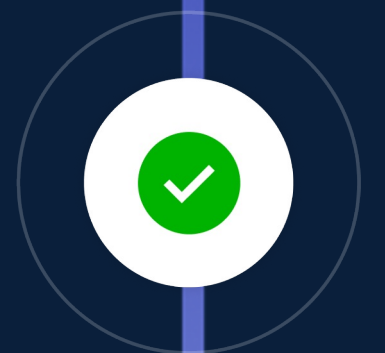


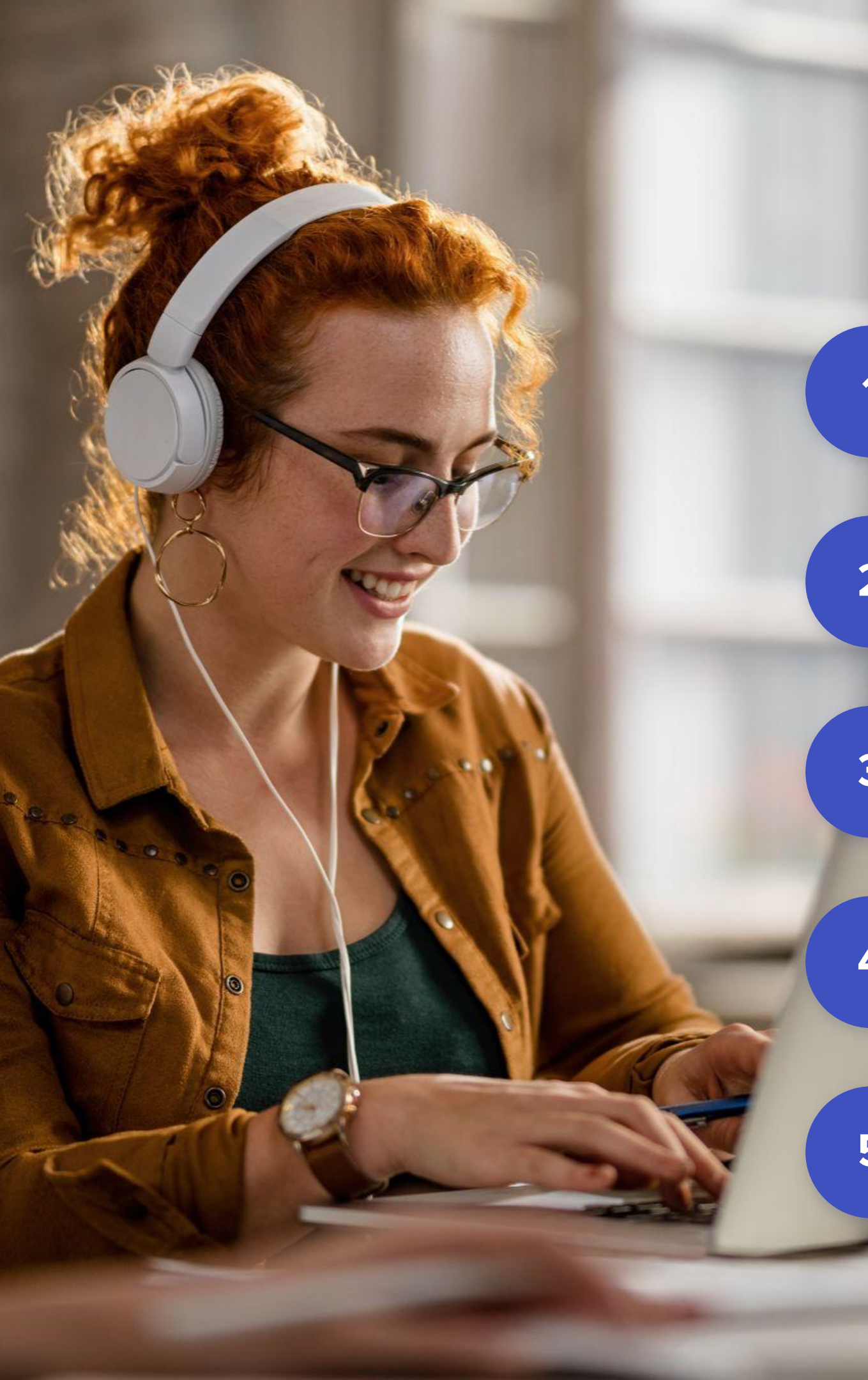
**Medallia**



**Deloitte.**  
Digital

**Empowering Customer  
Engagement through  
Experience Orchestration**





# Agenda

1

Overview of where CX is headed

2

Opportunities

3

Where to Begin

4

Demo

5

Close

# Speakers



**Michael Mallett**

Vice President, Product -  
Digital, AI, & Automation,  
Medallia



**Jon Atkin**

Managing Director,  
Deloitte Digital



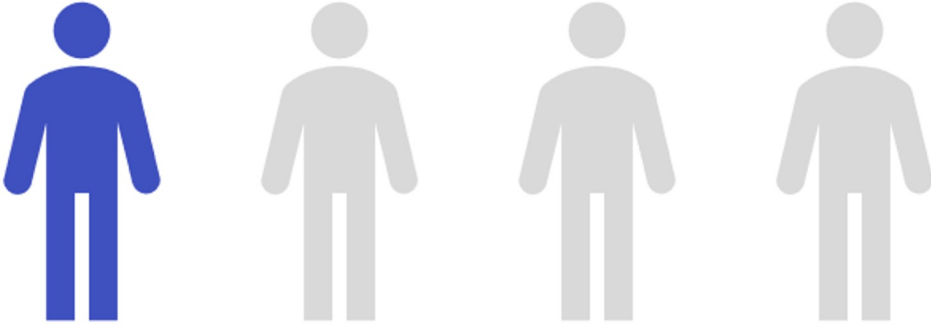
**Pip Haylett**

Sr. Solution Engineer,  
Medallia

# Brands have a long way to go

## Level of Personalization in most recent company interaction

**Only 26%**  
rate the **level of personalization** in their last company interaction as a 9 or 10 on a 0-10 scale



Medallia

From Medallia Market Research August 2023 Personalization Survey (n = 2,001). "For this recent interaction with the company you have been asked about, how 'personalized' did it feel to you? Use your best judgment on what "personalized" means in terms of interacting with a company."

## Sentiments on the current state of personalization

"Companies could do more to make interactions with customers feel more personal"

% Agreeing



"I have experienced a company asking me for information about myself multiple times and then never doing anything useful with it"



