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Medallia Digital Suite Demo Day

Create Digital Experiences that Keep Customers Coming Back

October 2022

Safe Harbor

Friendly Reminder

All product features and delivery dates mentioned represent current product development expectations only and not a delivery commitment. These features may not be delivered in the indicated time frame or at all. Customers should base their purchasing, administrative, and configuration decisions solely on functionality that is currently available. All information in this presentation is proprietary & confidential information of Medallia and not for redistribution.

Brett Bradley

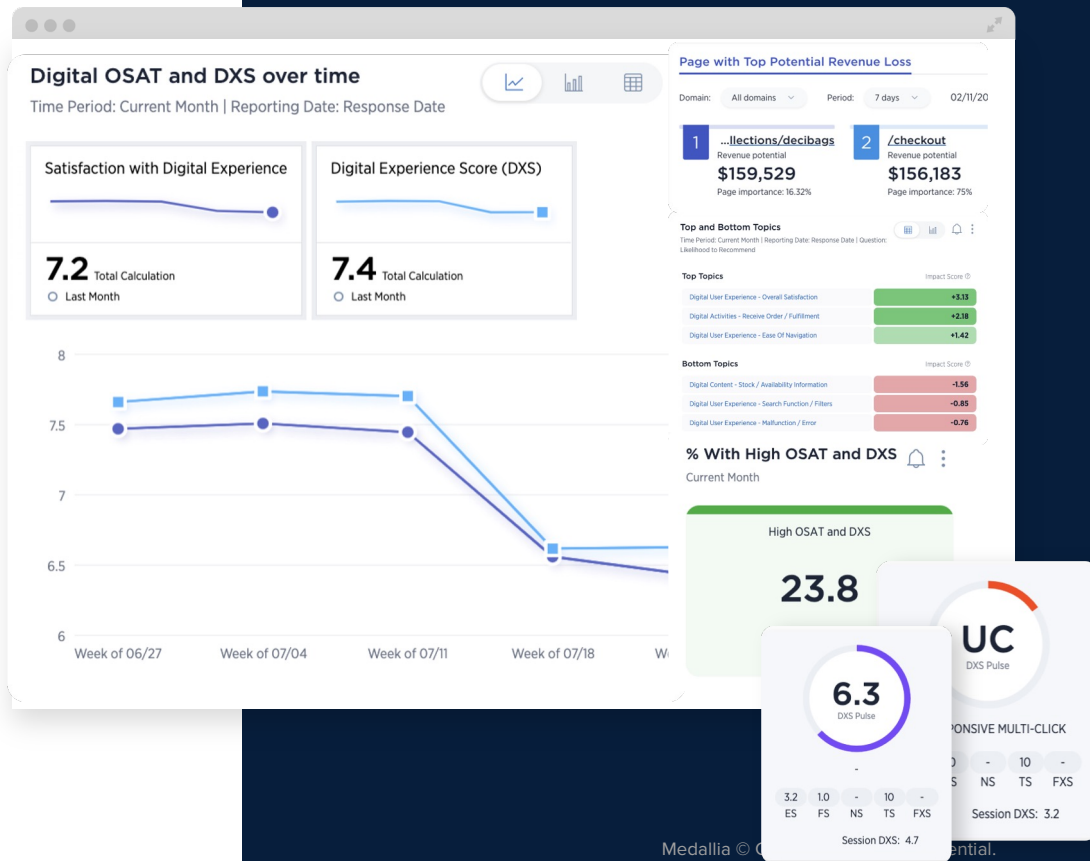Senior Solutions Consultant, Digital Suite
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Sheila Mulrooney

Product Marketing Manager
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Deliver great online experiences to every visitor, every time

- Identify & solve issues affecting the majority of users

- Automatically transform experiences in real time

- Personalize interactions & build stronger relationships

Digital OSAT and DXS over time
Time Period: Current Month | Reporting Date: Response Date

Satisfaction with Digital Experience

7.2 Total Calculation
Last Month

Digital Experience Score (DXS)

7.4 Total Calculation
Last Month

Week of 06/27 · Week of 07/04 · Week of 07/11 · Week of 07/18

Page with Top Potential Revenue Loss
Domain: All domains | Period: 7 days | 02/11/20

1 ...llections/decibags
Revenue potential
$159,529
Page importance: 16.32%

2 /checkout
Revenue potential
$156,183
Page importance: 75%

Top and Bottom Topics
Time Period: Current Month | Reporting Date: Response Date | Question: Likelihood to Recommend

Top Topics — Impact Score
Digital User Experience - Overall Satisfaction — +3.13
Digital Activities - Receive Order / Fulfillment — +2.18
Digital User Experience - Ease Of Navigation — +1.42

Bottom Topics — Impact Score
Digital Content - Stock / Availability Information — -1.56
Digital User Experience - Search Function / Filters — -0.85
Digital User Experience - Malfunction / Error — -0.76

