

# EXPERIENCE 20

HIGHLIGHTS, LAUNCHES & RESOURCES

**Medallia**

---

# Welcome to the Future

Customer journeys have changed overnight, resulting in years of planned digital transformations being condensed into weeks. This is a time that will go down in history, and the challenges are many but in my talks with customers, I've learned that they are turning this time into opportunities by staying deeply connected to their customers. Medallia's role is to provide the world's most advanced and comprehensive experience management platform to help them understand what their customers, employees, citizens, and patients need – right now – so they can swiftly adapt.



# Explore Medallia's latest innovations

## 01 Broad Signal Capture >

- Medallia LivingLens
- Medallia Speech
- Medallia Insights Suite
- Partner Ecosystem

## 02 Intelligent Platform >

- Athena Action Intelligence
- Action Impact

## 03 Connecting & Empowering >

- Quickstart Employee Micropulse
- Medallia Crowdcity
- Athena Coaching Intelligence

## 04 Learn More >

- Medallia Talks
- Medallia PowerUp
- Medallia MasterCast

“

The key phrase for me is digital disruption. Things are being disrupted very quickly. It's never been more important to stay connected with your employees and with your customers.

**Leslie Stretch,**

*President and Chief Executive Officer, Medallia*

**Medallia**





“

The most important thing the marketer can do is deeply understand the customer, the client, and help position the company to meet her needs.

**Michelle Peluso,**

*SVP of Digital Sales & Chief Marketing Officer, IBM*





“

All of our customers' journeys have changed right before our eyes. And so let experience guide us. Let the voice of the customer lead us.

**Barbara Morton,**

*Deputy, Veterans Experience Office, VA*



“

We know that if we don't take feedback from customers and react to that in the moment and over time, the customers have choices and they choose every day who they want to do business with.

**Jon Farney,**  
*Senior VP, Treasurer and  
Chief Financial Officer, State Farm®*



BROAD SIGNAL CAPTURE

More experience signals for  
a better customer view



“

We believe that the future of CX is video, voice and ideas. You need them to build deeper customer connections and to make sure that every customer interaction is more human, more intelligent and more empathetic.

**Sarika Khanna,**

*EVP & Chief Product Officer, Medallia*

**Medallia**





# More Signals: Expanded Insight Collection



## **Medallia LivingLens**

Video feedback platform that humanizes feedback and brings the voice of the customer and employee to life



## **Medallia Speech**

Surface actionable insights from and improve the impact of every contact center voice interaction



## **Insights Suite**

Rich customer insights through video and crowdsourcing for, fast analysis, powerful results.

“

Video is the future. It's easy to digest. It's authentic. But most importantly, it creates empathy and real impact. When was the last time that you were emotionally moved by data?

