MEDALLIA INSTITUTE

Medallia Benchmark 2017

Embracing customer feedback is good for business

Medallia clients' stock performance exceeds the S&P 500

TOTAL CUMULATIVE IN STOCK RETURNS %

120%
80%
40%
0%
-40%

2007 — YEARS — 2017

■ Medallia clients ■ S&P 500

Average NPS for Medallia clients is growing

NPS

45 (2012), 48 (2013), 50 (2014), 51 (2015), 52 (2016)

Average NPS for companies with 5 years of data or more captured in Medallia

Be there when your customers have something to say

Companies that integrate feedback from 4+ channels have **+14 NPS** compared to those using 1 channel

4 years of data from companies using Medallia: Effects controlling for industry, survey program type (transactional vs. relationship), primary business audience (B2B vs. B2C), call center vs. other, and # of employees at each company; p<0.001

Customers who give feedback make **3X more** referrals than those who don't

4 years of data from companies using Medallia: Effects controlling for industry, survey program type (transactional vs. relationship), primary business audience (B2B vs. B2C), call center vs. other, and # of employees at each company; p<0.001

Unlock potential through frontline engagement

Companies that consistently resolve customer alerts have **+8 NPS** compared to those that do so less frequently
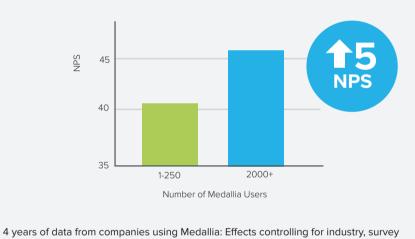
RESPOND

Data from companies using Medallia in 2016: Compares 75% alert closure rate or above to less than 50%; effects controlling for industry, survey program type (transactional vs. relationship), and primary business audience (B2B vs. B2C); p≤0.001

+13 NPS when companies provide training on how to close the loop with customers

4 years of data from companies using Medallia: Effects controlling for who closes the loop (frontline vs. dedicated team), industry, survey program type (transactional vs. relationship), primary business audience (B2B vs. B2C), call center vs. other, and # of employees at each company; p≤0.02

Unleash the power of every employee

NPS is higher for companies giving more employees access to customer feedback

NPS

45
40
35

1-250 | 2000+
Number of Medallia Users

↑**5 NPS**

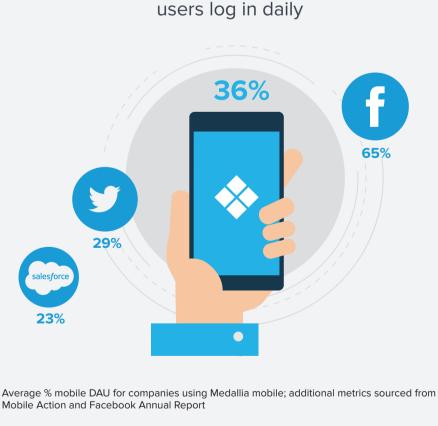4 years of data from companies using Medallia: Effects controlling for industry, survey program type (transactional vs. relationship), primary business audience (B2B vs. B2C), call center vs. other, and # of employees at each company; p≤0.02

↑15%

Sales increase by **15%** when more employees have access to customer feedback

Data from over 1,000 locations predicting year-over-year sales volume; comparing locations where 20+ employees vs. 5 or fewer access Medallia; controls include total # employees and past sales volume

36% of Medallia mobile app users log in daily

36%

f 65%

🐦 29%

salesforce 23%

Average % mobile DAU for companies using Medallia mobile; additional metrics sourced from Mobile Action and Facebook Annual Report

Employees are **22% more** likely to recommend their workplace when they review feedback regularly

Frontline employee panel study by Medallia Institute; compares review of feedback daily or weekly vs. never; p<0.001

Create a culture of innovation

Companies that use customer verbatims to create and test new ideas outperform by **+10 NPS**

A ✓
B ✗

Companies that use both Medallia's AskNow and Text Analytics compared to those that use neither; effects controlling for industry, survey program type (transactional vs. relationship), and primary business audience (B2B vs. B2C); p<0.1