"I have had a past experience where a brand has said they will provide a highly personal experience but then failed to deliver on it"



Medallia

From Medallia Market Research August 2023 Personalization Survey (n = 2,001). "For each of the following, select the choice that best represents your feelings". % selecting agree or strongly agree (4 or 5) on 1-5 scale

# Transformational eras trigger shifts in culture and markets, and are hallmarked by 3 trends:

- 1 New Technology
- 2 Social Change
- 3 Marketplace Investment



# There is a significant market developing for orchestrated experiences - both on the revenue and cost side

## Consumer

**72%**

of consumers say they only engage with personalized messaging

**66%**

of consumers say encountering content that isn't personalized would stop them from making a purchase or renewing a service

**49%**

of consumers say they would likely become repeat buyers if offered a personalized experience by a retail brand

## Company

**5.6%**

Increase in company revenue

**10.0%**

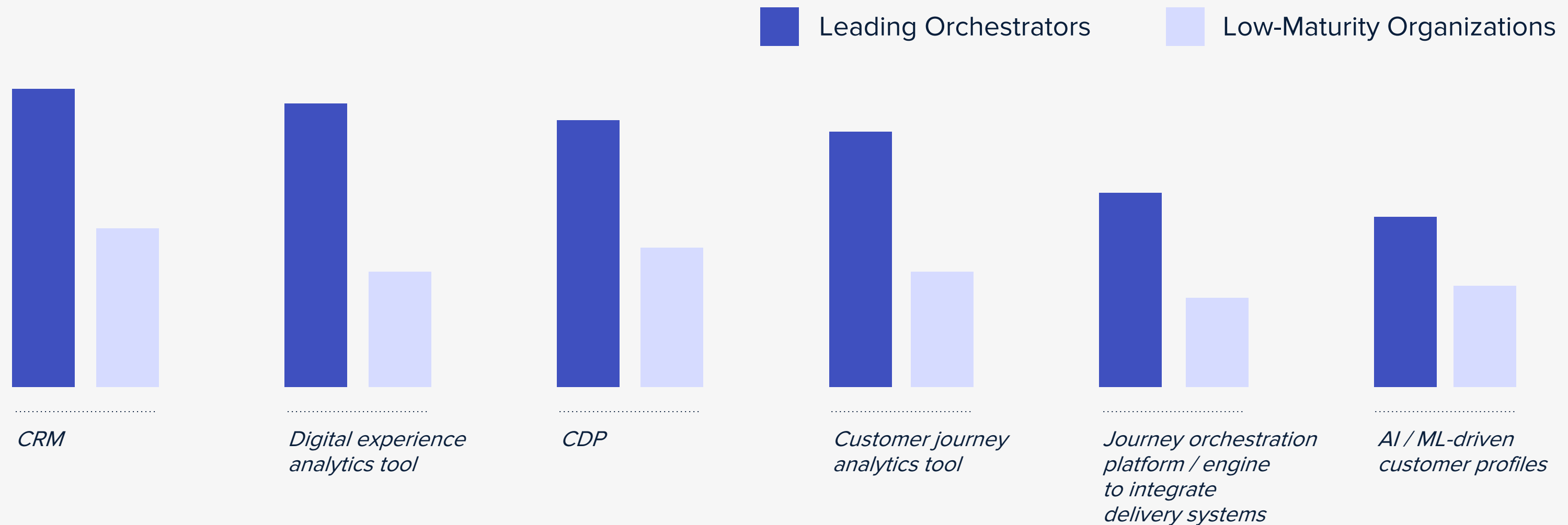
Decrease in company operational cost

**14.9%**

Increase in customer experience scores and engagement effectiveness

*Deloitte Orchestration Research*

# Leading orchestrators are significantly more likely to have already implemented key technologies involved in experience orchestration.

