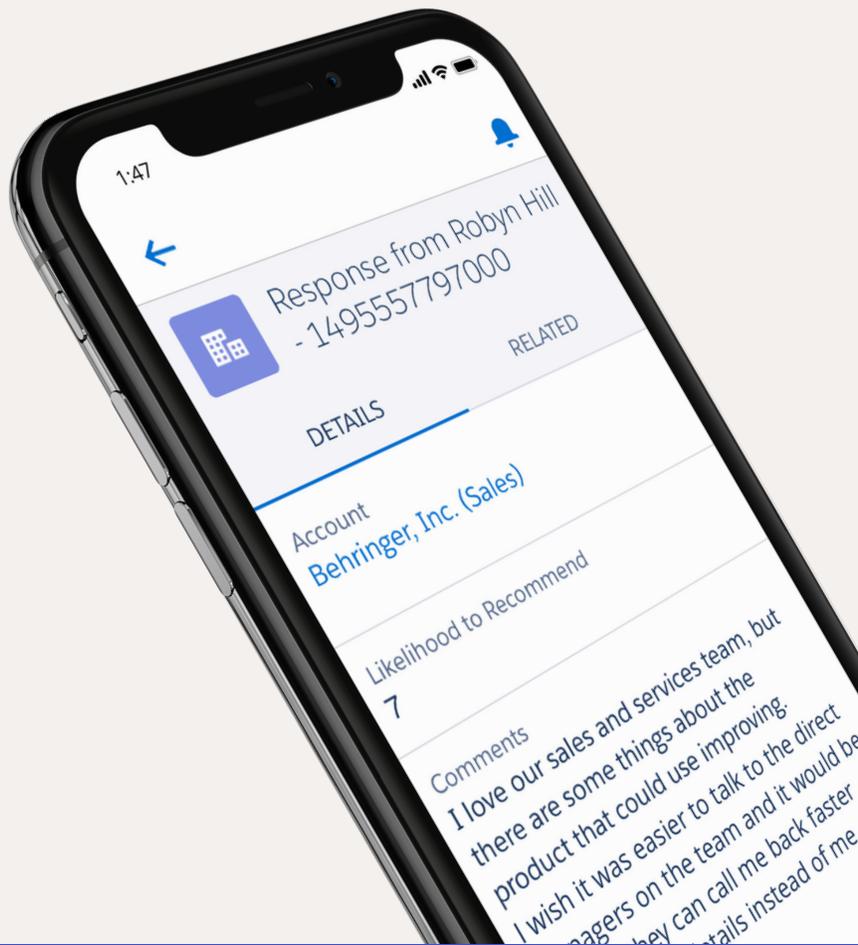


# Medallia

## Medallia for Government Contact Centers

Leverage best practices  
from the world's CX leaders



## Make experiences memorable for the right reasons

Contact centers can be the secret weapon in customer experience, but they are often underutilized. Employees find it challenging to understand customer feedback, and issues are left unresolved. This ultimately leads to customer and employee frustration and churn.

Medallia turns customer feedback into great customer experiences. We capture feedback everywhere your customers are, combine that feedback with observed signals and other relevant data you know about them, and deliver insights and action in real time to the right person. This enables everyone in your organization, from your organization's leaders to the agent, to deliver excellence with every customer interaction.

