

WEBINAR

# Eliminating Blind Spots with Increased Utilization of Contact Center Insights

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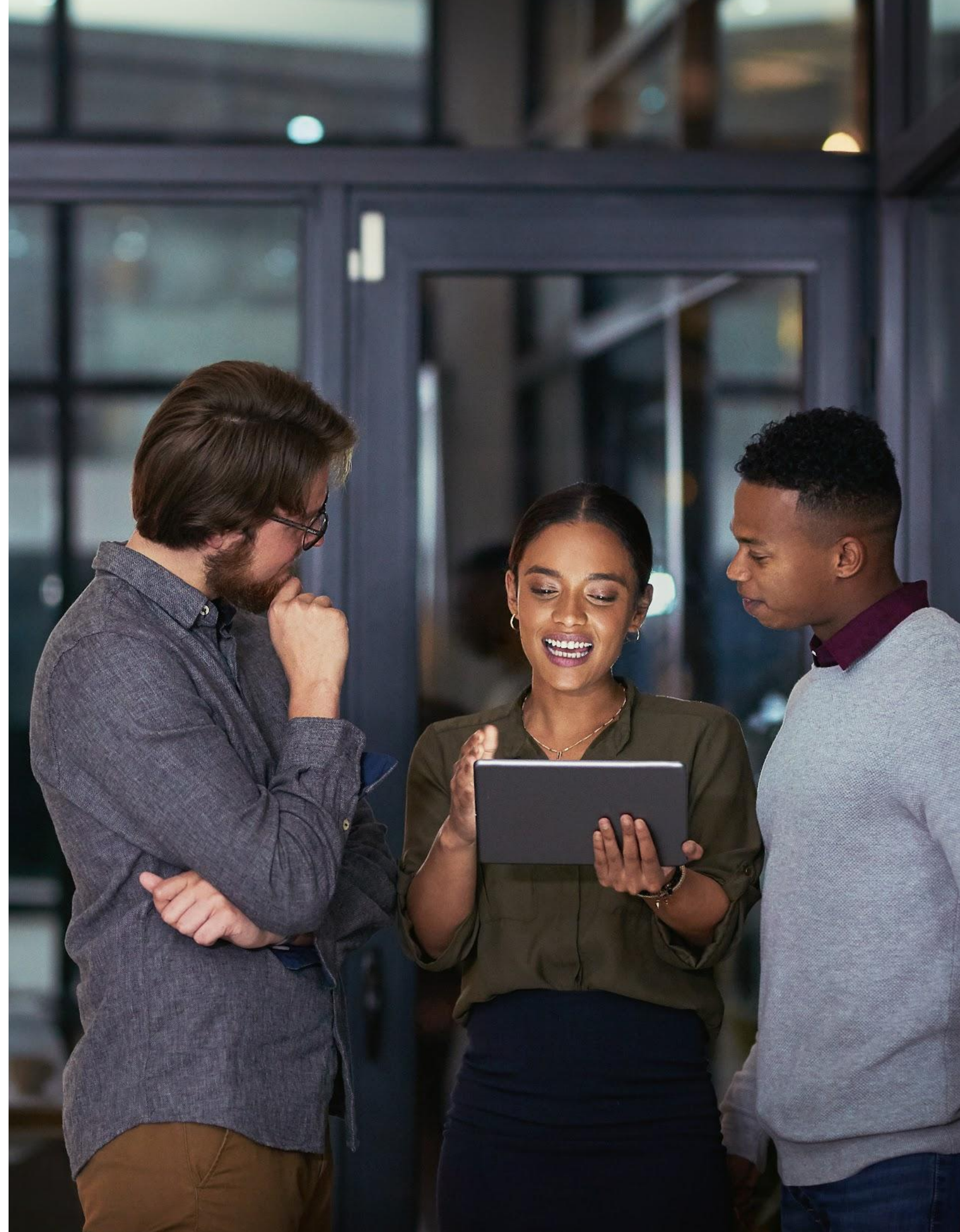


