



CASE STUDY

# Using video to influence strategic decision making



We have been able to level-up our research through creative and engaging video, empowering our clients to make strategic and impactful business decisions.

**Roisin Cook**  
Vice President of Operations,  
Buzzback

**Medallia**

## THE BRAND

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Buzzback is an award-winning market research agency, helping its clients understand behavioral economics in order to drive and inform business decisions.

**“By adding video to our customer insights, we have been able to increase our contract and budget sizes, allowing us to grow and scale as a business. Implementing such an intuitive and accessible platform has enabled us to gather research on a global scale, diversifying our findings and providing clients with rich and varied customer feedback.”**

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## Challenge

The Buzzback team was looking for a new and innovative way to present back customer research. The team was also in need of a dynamic and intuitive platform that could be accessed anywhere in the world, at any time, in order to diversify its customer research findings.

### Step 1: Integrate

Having worked with Medallia Video for nearly a year, Buzzback has been able to access a dedicated support team which has helped it to integrate the platform into its existing research technology stack. In addition, Medallia has been able to offer staff the best training and support to ensure a smooth integration with legacy platforms.

### Step 2: Capture

The video element of the Medallia Video platform is a particularly useful feature for the Buzzback team as it compliments its own research gathering operations. Not only has the company been able to diversify its research findings and allowed for a more engaging way to deliver research results, but it also means that Buzzback has been able to increase its capabilities – this attracting bigger budget deals with clients.

Research without video, or that isn't done face-to-face often doesn't factor in genuine customer sentiment – particularly when it comes to monitoring a number of non-verbal emotional indicators – like body language and facial recognition. However, through Medallia Video's advanced technology offering, Buzzback is able to gain a more holistic approach to capturing authentic customer sentiment and feed this back to its clients, proving an invaluable feedback.

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## Step 3: Analyze

Medallia Video’s transcription service means that research participants all over the world can give feedback and this can be transcribed and translated back to any chosen language, meaning the level of accessibility for clients is much higher than anywhere else.

Buzzback has also been able to leverage the Medallia Video showreel feature, which collects the best customer feedback into a short and digestible highlight reel for clients to easily consume. This makes the process of pulling key data less manual, saving both time and costs for Buzzback.

## Step 4: Share

The creative and intuitive editing provided by Medallia Video gives Buzzback the ability to be more creative in bringing its customer feedback to the boardrooms of its clients. By reducing editing and analysis time, it also allows the team to collect greater samples of data, providing its clients with rich and varied insights.

## Conclusion

The Medallia Video platform has given Buzzback the confidence in its insights, allowing the team to capture, analyze and share more varied and impactful customer feedback. The partnership has enabled Buzzback to scale it’s operations, grow as a business and bolster its product offering.

### About Us

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. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)