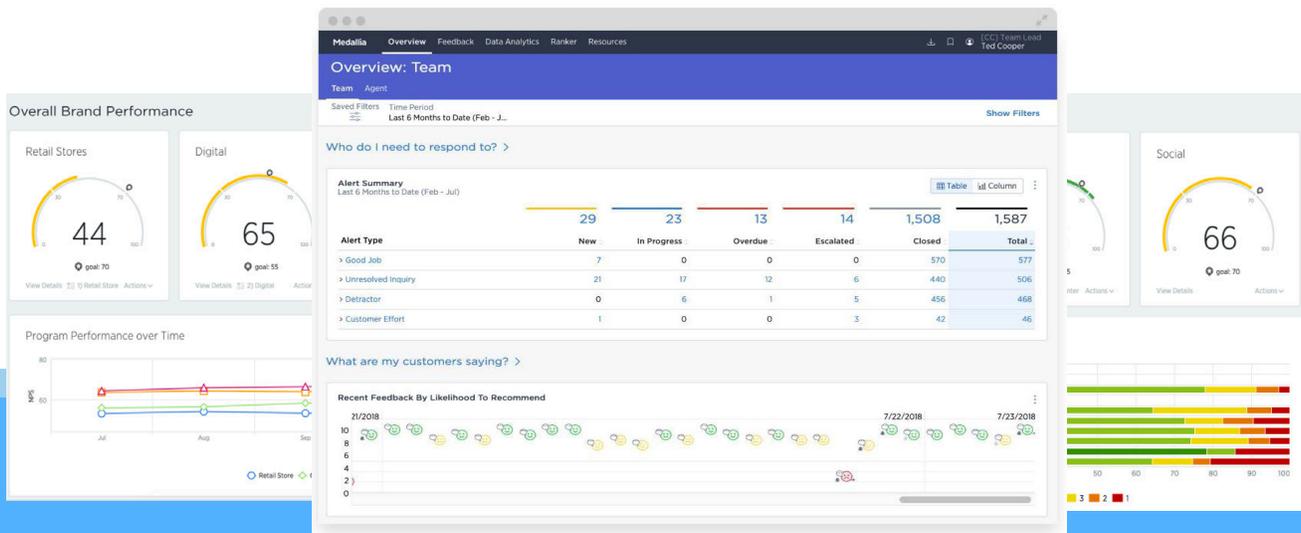
When customers need your help, one thing's for sure — they're paying attention. With Medallia, you'll empower your contact center teams to deliver memorable service experiences on a consistent basis, even in the most complex and rapidly changing environments.

## Develop high-performing teams

There is no better performance tool than customer feedback. When agents are recognized for a job well done by leaders and customers alike, that validation is intrinsically rewarding. Medallia automatically syncs with your organizational reporting structures so feedback reaches the right person, even with constant staff transitions. Agents can view relevant feedback and peer benchmarks as they continuously improve their performance. Leaders can also view individual and aggregated performance to become better coaches and trainers. This drives a learning culture and engages employees from the frontline to the C-suite, promotes a more consistent servicing model, and helps reduce turnover.

## Maximize customers satisfaction & minimize employee stress

One first remedy for service failures is fast follow-up. Medallia can route negative feedback for action to the managers responsible for a specific area. Those managers can then put out those fires and appease customers. By capturing root cause information, managers can get ahead of recurring issues through coaching and tracking of systematic issues that need to be addressed at an aggregate level. When organizations resolve problems quickly and reduce unnecessary repeat calls, they can diminish customer frustration and stress on employees.



# Best Practice Package for Contact Centers

## Get a best-in-class Contact Centers program

Jumpstart your CX program with our Best Practice Package for Contact Centers. This package brings together preconfigured software, best practices, and services that meet your contact center needs.

“We started with a very low, negative NPS. After using Medallia, we crossed the line into positive territory and are now in the double digits. As that happened, we have seen the number of calls decrease by 20 percent. If every call costs 10 Swiss francs, that’s a lot of money!”

**Max Nunziata, Sunrise,**  
Chief Customer Experience Officer

### **Eliminate operational inefficiencies by tackling systemic issues**

Medallia makes it easy for companies to address systemic issues through machine and human learning. Pinpoint issues within the call center or upstream, by analyzing survey comments, chat logs, and call transcripts with our text analytics engine. Then use A/B testing to confirm the efficacy of improvements. This prevents issues from recurring and reduces the number of and time spent on repeat calls.

### **Medallia Speech adds depth with deep learning and expertise**

Gain an advantage with transcription technology that includes artificial intelligence (AI) and deep learning capabilities, backed by expert speech scientists. This deep learning speech recognition goes beyond earlier contact center technologies. Our solutions feature proprietary machine learning

and deep neural networks that ingest and “learn” voice data, improving accuracy and speed of transcription. Our team of speech scientists provides expert analysis and insight to ensure that our language models are accurate to how people actually speak.

### **Align and collaborate with the entire organization**

Medallia transforms the contact center into a strategic hub for understanding the customer voice for the rest of the organization. Medallia is the single unified system adopted by the entire organization so teams can stay connected on the customer experience. By increasing the visibility of upstream and contact center issues, the solution helps teams across the organization stay informed and collaborate to improve the experience for customers throughout their journey with the company.

