

## The Power of Digital & Contact Center, Combined

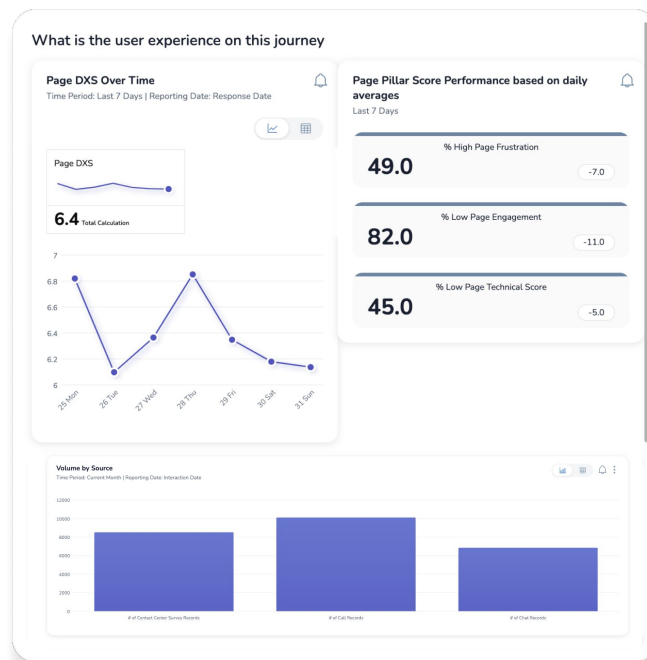
Bringing together digital and contact center experience data for more cost-effective operations



When a customer abandons your digital property to call your contact center, they're revealing a goldmine of insights, from their expectations of your digital property, to why their visit was unsuccessful, to their overall impression of your brand.

Truly optimizing your digital property requires combining digital experience data with these insights from your contact center, so you can make improvements that result in better engagement and fewer abandonments.

Use your contact center to create better digital experiences with Medallia. Our cross-channel experience solutions bring contact center and digital teams together to create efficient, cost-effective operations, while providing exceptional experiences to every customer, every visit.



## Combining Digital and Contact Center Insights for Greater ROI

### Understand what customers expect from online

Get first-hand insight into what customers want from your digital channel, like self-service capabilities, and ensure you're meeting their expectations.

### Take the right actions to reduce operational costs

Identify and prioritize the digital issues and journeys that are causing unnecessary call volumes, and quickly take steps to resolve.

### Empower customers to engage on their channel of choice

When customers need help, allow them to interact with your brand using the most efficient and effective channel, whether online, offline, or somewhere in between.

# Medallia powers the world's leading contact centers to:



## Capture 100% of customer interactions

Never miss another interaction between your customers and agents by capturing every chat, email, call, social DM and so much more, all in one place



## Solve issues quickly with industry-leading analytics

Identify & act on emerging customer frustrations with best-in-class speech-to-text transcription & conversation intelligence



## Activate every employee with insights

Empower every employee to action quickly, based on contact center insights, for improved digital channels

## A trusted solution for every stakeholder

CX	Operations	Product
Guarantee your digital channel has the functionality to deliver experiences customers expect	Increase online task completion and conversions, and avoid more costly engagement channels	Make informed, customer-centric roadmap decisions to reduce costs and accelerate growth

## The world's best brands use Medallia



### About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. For more information visit [www.medallia.com](http://www.medallia.com)

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