delivers meaningful and friction-free experiences that bolster engagement and conversion rates.

## USE CASE

A customer shops for a new, all-purpose kitchen tool. BSH's Cookit is a consideration so the customer researches it, learns of a free local demonstration, and signs up online. He checks in at the event using a QR code from his registration confirmation and enjoys the demo. While he doesn't make an in-store purchase; he does buy a Cookit online after receiving a thank-you email with a discount voucher. MXO enabled BSH to capture the customer's email address, confirm event attendance, trigger an email marketing tool, and use a personalized voucher code to tie attendance to purchase.

## Impact

BSH now has the data and insights needed to deliver real-time personalized experiences in the customer's channel of choice. With MXO's decisioning engine, BSH positively impacts customer journeys and intuitively offers the next best conversation, action, or experience to drive conversion and create brand loyalty. For example, an identifiable customer who begins their journey online looking for a specific appliance could go offline, enter a store, and have the manager track what they did to offer individualized service and support.

In one region, BSH store associates carry a tablet on which they can see the products a consumer viewed online before entering their store. With this information, the associate can seamlessly continue the consumer's journey and connect their online and in-store experiences. Conversely, after having visited a store and expressing interest in a specific product, the consumer can easily continue their journey and make an online purchase at home. BSH not only can actively engage in-the-moment, but the company can also anticipate customers' future needs, elevating their unique experiences with BSH and its brands.

In addition, BSH was able to uncover experience gaps and eliminate silos between channels to offer enhanced experiences that improve conversion and create cross-sell or upsell opportunities. Campaign amplification allows BSH to serve individualized and impactful experiences resulting in a 22% add-to-cart conversion increase during an initial deployment of phase one of the program. Additionally, BSH tracks events from end-to-end, i.e. from event page registration, to email confirmation, to participation, and ultimately to purchase.

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At BSH, we want to offer solutions that make life at home easier. Medallia Experience Orchestration led to the insights that fundamentally changed the way we understand the experience of our consumers with our brands. With Medallia, we are stronger, generating higher conversions and increased NPS.”

Mesut Ocalan  
Global D2C Strategy Expert  
BSH Home Appliances Group

Together, BSH and Medallia have built a program that combines comprehensive data capture with advanced analytics to orchestrate personalized journeys that drive engagement and conversion. Since launch, BSH was able to generate a 107% conversion rate increase due to real-time personalization. Their innovation - which began as a pilot before being deployed globally - led to well-earned recognition when BSH was honored with a CIONET Vocento 2022 Award for Tech and Digital Excellence.

## About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit <http://www.medallia.com>.