**Carl Wong**, Co-Founder, *LivingLens*

INTRODUCING

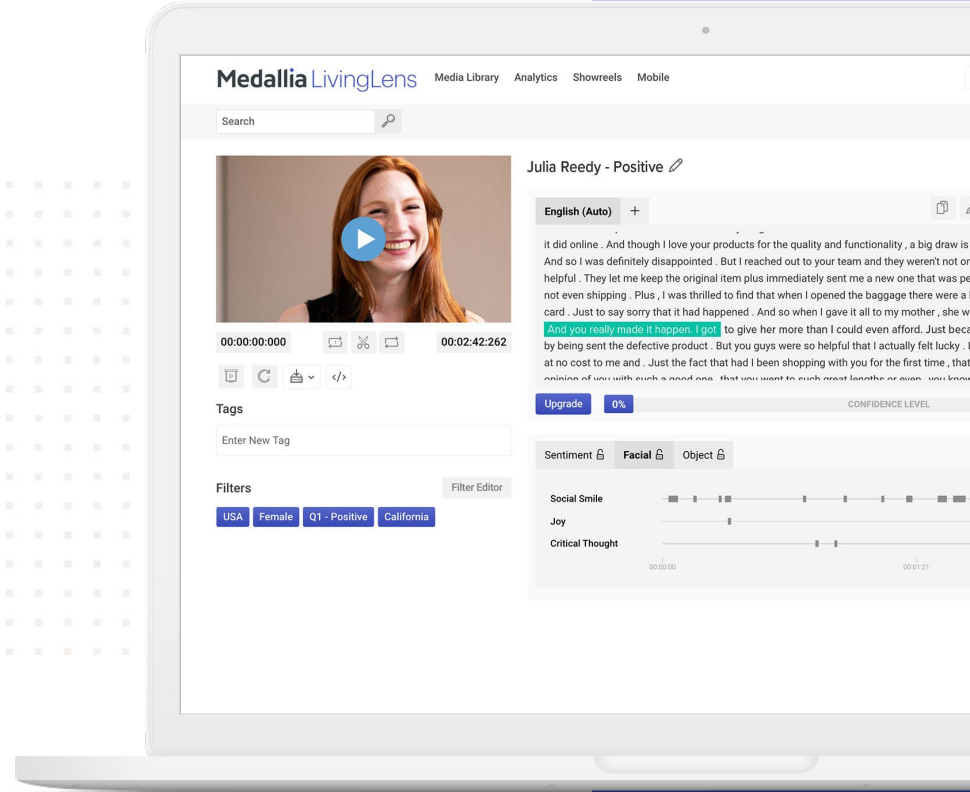
# Medallia LivingLens

Collect faster, richer feedback with the power of video

- Capture video, audio & images in a wide variety of ways
- Automate discovery & analysis of meaningful insights from video assets
- Share impactful stories and reports to humanize insight & drive action

[LEARN MORE ABOUT LIVINGLENS VIDEO >](#)

[WATCH THE LIVINGLENS POWERUP >](#)



INTRODUCING

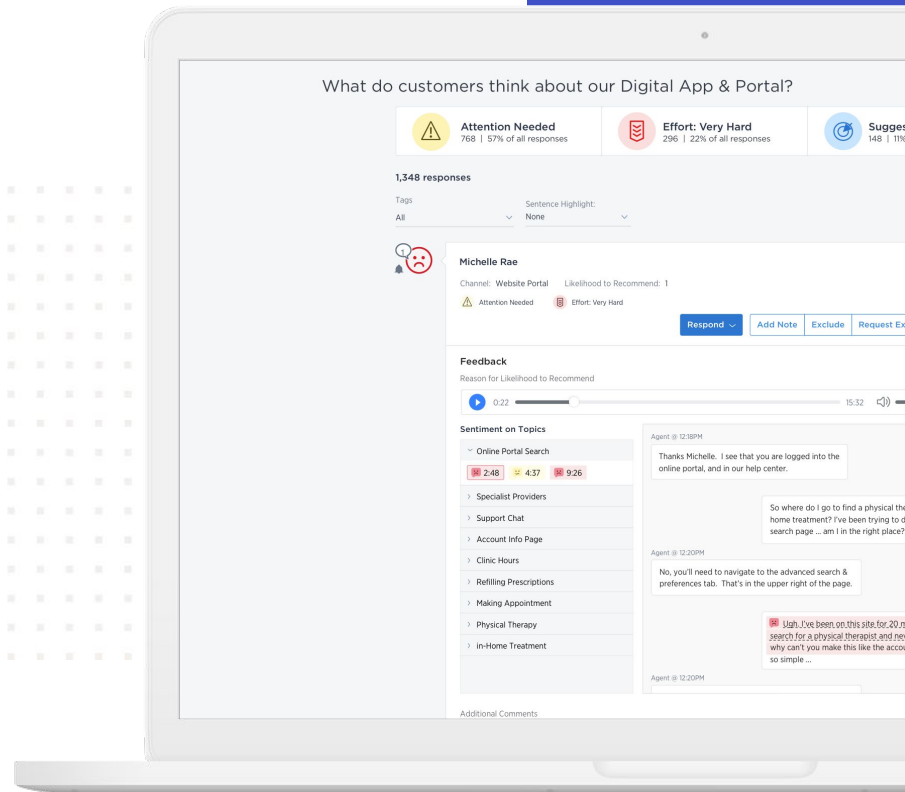
# Medallia Speech

Surface actionable insights from every voice interaction

- Transcribe every call with high accuracy & readability
- Conduct speech analytics and capture a rich set of call metrics such as talk time, silence time, overtalk and tone
- Surface actionable insights from every call such as call reason, customer effort, churn risk, and suggestions through Athena Text Analytics and Action Intelligence
- Understand the end to end customer experience with unified, cross-channel view