**Medallia**

















# Why should teams across your organization care about contact center data?



# Complete, Modern, Enterprise-Grade

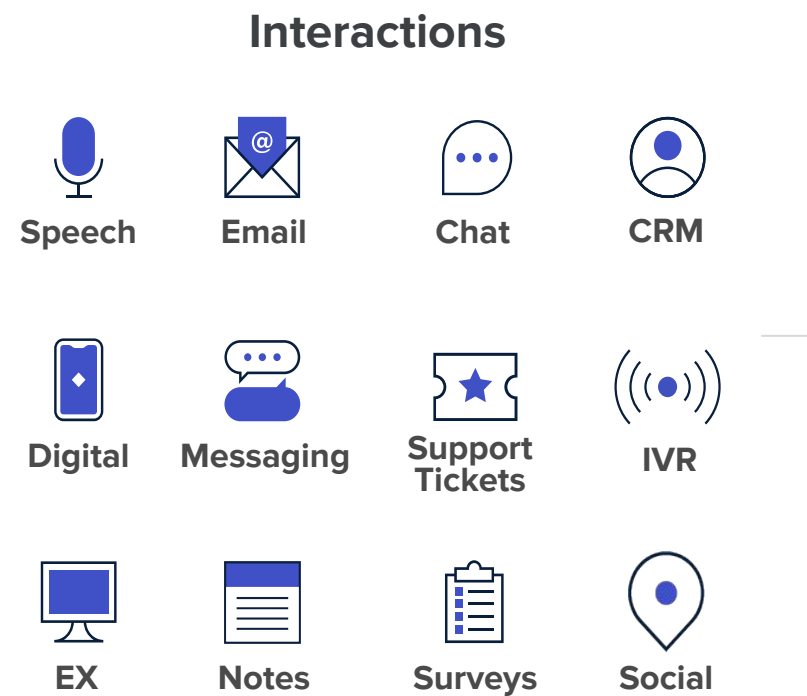
## 1 Capture & Organize

### Interactions

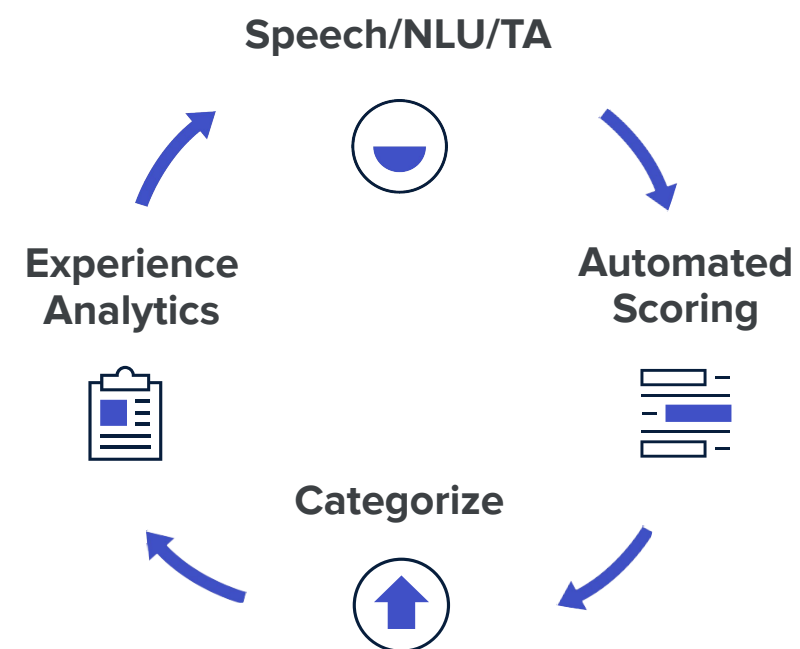
 Speech	 Email	 Chat	 CRM
 Digital	 Messaging	 Support Tickets	 IVR
 EX	 Notes	 Surveys	 Social

