

Medallia

Engage your
customers like you
never have before

Welcome to feedback
in the moment



Medallia Conversations

More and more people are interacting through mobile messaging with the companies and brands they use.

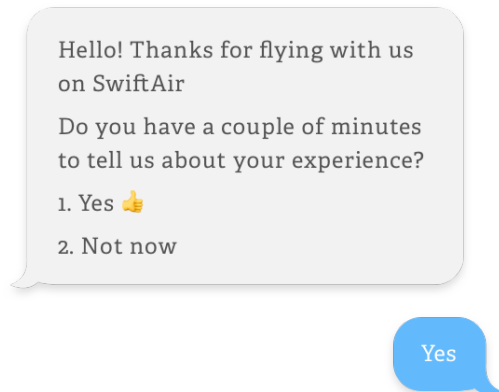
Medallia Conversations enables your customers to provide in live-time feedback through SMS and popular messaging apps. And it lets you create compelling, adaptive interactions that go beyond traditional, survey-based customer experience feedback.

Benefits of Medallia conversations

1

Engage customers in the moment

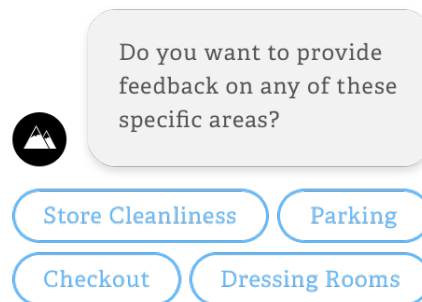
Reach your customers during their experience when feedback is at its most useful and accurate. Medallia Conversations uses event-based triggers to enable real-time interactions with your customers through popular messaging channels, such as SMS, Facebook Messenger, Whatsapp, and Wechat.



2

Offer interactive CX feedback

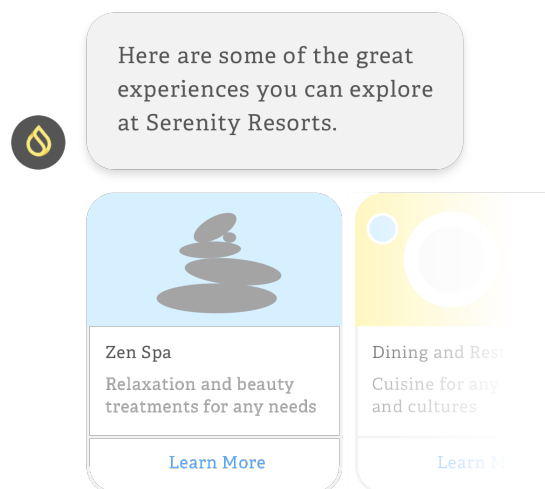
Give your customers flexibility in their feedback to gain a better understanding of their experience. Medallia Conversations lets you create different feedback paths which customers can choose from, along with the ability for customers to include photos and videos to give additional context about the experience.



3

Create compelling, adaptive interactions

Have more meaningful and authentic connections with your customers. Medallia Conversations lets you deliver dynamic and useful content, which can help increase feedback response rates and create stronger relationships.

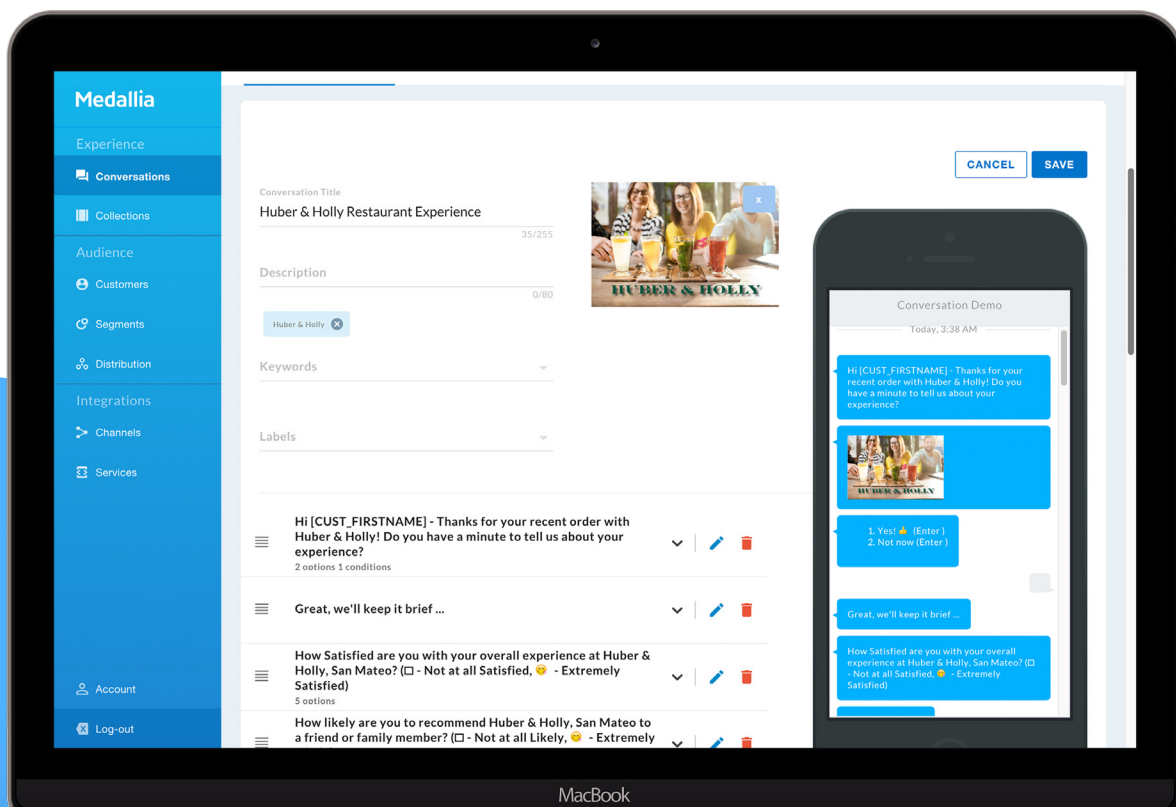


What sets Medallia apart

Medallia Conversations is built into Medallia Experience Cloud, providing your organization with a single, enterprise-grade CX platform that combines data from multiple feedback channels to deliver a unified voice of the customer.

Feedback templates can be rapidly implemented through a lightweight, self-service interface, with the ability to build once and deploy across any different messaging channels. And with Medallia Message Connector API, brands can integrate Conversations with 3rd party Messaging Platform.

Supported Messaging Channels



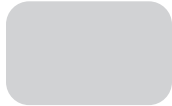
Use cases



Trigger feedback requests based on transactional events.

Example

Hotel check-in/out or product purchase, using SMS or messaging app (e.g., Facebook Messenger) to engage the customer in real-time.



Offer variable, rule-based paths for customers to provide feedback based on different aspects of their experience.

Example

An airline's post-flight feedback conversation could include different aspects of the in-flight experience (food purchase, wifi, seat comfort, service), gate area and boarding, luggage pick-up (etc.), with the customer choosing which areas to provide feedback.



Allow customers to provide rich media as part of their feedback.

Example

A restaurant dining experience conversation could include an image from the customer of the dining room as additional detail about cleanliness, or a video to demonstrate the noise level.

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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