

Medallia

Artificial Intelligence
purpose-built for
Experience Management



Medallia Athena

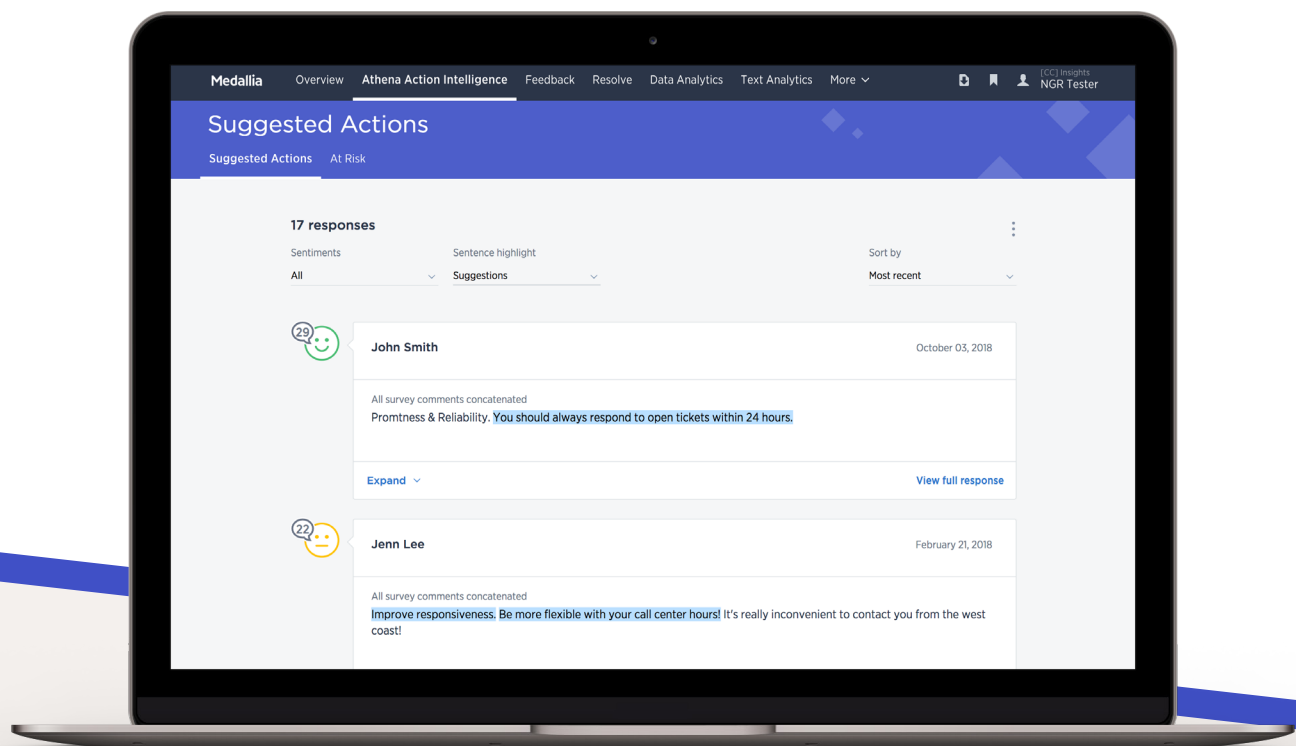
Organizations are capturing more experience data than ever before. In order to make sense of it all they need the ability to detect patterns, anticipate needs, and predict behavior — allowing their employees to focus attention on taking meaningful action.

Medallia Athena brings powerful artificial intelligence to Medallia Experience Cloud, alleviating resource constraints and minimizing the need for complex manual analysis. With Medallia Athena, your company can make smarter decisions, take faster actions, and deliver better experiences.

Action Intelligence powered by Medallia Athena

Suggested Actions

Take action on high impact ideas raised by both customers and employees. Medallia Athena parses an organization's experience data for suggestions, weeding out those that are too generic, too specific, or too obviously not actionable, and ordering the remaining suggestions by how actionable they are. Armed with the most actionable knowledge of what would make their customers happy, organizations can test and iterate on new ideas at a faster pace and consistently improve their overall experience.



