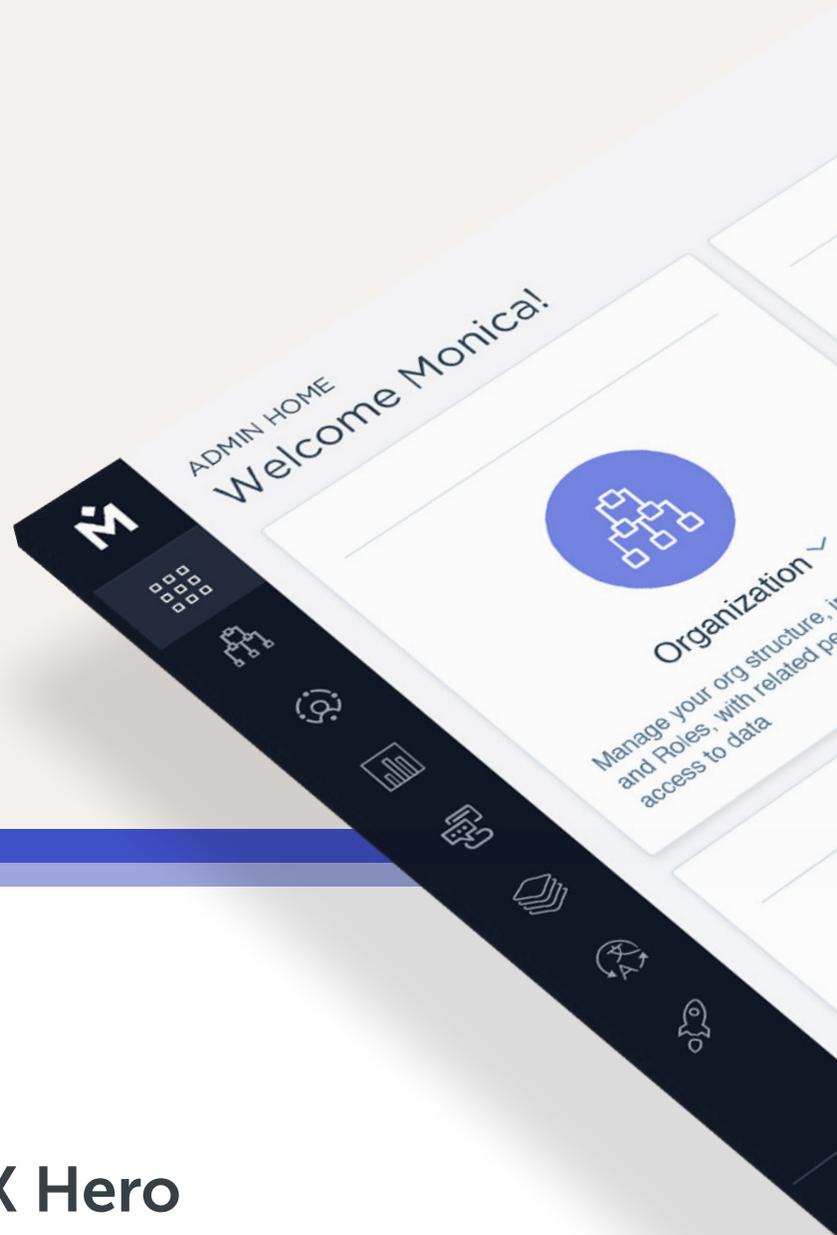# Medallia

Admin Suite

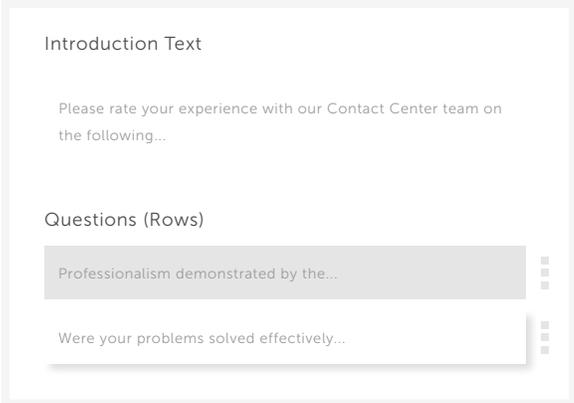Self-Service Control for Your
Customer Feedback Programs

Be the Responsive CX Hero

CX programs need to continually adapt to meet your organization's evolving needs
for understanding and optimizing customer experiences. Medallia Admin Suite enables
you to manage your feedback programs with confidence. Whether you're looking to
modify and maintain existing programs or to quickly collect additional feedback, Admin
Suite provides the agility you need to independently administer your programs at the
speed your business requires.

Manage your Programs with Ease

Stay Relevant to Your Customers

Capture the right feedback from the right customers. Admin Suite lets you easily modify your survey questions and configure the appropriate logic to ensure you're getting the information you need. In addition, its codeless composition tools let you design richly formatted emails and survey designs that align with your brand.

Introduction Text

Please rate your experience with our Contact Center team on the following...

Questions (Rows)

Professionalism demonstrated by the...

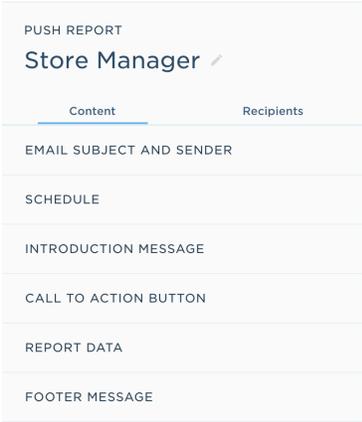Were your problems solved effectively...

Drive Employee Engagement

Provide your stakeholders with rich, relevant information. Admin Suite provides a library of templates and the tools to build customized and personalized reports for both Medallia Web and Medallia Mobile, so that your users can visualize the details that matter to them and quickly take action on customer insights.