# Complete, Modern, Enterprise-Grade

## 1 Capture & Organize

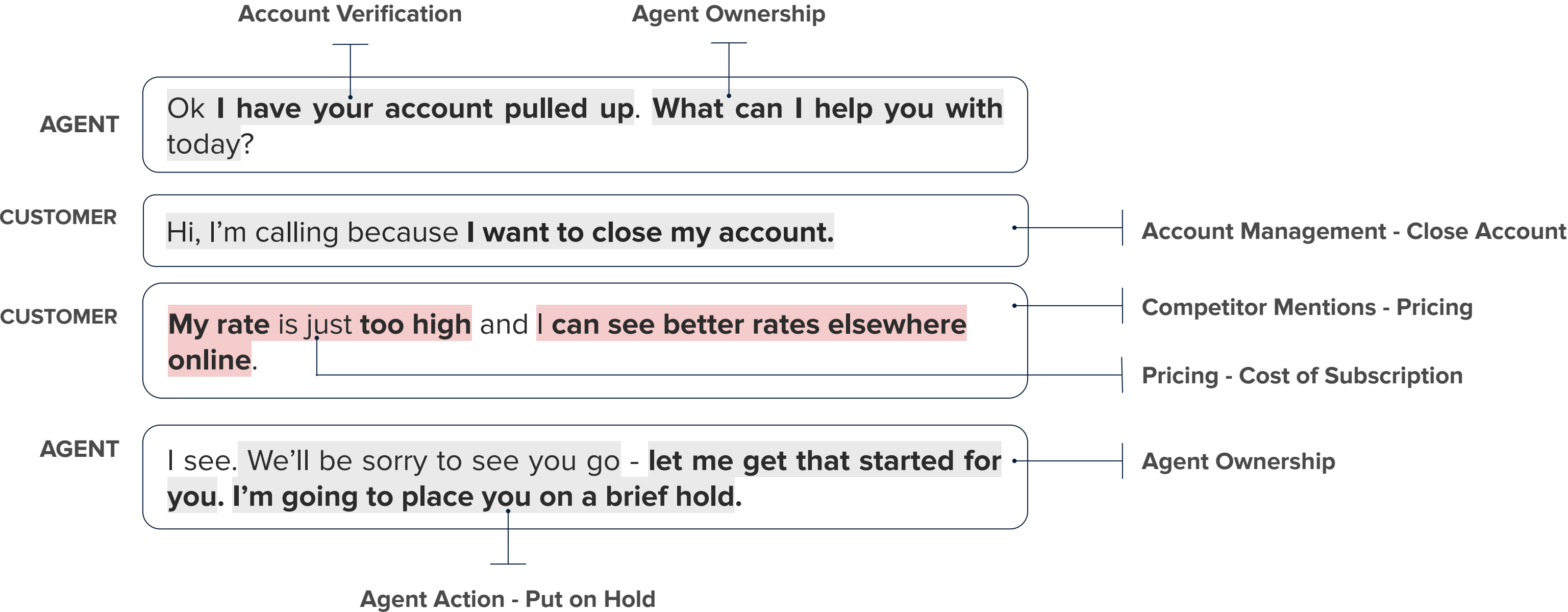


## 2 Process, Predict & Prioritize



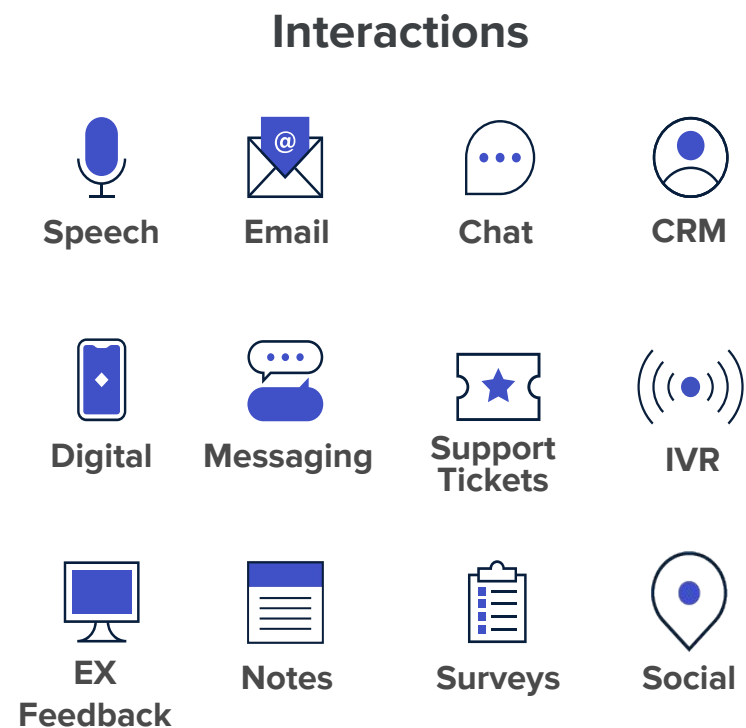


# Speech & Text Analytics at Medallia

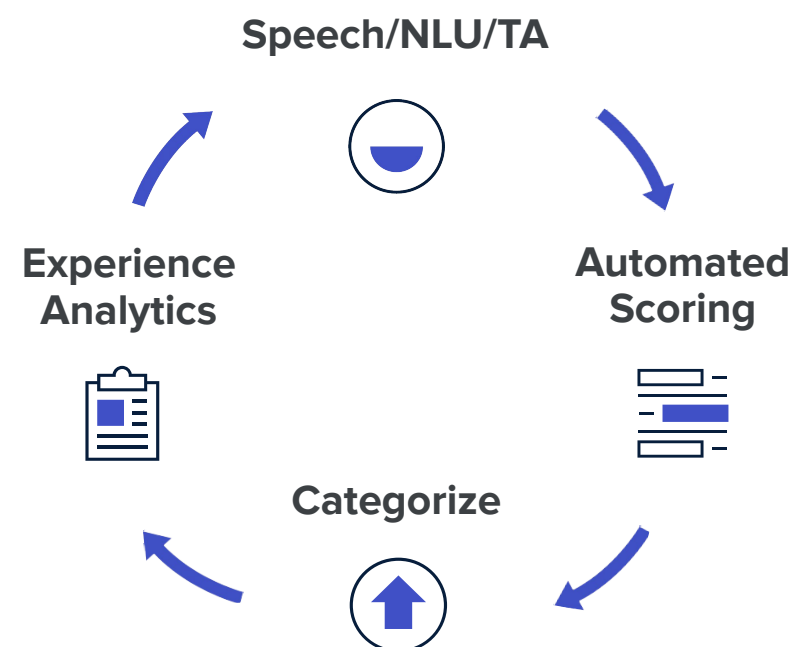


# Complete, Modern, Enterprise-Grade

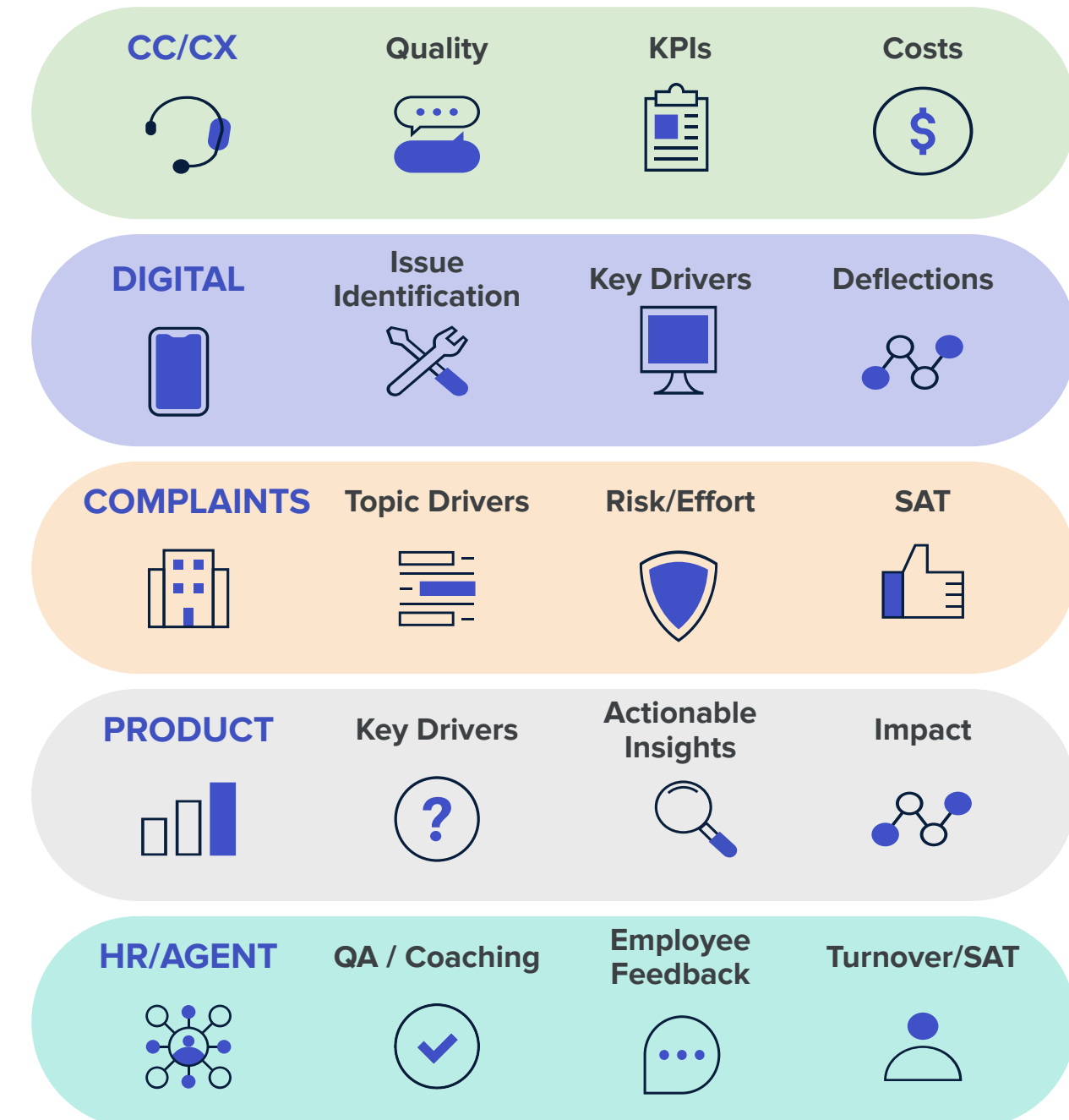
## 1 Capture & Organize



## 2 Process, Predict & Prioritize



## 3 Empower & Engage



# Digital



## What They Need

- Data identifying self-service opportunities
- Insights into broken digital experiences driving calls

## Why It Matters

- Reduce the cost to serve customers by identifying challenges within their channel of choice
- Digital leaders can use contact center insights to fix digital journeys and optimize/create self-service areas



# Complaints



## What They Need

- Conversational topic-based alerting
- 100% capture of all potential issues

## Why It Matters

- Identifying risks associated with complaints at scale is difficult