Key Features

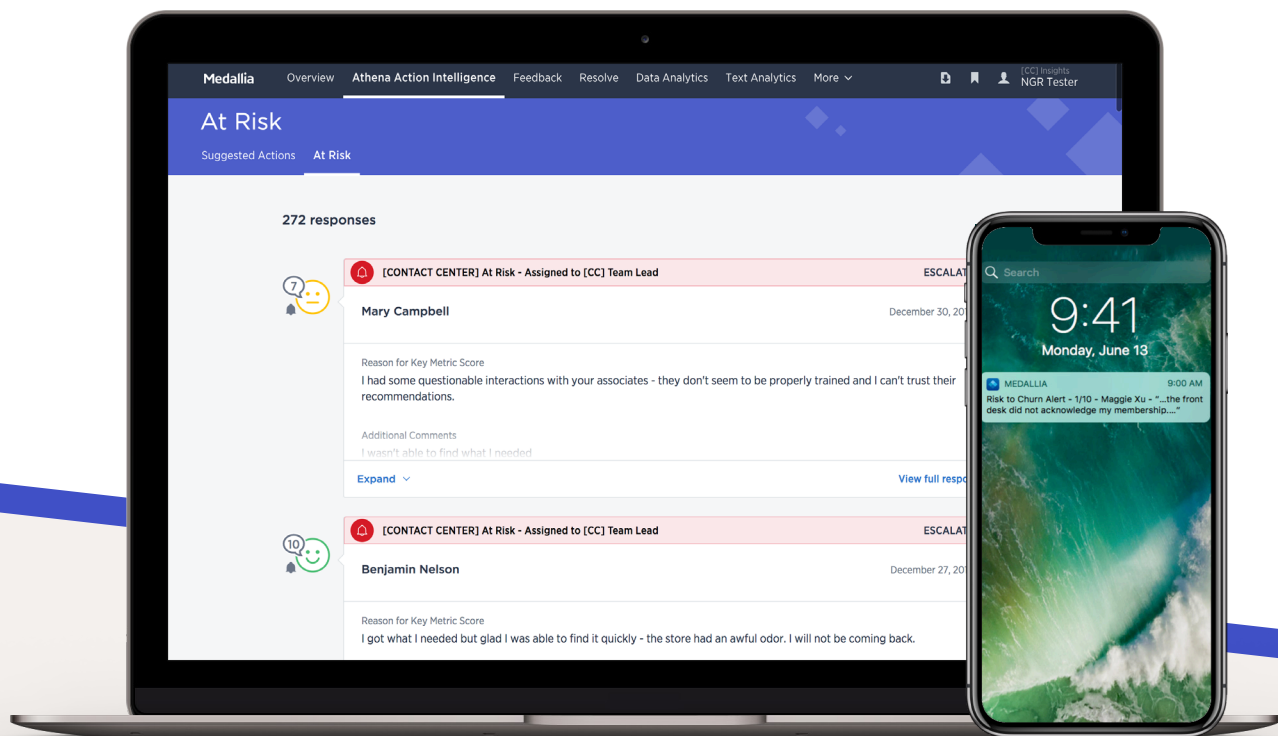
- ✓ Identification of suggestions across customer and employee feedback
- ✓ Actionability scoring for prioritization of suggestions
- ✓ Dynamic filtering to show suggestions related to any segment, topic, or theme
- ✓ Daily suggestions for frontline employees on Medallia Mobile

Action Intelligence powered by Medallia Athena

Risk Scoring

A customer's likelihood-to-recommend score is often used to determine when a company should follow up and close the loop with detractors. However, this approach can miss many unsatisfied customers.

Medallia Athena leverages customer comments in addition to a customer's likelihood-to-recommend score to provide a more robust and accurate assessment of customer risk than attainable with score alone. With the assistance of Medallia Athena, organizations can optimize closed loop efforts, better utilize their frontline resources, and recover a greater percentage of truly at-risk customers.



Key Features

- ✓ Automated alert triggers based on Athena risk evaluation
- ✓ Dynamic workflows route at-risk customers to the right employee
- ✓ Aggregate reporting on risk by key segment, topic, or theme

Text Analytics powered by Medallia Athena

Uncover themes, sentiment, and underlying satisfaction drivers across all of your unstructured data - from survey comments to chat logs and emails - to understand the why behind the scores and turn every word into actionable insights.

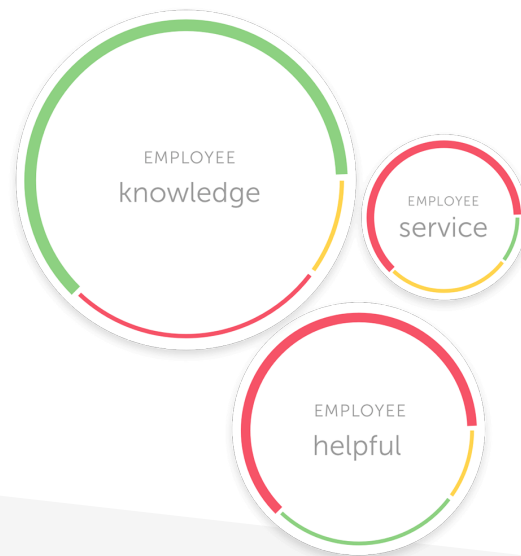
Sentiment Analysis

Medallia Athena autonomously applies sentiment to unstructured text so that companies can understand how customers and employees feel about what they are saying.



Theme Discovery

Medallia Athena automatically generates thousands of themes that capture what customers and employees are saying, uncovering trends and blind spots and providing an unbiased view of customer feedback.



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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