% With High OSAT and DXS
Current Month

High OSAT and DXS
23.8

6.3
DXS Pulse

3.2 ES | 1.0 FS | - NS | 10 TS | - FXS
Session DXS: 4.7

UC
DXS Pulse

...PONSIVE MULTI-CLICK
- | - NS | 10 TS | - FXS
Session DXS: 3.2

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What you'll see in today's demo:

How to leverage real-time behavioral intelligence

How to identify and resolve critical issues affecting your online visitors

How to optimize and transform every online visit, every time

With Medallia Digital Suite, you can:

- use behaviors and overall scores to trigger intelligent real-time customer interactions

- completely unify digital feedback and DXA behavioral intelligence for faster insight and faster action

- operationalize your digital experience management from one platform to active every team
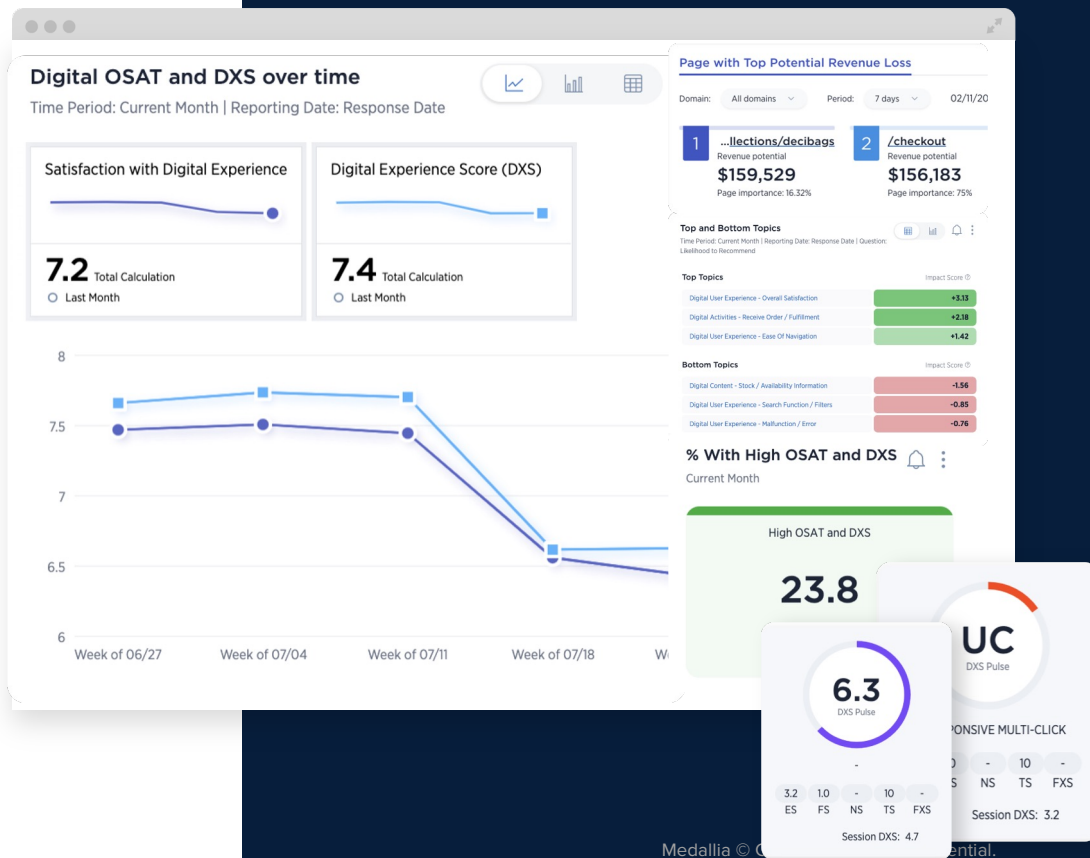
Major Korean retailer improves app sign-ups and conversions

CHALLENGE

After seeing high drop-off rates, the digital CX team wanted to increase both in-app sign-ins and conversions.

