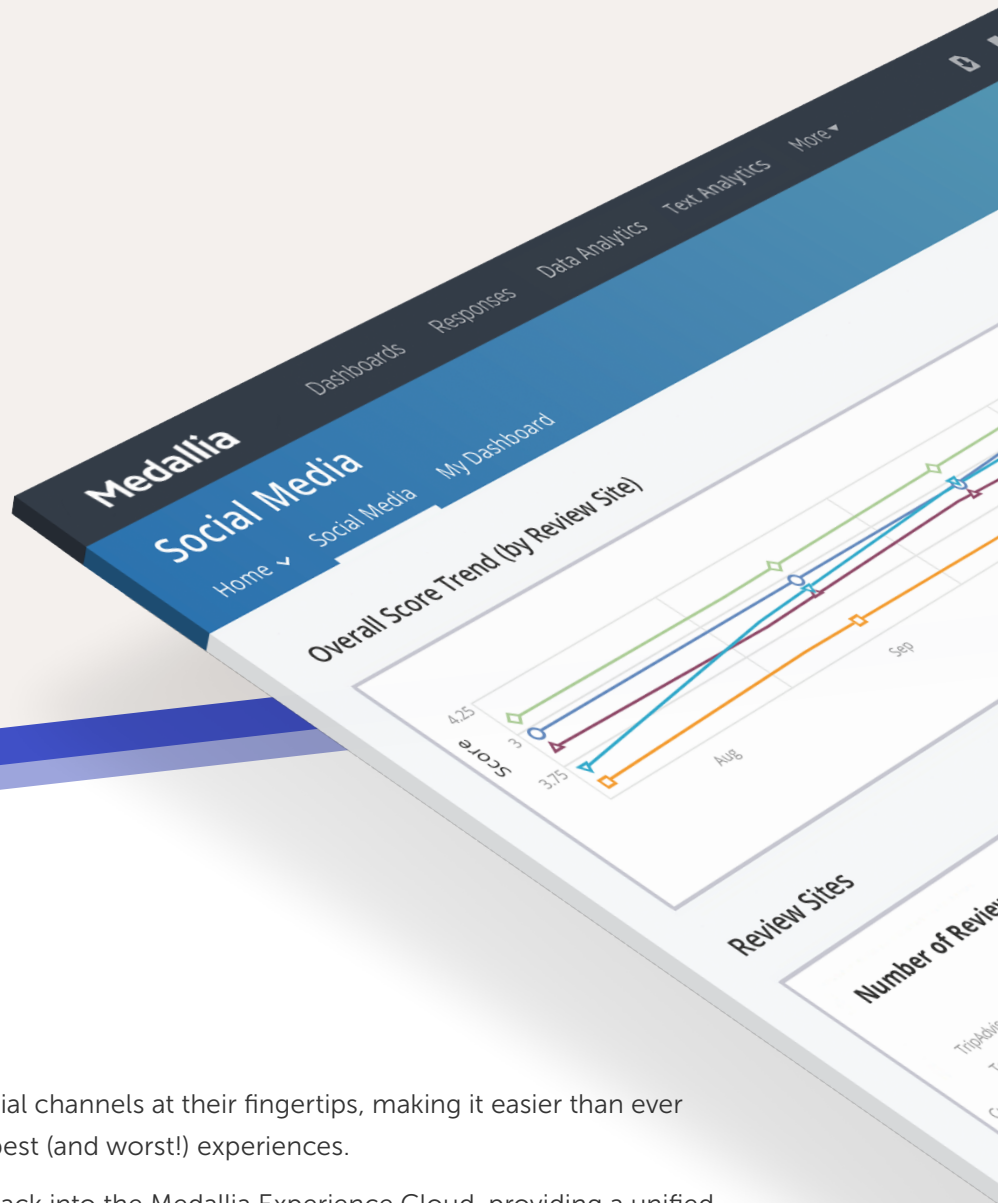


Medallia

Take Charge of Your Online Reputation



Medallia Social

Your customers have a network of social channels at their fingertips, making it easier than ever for them to tell the world about their best (and worst!) experiences.

Medallia Social brings this social feedback into the Medallia Experience Cloud, providing a unified view of solicited and social feedback and making the online voice of the customer an integral part of your experience management program.

Medallia Social enables you to:

- Identify systemic issues and drive business improvements
- Recover at-risk customers and influence your online reputation
- Gain better online visibility and drive site traffic
- Stay ahead of the competition with competitive intelligence
- Compare results to competitive locations using Rival Management

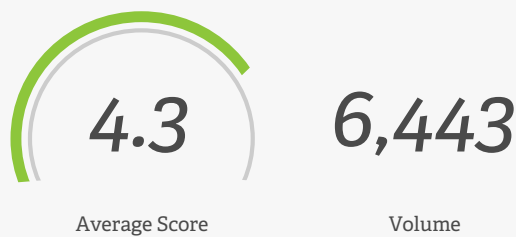
Benefits of Medallia Social

Take Action on Systemic Issues

Identify whether issues are one-off or systemic, and prioritize action based on impact to customer satisfaction. Medallia aggregates feedback from numerous social and review sites and presents it alongside survey feedback for a unified voice of the customer.

<input type="checkbox"/>	<input type="checkbox"/>	Guest Name	Source	Comments	Alert
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Zoila L.	Facebook	Terrible service - would not come back!	Low Score
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jeromy S.	Google	This guest did not leave a comment.	New
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Priya K.	Survey	Everything was just fine. We enjoyed our stay and would stay here again. The ...	New

What is my Location's Reputation?