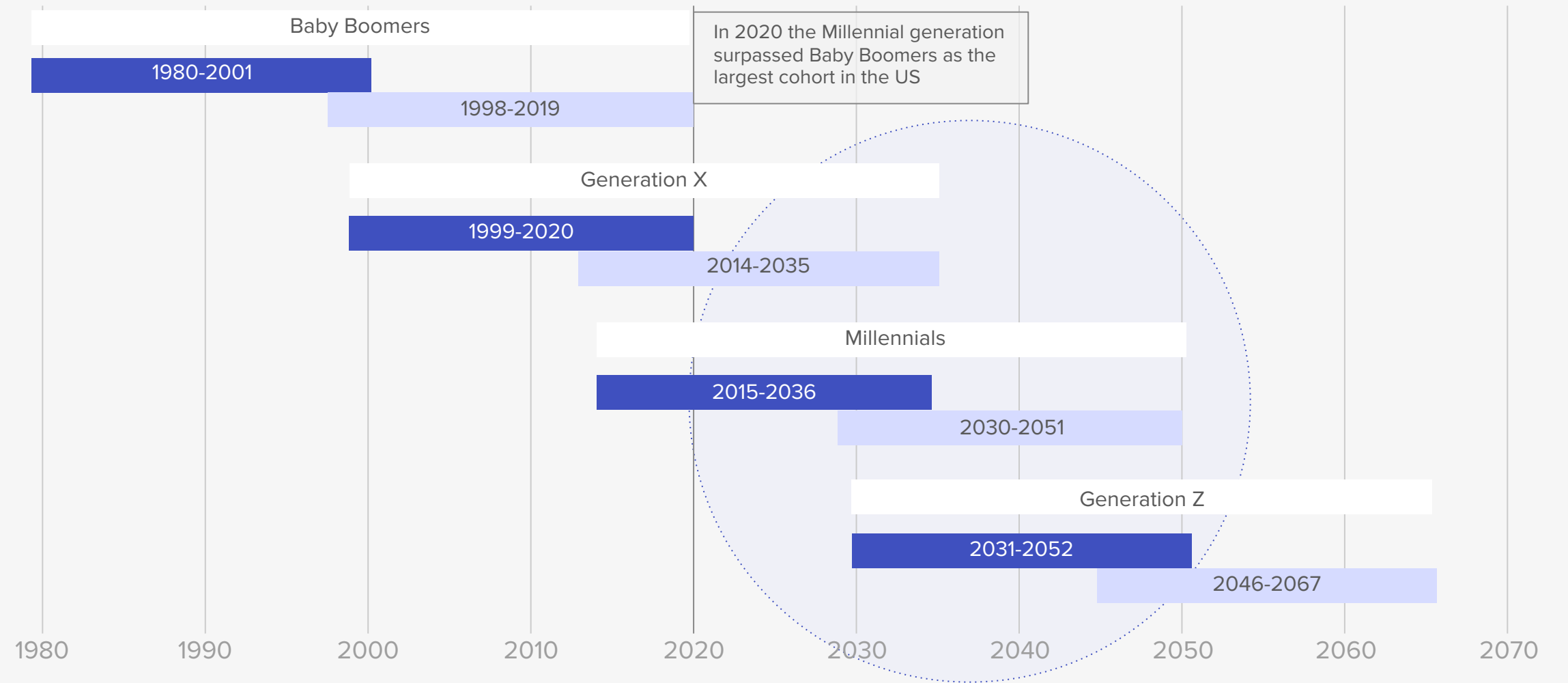


Deloitte Orchestration Research

# Gen X and Millennials will supercharge the Orchestration transformation

[How Americans Spend their Money, by Age Group \(visualcapitalist.com\)](https://visualcapitalist.com)

- Oldest within generation 34-55
- Youngest within generation 34-55



## Age Group

## Average Spend

Less than 25 years old ( <i>Gen Z and young Millennials</i> )	\$31,102
Between 25-34 years old ( <i>old Millennials &amp; young Gen Xers</i> )	\$48,928
Between 45-54 years old ( <i>old Gen Xers &amp; young Baby Boomers</i> )	\$64,781
Over 75 years old ( <i>Baby Boomers</i> )	\$40,211

<https://www.visualcapitalist.com/how-americans-make-and-spend-their-money-by-age-group/>



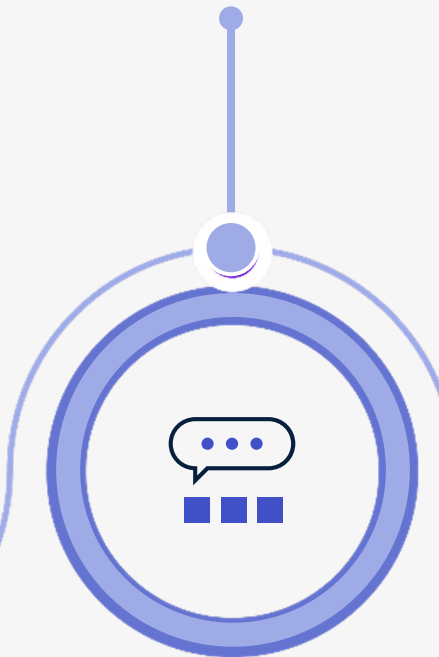
# 1:1 Personalization Opportunities

Reimagine Customer Experience Management

Continuity of Knowledge



Human Touch



Content Tailoring



Product Tailoring



Proactive Touchpoint



Rewards & Recognition



# Consistent & Connected Experiences

## Integrated Data & Insights

A comprehensive, real-time comprehension of customer intent and emotional needs, derived from a collection of CX signals

