

## SOLUTIONS FOR THE DEPARTMENT OF DEFENSE

# The Base Housing Challenge: Innovating Military Base Housing for Service Members and their Families



Medallia

The ongoing military housing crisis negatively impacts the readiness and wellness of our military service members and families. Investigations of military base housing brought atrocities like mold, lead paint, and rats to the forefront. These investigations led to guilty pleas, fines levied, investigations, additional funding, and additional oversight personnel. Unfortunately, this was not enough to remedy the problems for our military service members and families. Junior enlisted service members continue to submit repair requests only to have them closed without action. Surveys only told half the story; what the military needed was a complete picture.

### Not just surveys but a complete picture of

Medallia's Voice of the Customer (VoC) programs enable you to understand the experience that is being delivered to your service members. Through the VOC, you can collect the customer's preferences and experiences and share them throughout your organization. By listening to our service members and acting on their feedback, the VOC program enables you to build better products and deliver better services than you otherwise would have been able to. It allows you to understand the journey that your customers undertake. They will interact through different touchpoints with different staff members as they use products and services and have different post-service experiences. Rather than focus from just one of these angles, VoC takes a unified view — cutting across the entire service member journey, regardless of which channel a customer takes or which product or service they use.

Moving forward, the Defense Department and all military housing providers must ensure that our service members live in safe, habitable environments.<sup>1</sup>

*Senator Ron Johnson*

## Solutions that support deliver the optimal service member experience

### Create contactless, on-property experiences that make service members feel safe and secure

Increase confidence by keeping a pulse on customer evolving demands.

- Integrate structured and unstructured data to get the full impact of the experience.
- Automatically route alerts to the right members of the team who are best equipped to take fast and effective action.
- Incorporate other data sources such as satisfaction scores and emerging topics to identify gaps and understand where to make systemic improvements.

### Turn your call center into a growth center.

Reduce costs by getting to the root cause of calls faster.

- Use rapid speech-to-text transcriptions and AI-powered text and speech analytics.
- Increase agent performance with rewards and 1:1 coaching.
- Close the loop with the customer and call center employee who took the initial call to ensure problems are resolved.

### Optimize omnichannel journeys to increase confidence

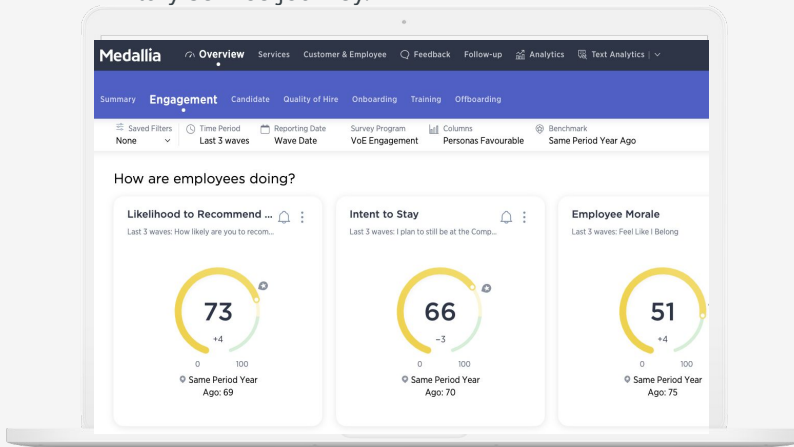
Discover where risks and opportunities exist across new omnichannel experiences.

- See the end-to-end customer journey- across digital channels, contact centers, on-property and social media.
- Create compelling, adaptive two-way interactions to create seamless communication with increased confidence.

<sup>1</sup> <https://www.hsqac.senate.gov/imo/media/doc/2022-04-26%20Ranking%20Member%20Ron%20Johnson%20Opening%20Statement.pdf>

## Medallia for Military Housing

Listen to military service members and their families in the moment to power the best experiences across their entire military service journey.



### Signal Capture

- Text, voice, video, audio and surveys
- Signals beyond surveys
- Employee ideation
- Powerful integrations

### Intelligent Platform

- Military lifecycle journey analytics
- AI-analysis on structured and unstructured data
- Feedback enriched with sentiment data

### Widespread action

- Role-based dashboards and reports
- Mobile and desktop crisis and routine alerts
- Suggested action plans
- Two-way SMS/MMS messaging

Integrations

servicenow



workday



Microsoft

"Our priority going forward is to focus on implementing ... reforms intended to improve the safety, quality and habitability of privatized housing, while continuing our enhanced oversight of the (Military Housing Privatization Initiative) program and projects,"

**Patricia Coury, Deputy Assistant Secretary of Defense (DASD)**

Testimony April '22 at a virtual meeting of the House Appropriations Subcommittee on Military Construction, Veterans Affairs and Related Agencies hearing

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