## **Medallia by the Numbers**

**\$Billions**

saved by identifying at-risk customers and improving operations

**3 Million**

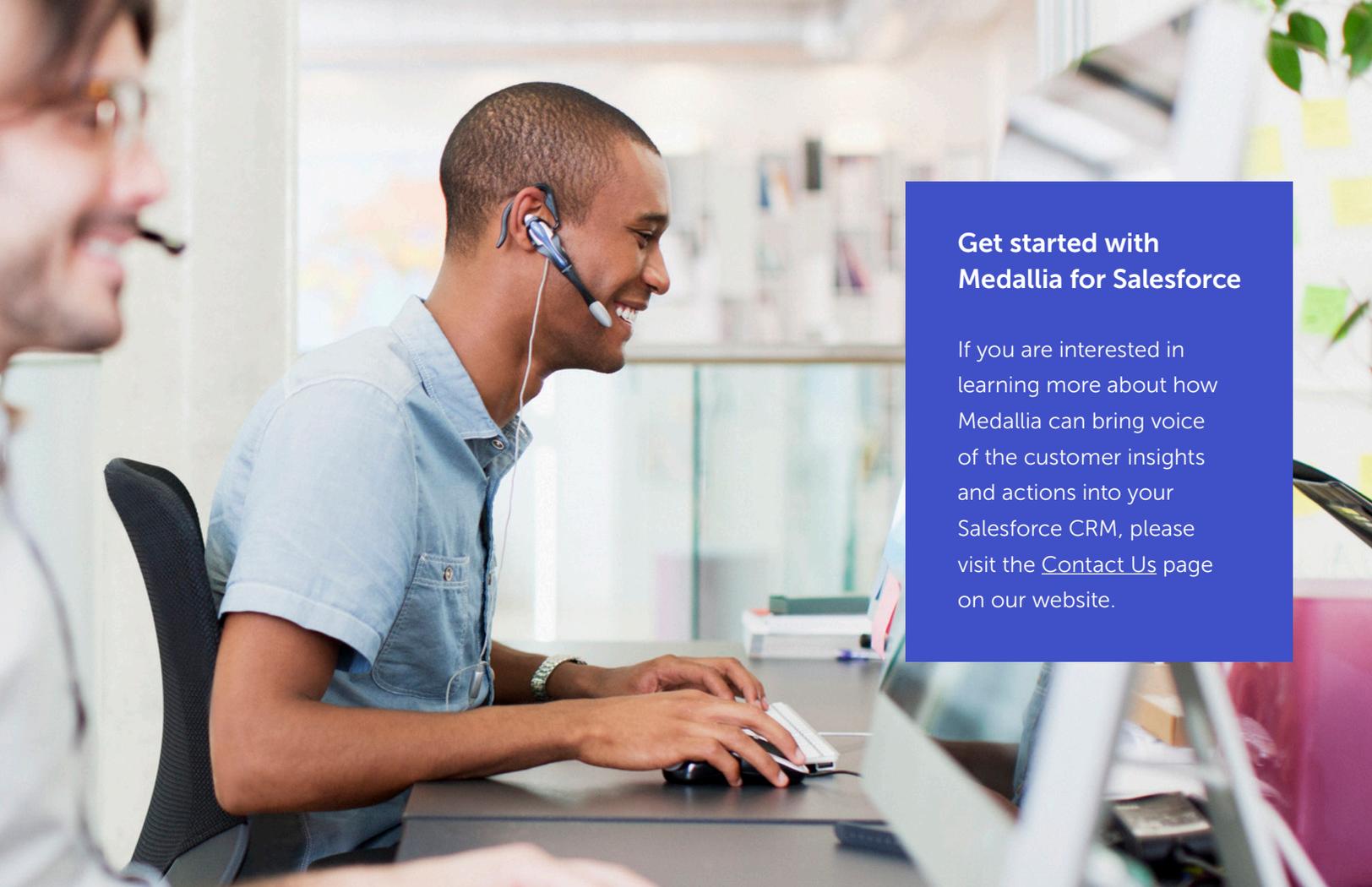
users log in to Medallia regularly

**4 of 5**

largest US contact centers partner with Medallia

**86%**

Medallia customers close the loop on 86% of alerts



## Get started with Medallia for Salesforce

If you are interested in learning more about how Medallia can bring voice of the customer insights and actions into your Salesforce CRM, please visit the [Contact Us](#) page on our website.

### About Medallia

Medallia (NYSE: MDLA) 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. [www.medallia.com](http://www.medallia.com)

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