## Integrated Ecosystem

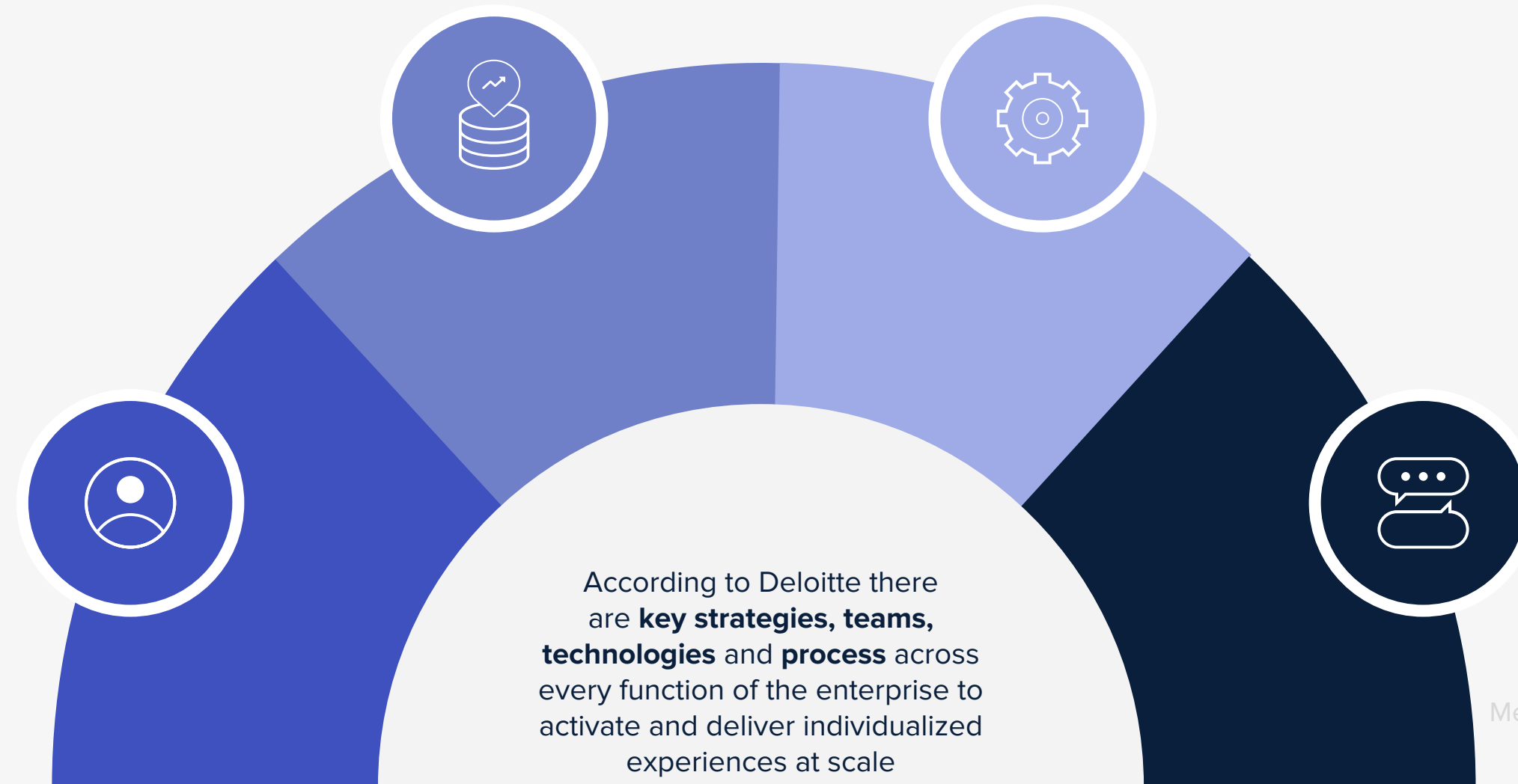
Systems collaborate seamlessly across customer lifecycle, simplifying process, reducing effort, and boosting overall customer satisfaction

