How to create a digital program that drives growth

The digital channel is now the first and central channel of many customer experiences. A company's ability to make these experiences intuitive and engaging is critical to staying competitive.

But the reality is that creating excellent digital experiences doesn't happen overnight. At Medallia, we've worked with the world's largest brands to launch 700+ digital experience programs that drive growth through four phases of maturity: **Beginning, Integrating, Innovating, and Differentiating.**

1. Beginning: Score & Optimize

You can't improve what you don't understand. The first step on your digital maturity journey is identifying which experiences you want to optimize, and then evaluating the quality of those experiences based on customer input to find any quick wins.

How to get started:

Launch a fully (or partially) new program. Include feedback forms as well as digital experience analytic tools that give direct insight into the experience.

Focus on the journeys that count. Take stock of how customers are progressing through your site, and place feedback moments at critical touch points.

Create a central management & action structure. Define a process so teams can consistently uncover insights based on feedback and then act on them.

2. Integrating: Engage & Prevent

Once you have a basic understanding of your customers' digital experience, you probably have a few ideas of significant, long-term improvements that can be made. The most common types of improvements include some kind of real-time actioning to influence the experience before it ends.

How to get started:

Expand your program so it covers more critical customer journeys. Use feedback to create customer segments (e.g., promoters/detractors) and then identify key areas that need attention.

Try real-time action. Leverage customer segments, behavioral analytics, and feedback to trigger real time actions—e.g., online chat support for customers with high frustration.

Share across teams. Don't let your customer insights sit in a silo. Distribute them to co-workers in contact centers or storefronts so you can drive cross-channel impact.

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3. Innovating:
Personalize & Be Proactive

At this point your program is up and running, you're regularly getting feedback and acting on it. Taking things to the next level requires innovation— fundamentally changing the way customers experience your digital properties by proactively engaging them with personalized content.

How to get started:

Refine customer profiles based on feedback and add online/offline scenarios based on previous experiences.

Focus on sales and marketing. Explore new use cases with real time actions, like triggering special discount offers for promoters.

Nail the follow up. Work with other teams across the organization to enable personalized follow ups based on digital experiences.

4. Differentiating:
Anticipate & Create

This is the stage where you transform your company into a customer-centric organism. Anticipating what your customers want and creating those experiences for them in real time will differentiate you from your competitors, and cultivate customer loyalty that lasts.

How to get started:

Proactively segment net new customers with dynamic lookalike profiling technology that funnels new customers with existing segments based on behaviors.

Orchestrate the journey as it happens. Direct every customer to their next best action in real time as they navigate through your digital properties.

Individualize every experience. Initiate 1:1 live actioning and mass personalization workflows across teams and channels.

Wondering how you can take your program to the next level?
Take our digital maturity assessment, or book a session with a Medallia expert today.

Talk to a Medallia Expert →

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. www.medallia.com

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