Empower the Organization

Give managers the tools to understand and impact their location's reputation. Social dashboards and analytics are personalized by role, so the right folks in your organization are equipped with the insights most relevant to them.

Outpace your Competition

Gather competitive intelligence to understand the 'why' behind competitor scores. Medallia Social includes competitor review scores and commentary for local rival locations, based on geographic proximity or customized to reflect the most relevant competitor properties. Rival Management provides context for how your location's social reviews measure against rival locations. (*benchmarking capabilities vary by vertical).

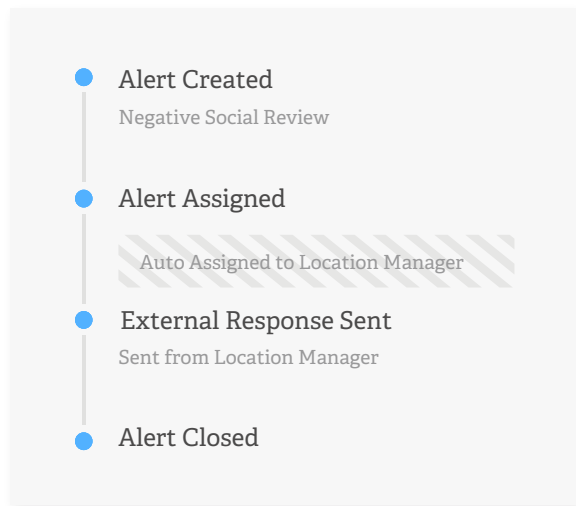
Review Score & Volume Comparison By Brand



Take Action to Increase Customer Loyalty

Trigger alerts based on social feedback.

Medallia's built-in alert workflows make it easy for location managers to systematically close the loop with customers. Alerts can be triggered to recover at-risk customers or thank promoters.



Respond to social reviews in-line.

For key review sites, Medallia enables location managers to respond to reviews without leaving the Medallia Experience Cloud.

The screenshot shows a user interface for responding to a review. At the top, there is a star icon, a 'Respond' button, and an 'Exclude' button. Below this is a text input field containing the text '@CoffeeY2018 thanks for the feedback'. Under the input field are 'Submit' and 'Cancel' buttons. At the bottom, there is a row of logos: Coffee House Boston, Google, Twitter, TripAdvisor, and Facebook.

Key Features

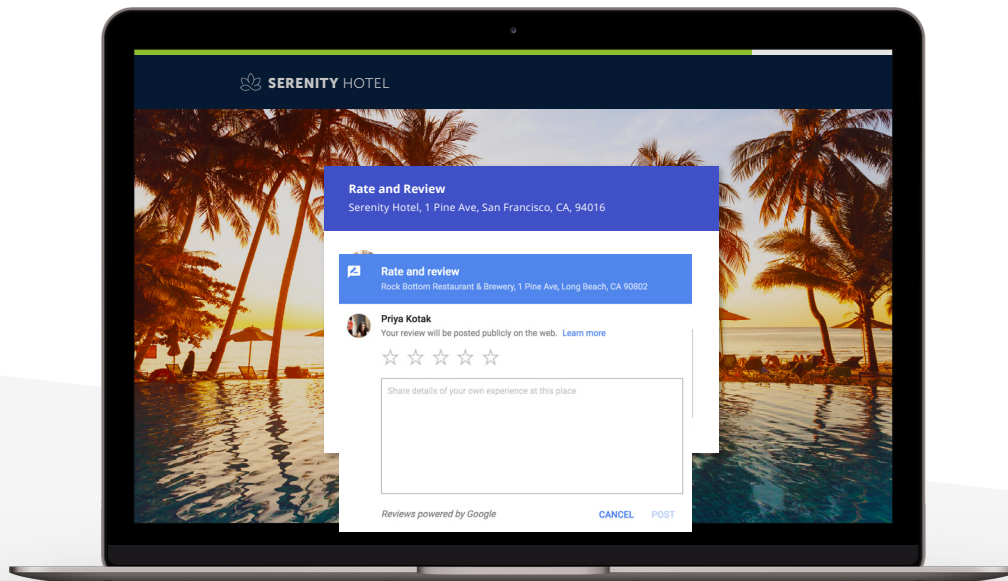
- ✓ Aggregated reviews across numerous social and review sites
- ✓ Ability to solicit Google and TripAdvisor reviews from within a survey
- ✓ Unified view of Voice of the Customer
- ✓ Competitor scores and reviews
- ✓ Respond to reviews directly in Medallia
- ✓ Text analytics that highlight trending topics and themes
- ✓ Alerts for new or low score reviews
- ✓ Sentiment analysis on reviews
- ✓ Personalized reporting by location, region, brand, and overall
- ✓ Rival management benchmarks social reviews for location based businesses

Increase Online Traffic and Visibility with Medallia Promote

When it comes to online reviews, we know that volume and recency matter. Integrations with Google and TripAdvisor prompt customers to leave feedback on these sites as part of the process of responding to an experience survey. As a result, brands can leverage the relevant survey volume that they are already collecting to drive review volume and maintain freshness across social sites.

Medallia provides the flexibility required to display Medallia Promote based on customer segments or randomize according to your marketing strategy.

Medallia Promote also has the ability include links to brand or social accounts on the Thank You page of the survey, making it easy for customers to further share their feedback online.



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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