

## Experience Profiles

Personalize Experiences @ Scale

With Medallia's Experience Data Platform, companies gain a complete view of every customer, account, and employee's journey, empowering them to anticipate needs and deliver experiences that are timely, relevant, and most of all, memorable.

### Take Action with Confidence

Experience Profiles enable employees to personalize every interaction by providing a comprehensive view of each customer, account, and employee - from key attributes and predictive scores, to a timeline of feedback, events, actions, as well as operational and machine data.

### Key Profile Elements

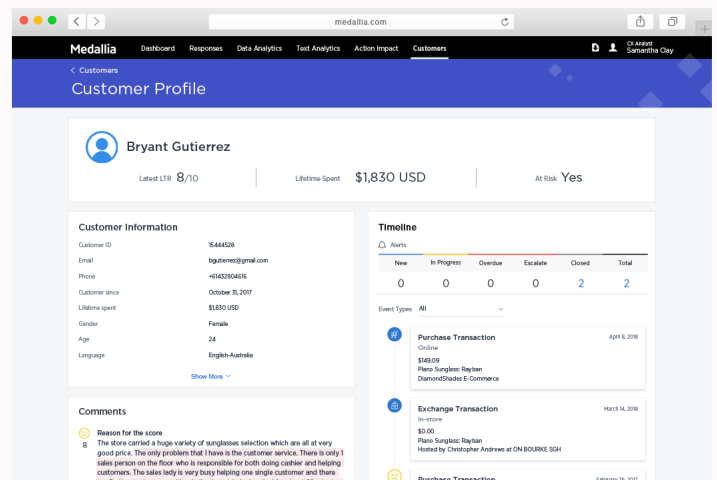
- Contact Information
- Recent Alerts
- Machine Data
- Behavioral Data
- Feedback
- Predictive Scores
- Sentiment Analysis
- Scores Over Time
- Event Data
- Operational Data
- Key Attributes
- ...and more!

### Understand the Silent Majority

Not everyone provides feedback, but everyone can have an Experience Profile, including non-responders. Experience Profiles allow companies to understand an individual customer, account or employee's experiences and their propensities, with or without feedback.

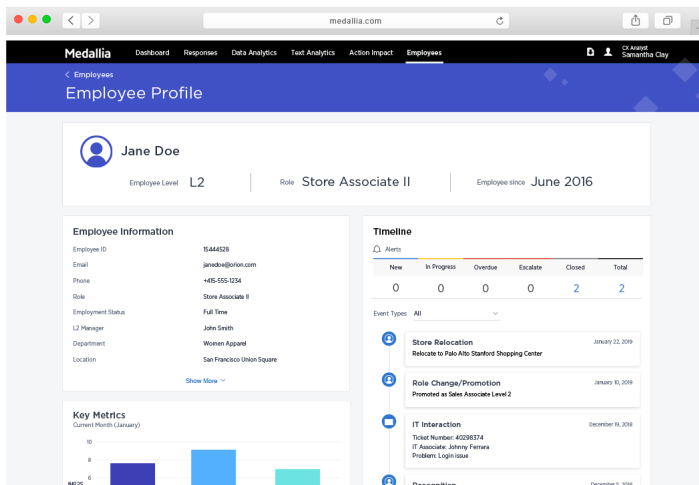
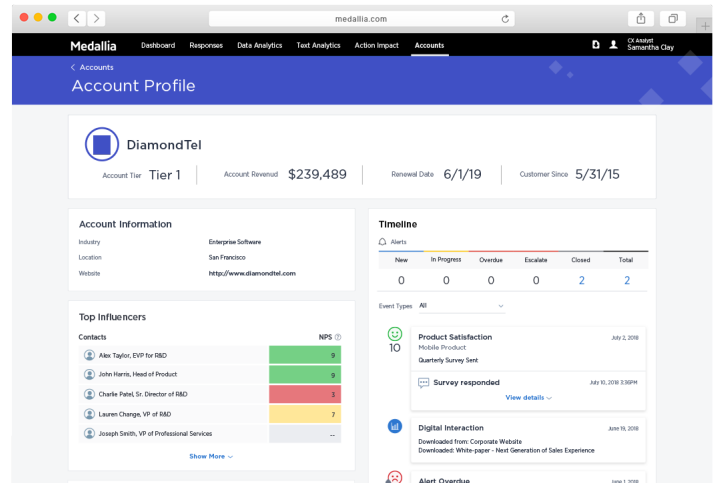
### CX360

- Investigate customer escalations with the ability to search by customer
- Ensure relevant follow-up with customer profiles linked to every feedback response
- Curate lists of customers for targeted actions
- Link to profiles from external systems to provide more personalized interactions



## BX360

- Improve business relationships with a comprehensive overview of account health
- Ensure relevant follow-up with account profiles linked to every feedback response
- Confidently engage with decision makers and influencers from every account



## EX360

- Continually assess employee satisfaction based on direct feedback and observed behavior
- View key moments from an employee's experience alongside their customer interactions in a single profile
- Ensure relevant follow-up with employee profiles linked to every feedback response

## 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](http://www.medallia.com).

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