



Create seamless  
and personalized  
experiences online



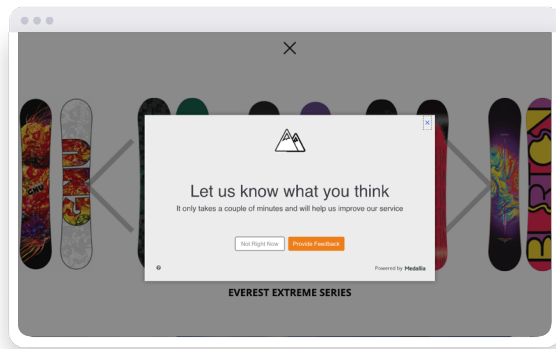
## Medallia Digital

The marketplace has gone digital. Since March of 2020 alone, digital properties have seen a 70% increase in traffic. To keep up with this new influx of customers, companies must transform their entire way of operating, establishing strong digital relationships with every visitor to drive loyalty, retention, and growth.

Medallia Digital helps create these relationships by comprehensively capturing customer feedback signals and empowering immediate action. With Digital, you can target specific segments and engage in-the-moment with trigger-based intercepts. You can then use this feedback to personalize future interactions and improve experiences at scale.

“The only way we know whether we succeed in our endeavors is by listening to our customers and acting on their feedback.”

GINNI ROMETTY  
CEO, IBM



## Target & Engage

Segment customers and personalize engagements across strategic touch points to capture in the moment feedback.

## Understand the Journey

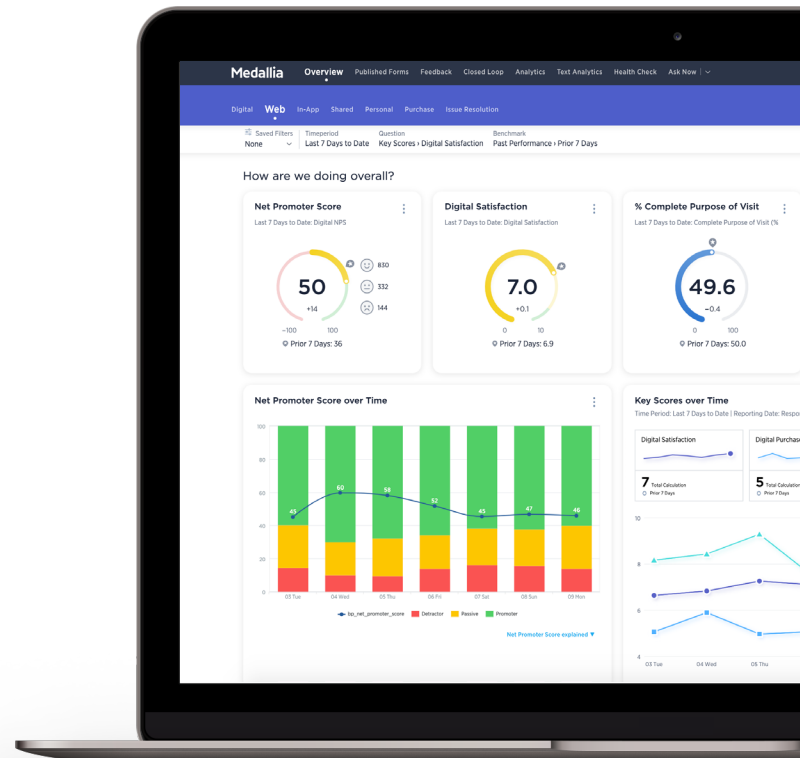
Reach customers on all digital channels, including web, mobile apps, and web-based software applications. Then review feedback by activity to get a complete understanding of each customer's journey.

## Investigate & Innovate

Segment data, identify trends, and continuously improve performance. By analyzing feedback on aggregate you can identify, prioritize and resolve urgent CX issues quickly, driving impact at scale.

## Activate Every Employee

Empower every employee to take action and drive change. Create personalized alerts based on feedback so every employee can receive the information they need to close the loop effectively, in real time.



## Administer & Test

Build and launch programs in as soon as 7 business days. Our pre-packaged solutions allow you to get a program up and running, then scale and adjust as needed, with built-in training and ongoing support.

## Digital Applications Packages

Choose from a variety of applications to jumpstart experience programs across your digital properties. These applications come with preconfigured software and integrations based on deep industry knowledge and years of best practice from hundreds of implementations.



### Digital Disruption Quickstart

Create a robust online customer experience program to truly understand customer experience in just seven business days.

[Learn more](#)



### Digital In-the-Moment Customer Experience Solution

Collect targeted feedback across digital properties to understand improvement & innovation opportunities.

[Learn more](#)



### Digital In-the-Moment Employee Experience

Gather immediate and continuous employee feedback within internal sites and applications, impacting experiences at scale.

[Learn more](#)

## Delivering Real, Measurable Results

Leading brands choose Medallia Digital to optimize their web, mobile and in-app experiences, while still upholding their traditional OCEM channels, to drive true business impact.



**226% increase in total feedback**

Accelerated digital transformation by capturing omnichannel feedback



**70% decrease in response time**

Strategic feedback collection led to 48-hour timeframe to close the loop



**95% analytics accuracy**

Identified detractor accounts with 95% accuracy and combatted churn



**155% increase in digital transactions**

Leveraging online feedback streamlined checkout process for customers