## Coordinated Organizations

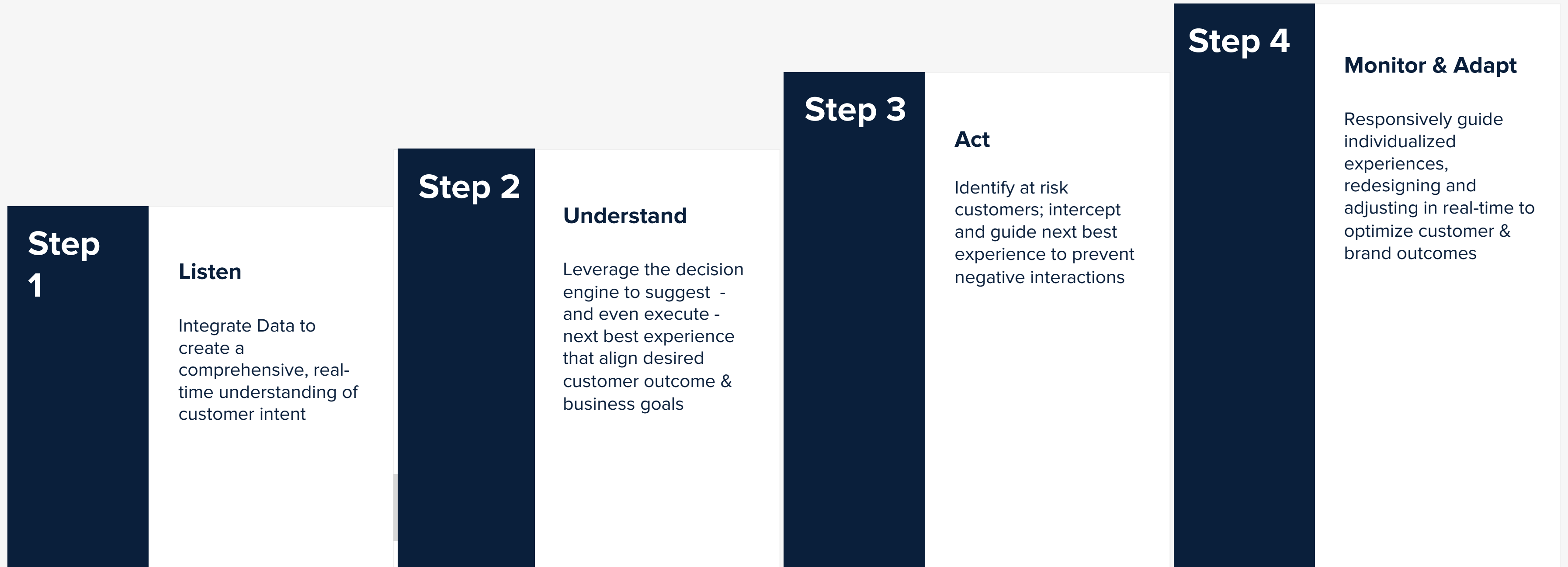
Customer-facing teams collaborate effectively, coordinating their efforts to grasp customer intent, ultimately leading to valuable and relevant interactions

## Omni-Channel Empathy

Channel experience are thoughtfully designed to enable customers to fulfill their desired experiences with empathy and effortlessly transition from one channel to another



# 1:1 Experience Orchestration Progression



## Real-Time Journey Insights

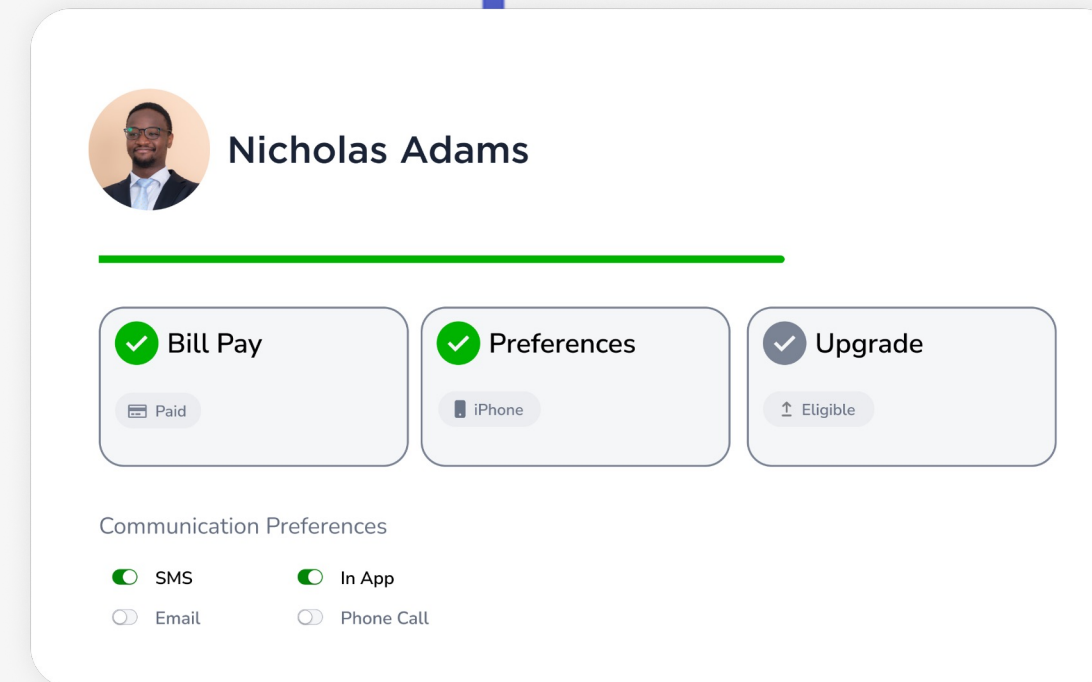
See how customers really move across channels, creating a comprehensive view of each customer journey in real-time.