- The costs of product failures are extremely high

# Product



## What They Need

- Ability to extract insights from conversational data at scale
- Easy access to customer feedback

## Why It Matters

- Product leaders can use these insights to improve product offerings based on what customers are saying they need
- These enhancements can drive customer retention and increase product adoption

# Human Resources



## What They Need

- Mechanisms to capture feedback where it matters and in ways that build trust
- Visibility into performance as well as direct input from the frontline

## Why It Matters

- Involving the frontline agents in improving the processes builds trust and increases retention
- HR leaders will know where to take action across tech enhancements, training/onboarding and more to improve their employee and frontline experiences



# How To Drive Adoption Across Your Organization

## Capture & Visibility

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- Acquire all data
- Ensure role-based reports are built
- Have a solution before sharing with the broader team

## Engage Your Counterparts

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- Identify the right stakeholders
- Share data that is relevant to each team
- Show areas of action

## Break Down Silos

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- Get teams involved
- Uncover additional insights through collaboration
- Engage the team to share the value across the org
- Show the value of contact center insights



# Thank You

*Book a meeting with an expert:*  
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**Medallia**

# What you'll learn in today's demo:

- How roles based access enables organization-wide adoption of contact center insights
- Contact Center Insights for...
  - Digital Teams
  - Compliance & Risk Teams
  - Product Teams



Digital Dashboard Live View

## Complaints Dashboard Live View

Product Dashboard Live View



HR Dashboard Live View

# Icons