Performance Overview

73

Sales

Implementation and Relationship Surveys
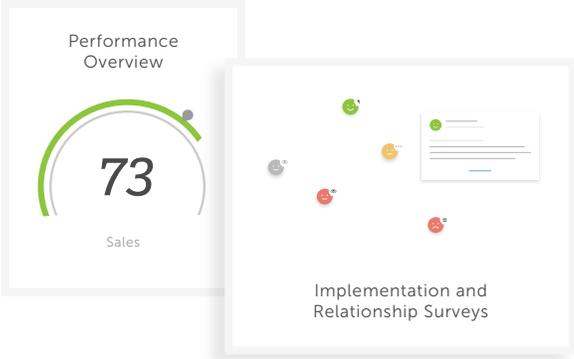
Control your Data

Eliminate the middleman with direct control of your data. Admin Suite supports self-service data exports for offline analysis, as well as enabling creation of scheduled recurring push reports.

PUSH REPORT

Store Manager

Content   Recipients

EMAIL SUBJECT AND SENDER

SCHEDULE

INTRODUCTION MESSAGE

CALL TO ACTION BUTTON

REPORT DATA

FOOTER MESSAGE

Medallia

Move at the Speed of Your Business

Admin Suite Programs

Admin Suite provides the ability to rapidly build and deploy ad hoc surveys for point-in-time research side-by-side with your ongoing feedback programs. With Admin Suite Programs, users are guided through each step of the implementation process, from survey and invite design to audience data feeds to program testing. And with its automatic report creation, you can immediately see results both from feedback responses along with overall program health.
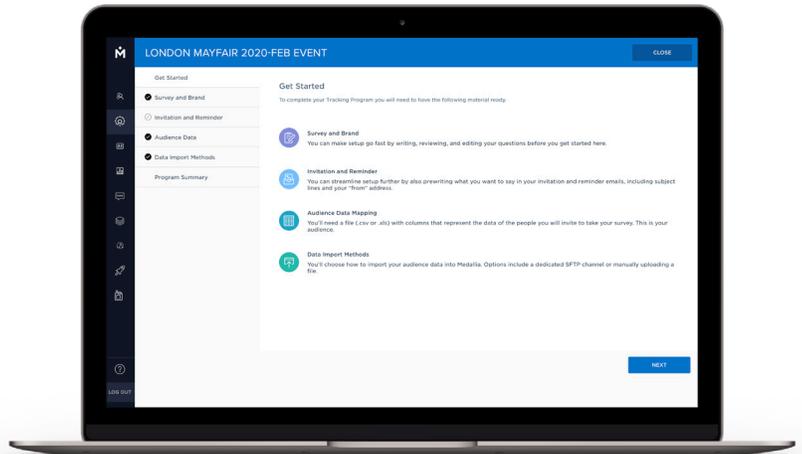
Existing assets such as survey designs and email templates can be leveraged and reused to save time and ensure brand consistency. In addition, having ad hoc and ongoing feedback programs in a single platform ensures compliance with sampling rules, opt-outs and quarantines, although sampling can be bypassed if needed for ad hoc survey requirements.

Ask Now

Sometimes you want to get input and feedback from selected customers without having to run a new ad hoc survey. Medallia Ask Now provides the ability to run rapid innovation testing embedded within your in-flight ongoing feedback programs. Ask Now lets you append a set of targeted questions to specific customer segments in order to test new concepts, ideas and offerings.

In addition, Ask Now provides the ability to ask deep dive questions on critical topics based on a customer's responses. Ask Now provides a critical tool for quick customer insights to accelerate innovation and understand the business impact of new initiatives.

Take Control of your CX Program

Delegate Administration

Share control across the organization. Fine grained authorization allows you to grant admin capabilities to specific users while locking shared elements and limiting data access to ensure program safety and security.
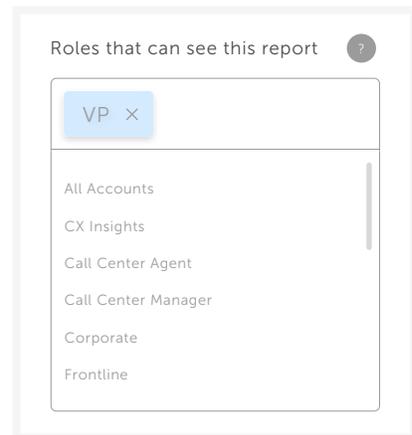
Admin Home
Welcome Preeti!
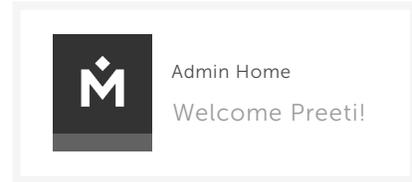
Manage User Accounts

Create and modify users independently. User management provides the ability to troubleshoot user access and grant access without waiting for IT.

User Details Editor

User
Amy Jackson

Basic Information ⌄

Activity

⊕ New Role
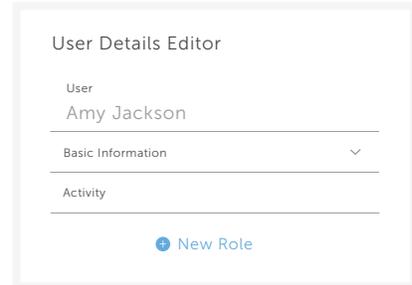
Define Role Capabilities

Drive engagement with relevant data and reports. Admin Suite includes the ability to mask personal data and provide customized features and capabilities by role.

Roles that can see this report ?

VP ×

All Accounts
CX Insights
Call Center Agent
Call Center Manager
Corporate
Frontline

About Medallia

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. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at www.medallia.com.

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