# Step 1: Listen

Real-time comprehension of customer intent

High fidelity picture of customer brand experience

Pinpointing where to apply finite resource

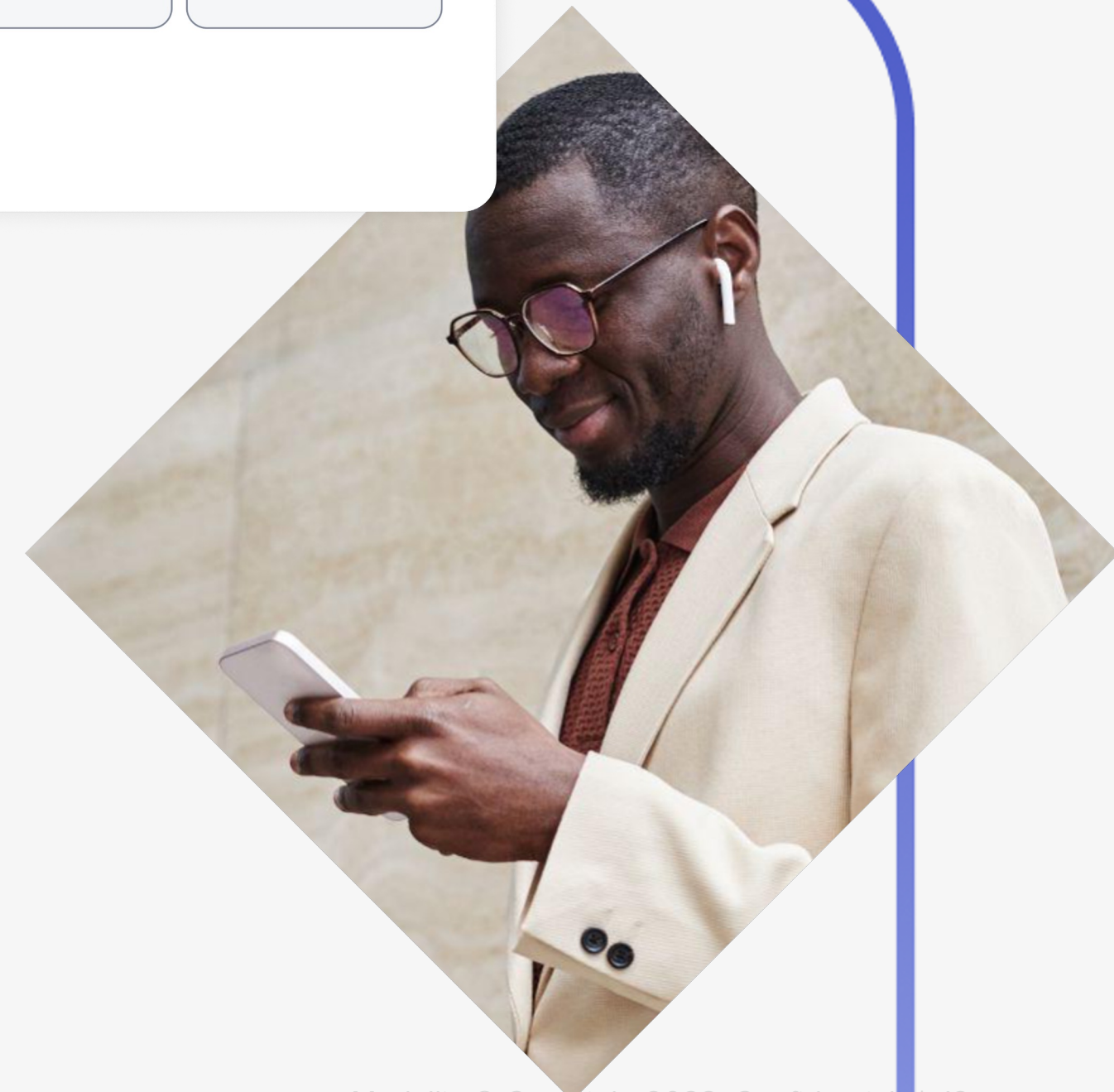


Nicholas Adams

- Bill Pay (Paid)
- Preferences (iPhone)
- Upgrade (Eligible)

Communication Preferences

- SMS
- In App
- Email
- Phone Call



9 in 10

*Organizations can track data at every customer touch point—but just a little more than half of data, on average, is connected and accessible across all sources and tools.*

