CASE STUDY

Securing renewals by obtaining sincere, actionable feedback

20 million students served

60 NPS score

125 executive level interviews

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EdTech Company Employee

Medallia

SUMMARY

A leading educational technology (EdTech) company guides higher education institutions around the world, improving operations and enhancing the user experience for faculties, staff, and students.

The company's Managed Services business unit works to retain customers and increase overall satisfaction.

The organization uses Medallia Video and Medallia's Research Services team, to uncover actionable insights that could drive real improvements.

The EdTech company's customers appreciate the sincere attention and resulting changes, as indicated by a rising Net Promoter Score® (NPS) and retention rates.

Supporting the goals of higher education

A leader in Educational Technology (EdTech) is the world's leading provider of software and services that power the essential work of higher education institutions, motivated by the belief in the ability of education to transform lives and change the world. More than 2,700 campuses in 50 countries rely on them to enhance the experience for over 20 million students.

The company's Managed Services business unit focuses on assisting higher education organizations that are typically too small for in-house IT. Professionals fill skill gaps, mitigate turnover, and align processes to established objectives. A stable and predictable technology environment supports an institution's success and growth—and helps it deal with unexpected twists like remote learning requirements.

The EdTech company's Managed Services team in particular serves more than 160 institutions throughout the year. The Vice President of Managed Services and Customer Success at this company notes that the business unit strives for 100% retention each year. But it's not always clear if customers are truly happy or if there are improvements that need to be made in order to make them comfortable re-signing a contract when it comes due.

"Over the years, we've worked with some vendors in an effort to get honest feedback from our customers," says the employee. "But it became clear their methods were not garnering the information we needed. The results were not compelling."

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Capturing the complete story

The EdTech company recently began working with the Medallia Research Services team as part of a broader effort to modernize and optimize the customer experience. To really get customers talking, the Managed Services team implemented Medallia Video, which enables companies to capture rich human emotions and opinions found in video, collect in-the-moment feedback, and source the most innovative ideas from customers.

The goal of this ongoing program is to gain insights on specific strengths and areas for improvement of the Managed Services relationships through executive interviews with key stakeholders. Medallia Video makes working with video efficient and scalable by breaking down video into a usable data asset that enables fast insights creation. Video can be captured from anywhere with easy-to-use apps and tools.

The Medallia Research team interviewed 125 senior executives, providing in-depth quarterly reports. But these aren't just any reports—they include video "showreels" that showcase video samples of feedback from the recent interviews. This means the employees receive comprehensive feedback that includes body language and tone of voice.

The company has shown the showreels at business unit town hall meetings, with several hundred people viewing the customer responses.

Delivering on the mission to retain customers

The interviews revealed that customers see the employees as being true experts in IT, effective in their roles, and acting as partners that fit in well with the institutions. The biggest value, however, is getting challenging feedback—when things might not be perfect. The Medallia researcher spoke with the president of a college in California, for instance, who provided very detailed feedback where the EdTech company could make a process improvement. The company was able to make changes and get the relationship back on track.

"There have been examples, where the Medallia process uncovered issues that we were able to resolve," says the employee. "And then the relationships become stronger than ever. That's what we need, in order to get to 100% renewals."

The EdTech company is thrilled with the results of working with Medallia. Across the company, employees have been tapping into the Medallia platform, with its ability to illuminate customer feedback and sentiment. The Managed Services group gained even more benefits by using Medallia Video so they could get the actionable results needed to make changes—and to prove the value of the team to their executives. The executive NPS is at an all-time high of 60 and growing.

Now, other organizations are considering employing the same tactics as Managed Services to help ensure customer retention and work towards securing multi-year contracts.

"Medallia is a game changer for us," says the employee. "Internally, people really love the showreels and we're impressed and excited about the impact and momentum this feedback is driving in the organization."

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About Us

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. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Medallia.com

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