SOLUTION
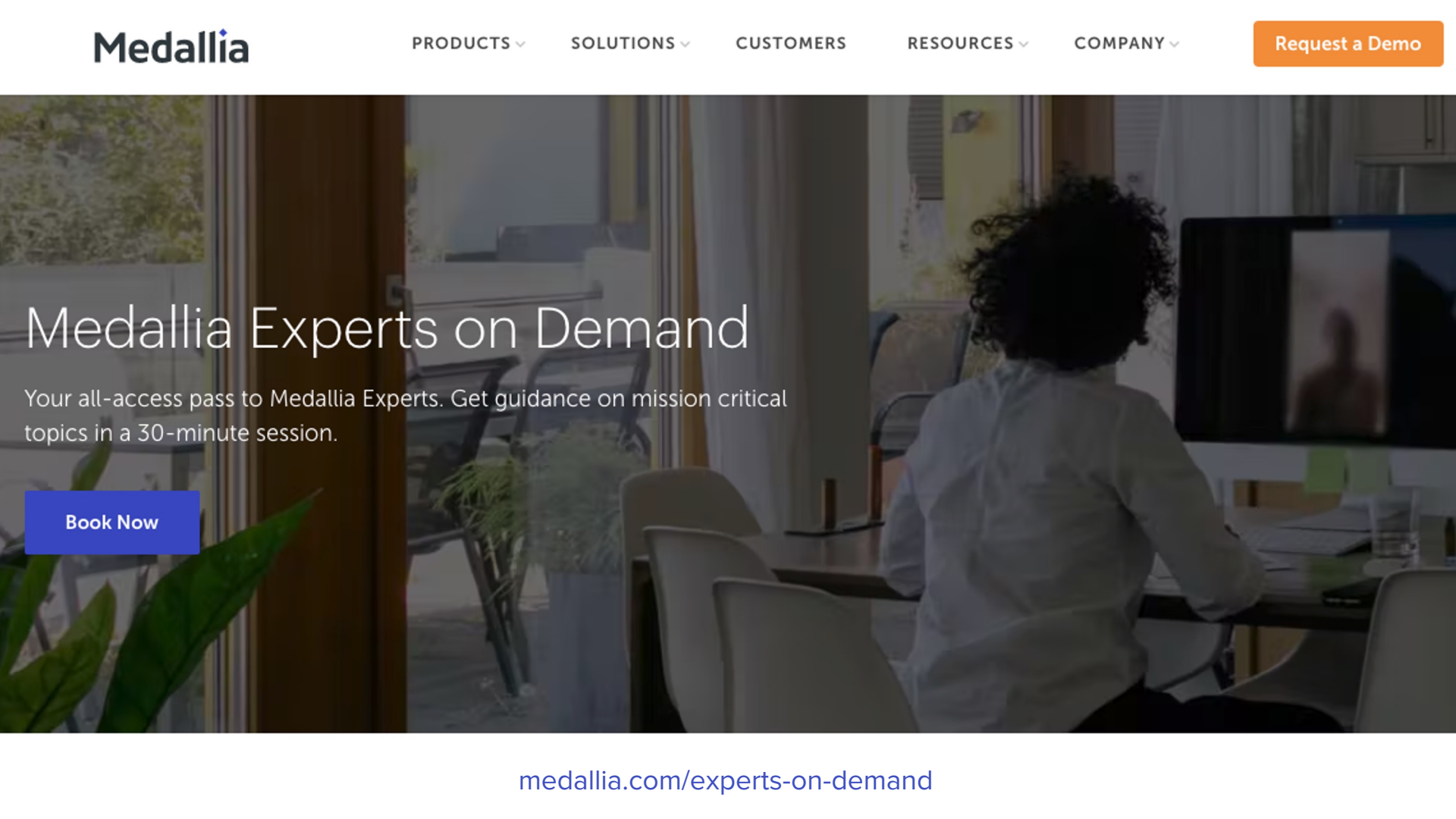
- Identify emerging trends based on speech-to-text app interactions using Text Analytics

- Monitor the in-app ordering journey with DXA, referencing replays & heatmaps

- Trigger a help pop up anytime a customer's Digital Experience Score (DXS) < 5, a real-time pop-up with an easier sign up method is launched

Program Outcomes

- +5% in customer sign-ups after implementing help pop-up

- +8% in call order conversion rates using insights from Text Analytics
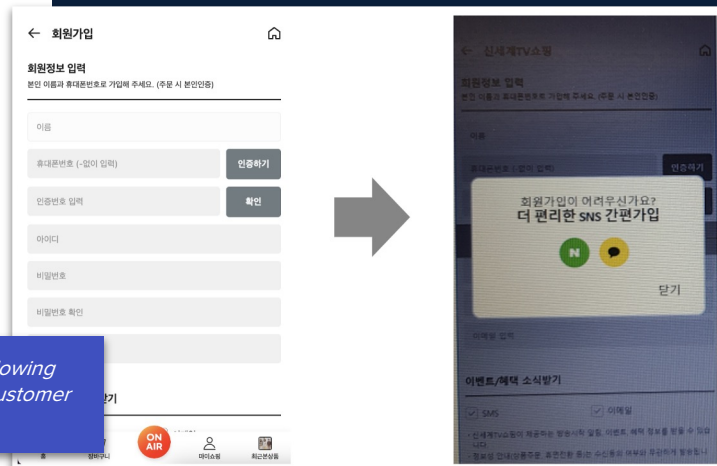
DXS of <5 triggers the following help pop-up, increasing customer sign-ups

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Thank you

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