# Step 2: Understand

Start, stop, and continue everywhere

When to sell and when to serve

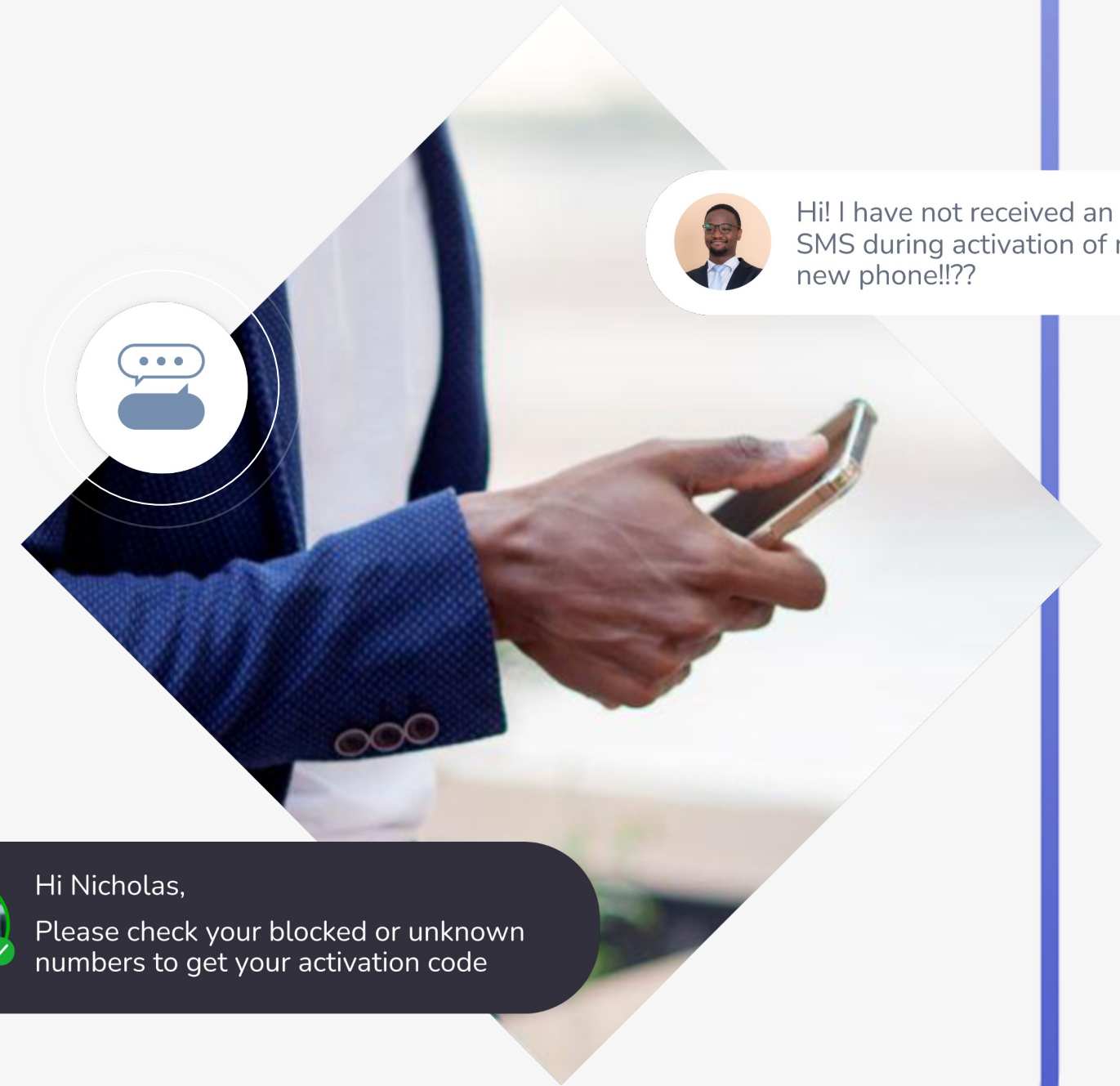
Eliminate over messaging

**1.5X**

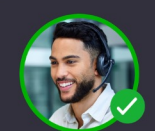
*Customers spend 1.5X as much with brands that orchestrate consistent, positive experiences*

**61%**

*"I am willing to spend more with a company if they can customize the way they serve me to fit my needs"*



Hi! I have not received an SMS during activation of my new phone!??



Hi Nicholas,  
Please check your blocked or unknown numbers to get your activation code

# Step 3: Act

Forgiveness / understanding for late payments, returns, etc.



Recognition / rewards / exclusive treatment for being a loyal customer



Proactively reaching out with help if an error / issue is detected (e.g. service is down, stuck on a certain page, account is locked, etc.)



When transferred to a new customer service agent, I don't have to provide the same information again

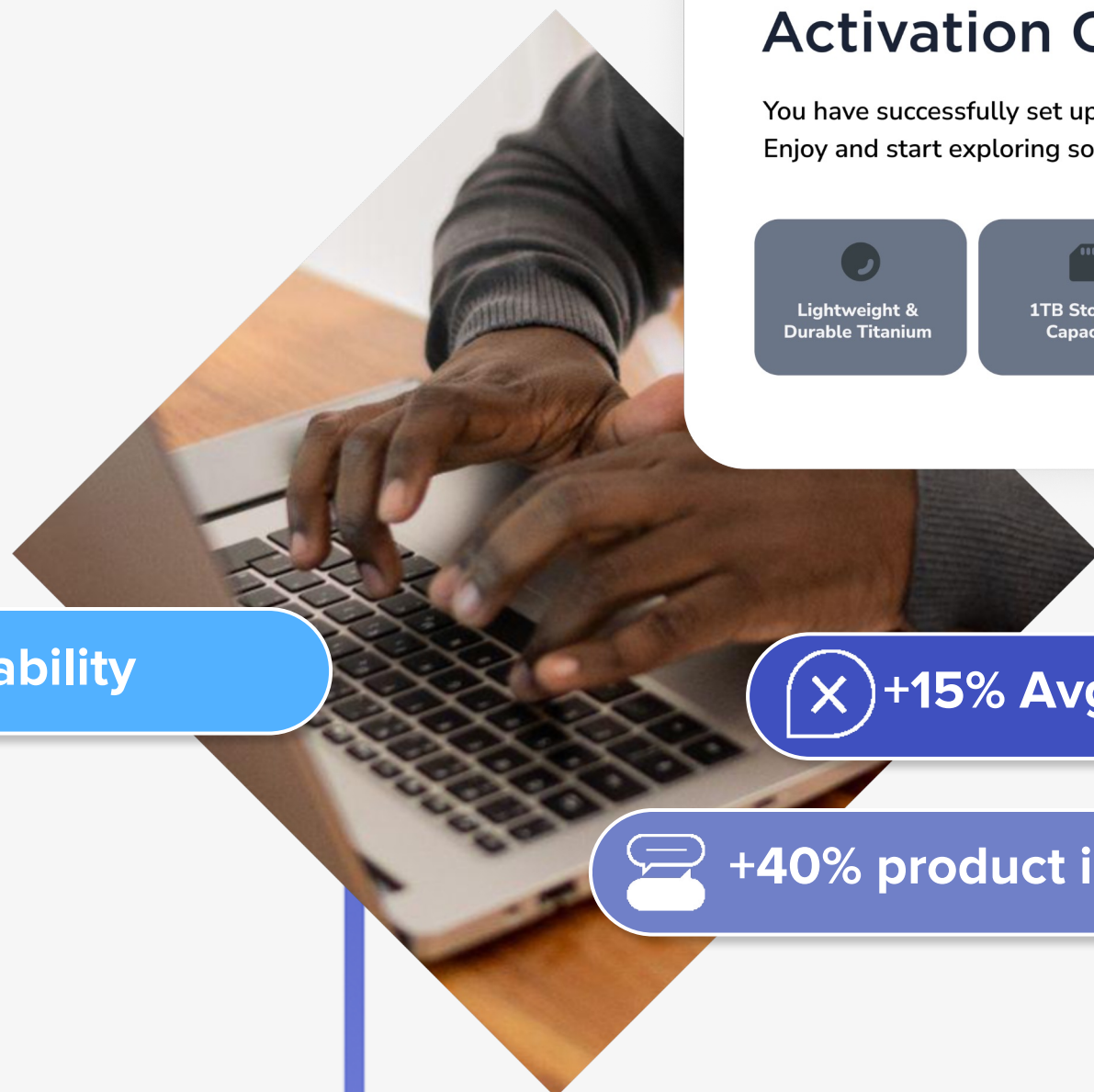


# Step 4: Monitor & Adapt Experiences

See the revenue impact of personalization

Creating a more valuable customer relationships

Engage customers in a more meaningful & relevant way



## Activation Completed

You have successfully set up service on your new phone. Enjoy and start exploring some of the new features!

- Lightweight & Durable Titanium
- 1TB Storage Capacity
- 48 MP Pro Camera System

 +25% Profitability

 +15% Avg NPS lift

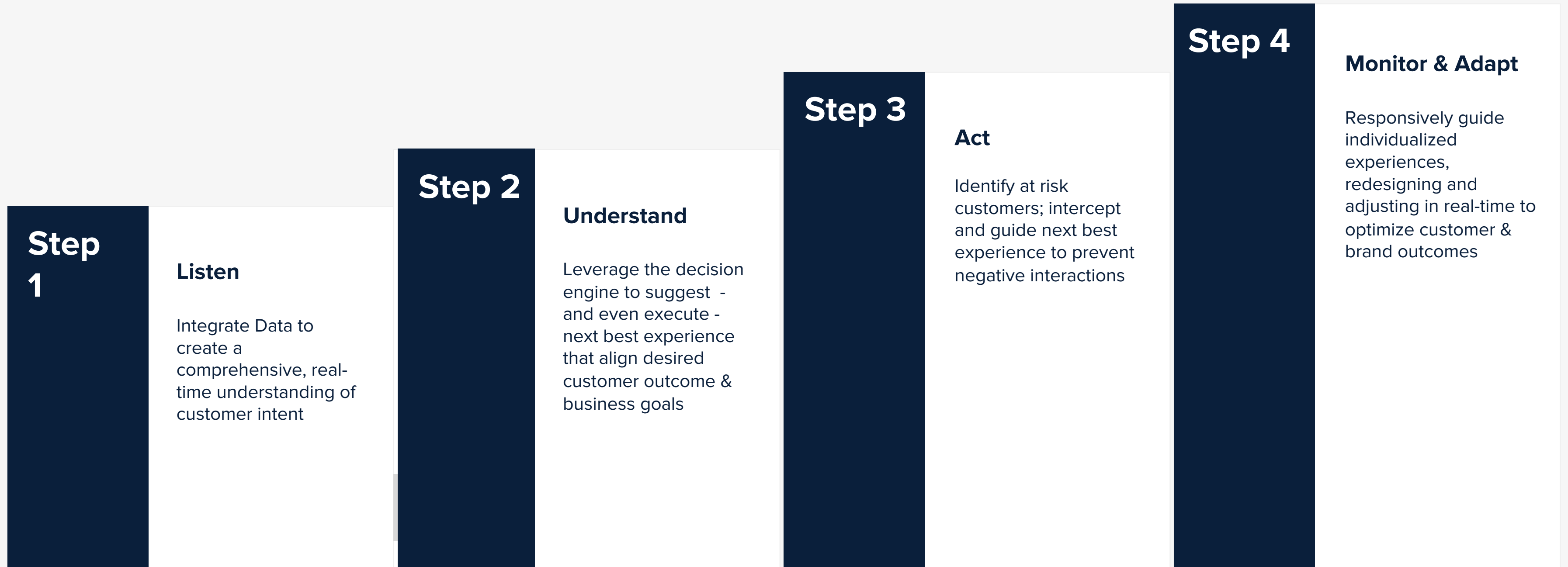
 +40% product improved



**Demo**



# 1:1 Experience Orchestration Progression



## Real-Time Journey Insights

See how customers really move across channels, creating a comprehensive view of each customer journey in real-time.



# Medallia EXPERIENCE

February 5-7 2024 | Wynn Las Vegas

[medallia.com/experience](https://medallia.com/experience)