[LEARN MORE ABOUT MEDALLIA SPEECH >](#)

[WATCH THE MEDALLIA SPEECH POWERUP >](#)



INTRODUCING

# Medallia Insights Suite

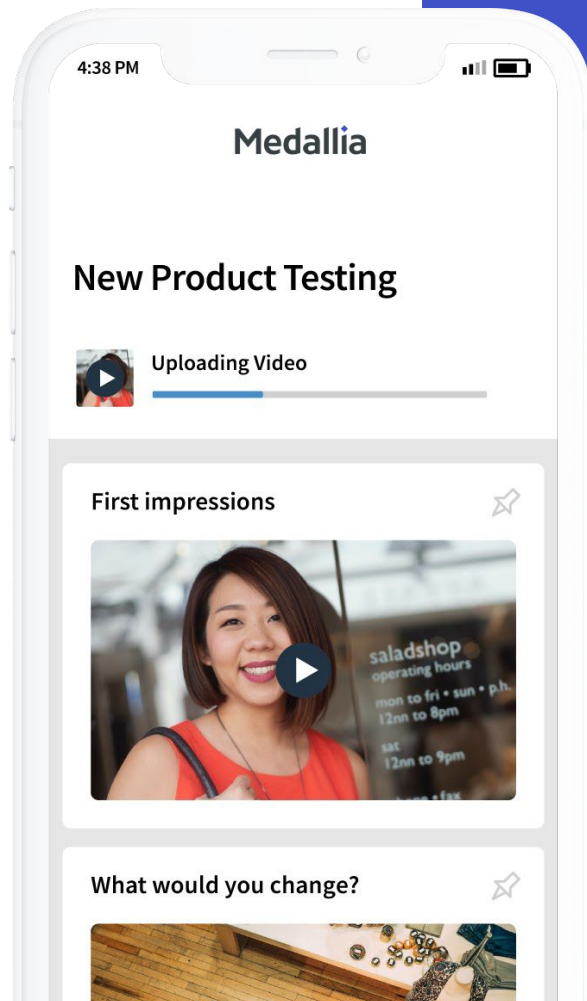
Leverage virtual engagement and video adoption to gain rapid insights from consumers

- Capture, analyze, and share consumer insights through video at speed
- Speed time to innovation through idea crowdsourcing
- Drive faster decision-making with quick and easy consumer input

[LEARN MORE ABOUT INSIGHTS SUITE >](#)

[WATCH THE INSIGHTS SUITE POWERUP >](#)

Medallia





“

The real power is in combining what people do with how they feel. We have an amazing set of integrations with an ecosystem of partners to help you do just that.

**Sarika Khanna**, *EVP & Chief Product Officer, Medallia*

# New Partnerships



Tie experience data to HR and financial data to reduce employee churn and develop top talent



Bring voice of the customer to and enable workflow to spur action within CRM

INTELLIGENT PLATFORM

Tap into the power of AI  
to see what you'd  
otherwise miss

02

“

Medallia Athena, our A.I. engine, processes billions of experience signals and uses machine learning to surface predictive and proactive insights, putting real power into the hands of employees.

**Sarika Khanna**, *EVP & Chief Product Officer, Medallia*



# Intelligence & Automation



## **Athena Identified Actions, Risks and Opportunities**

Prioritize CLF activities using attention score & risk categories. With Athena identified opportunities, turn your promoters into brand advocates by effectively nurturing the customer relationship. Actions help you identify initiatives which your customers are asking you to undertake.



## **Athena Customer Effort Score**

Easily understand customer effort for each respondent and discover drivers of customer effort for improving loyalty.



## **Action Impact**

Create action plans and understand their effectiveness as you execute.



NEW AND IMPROVED

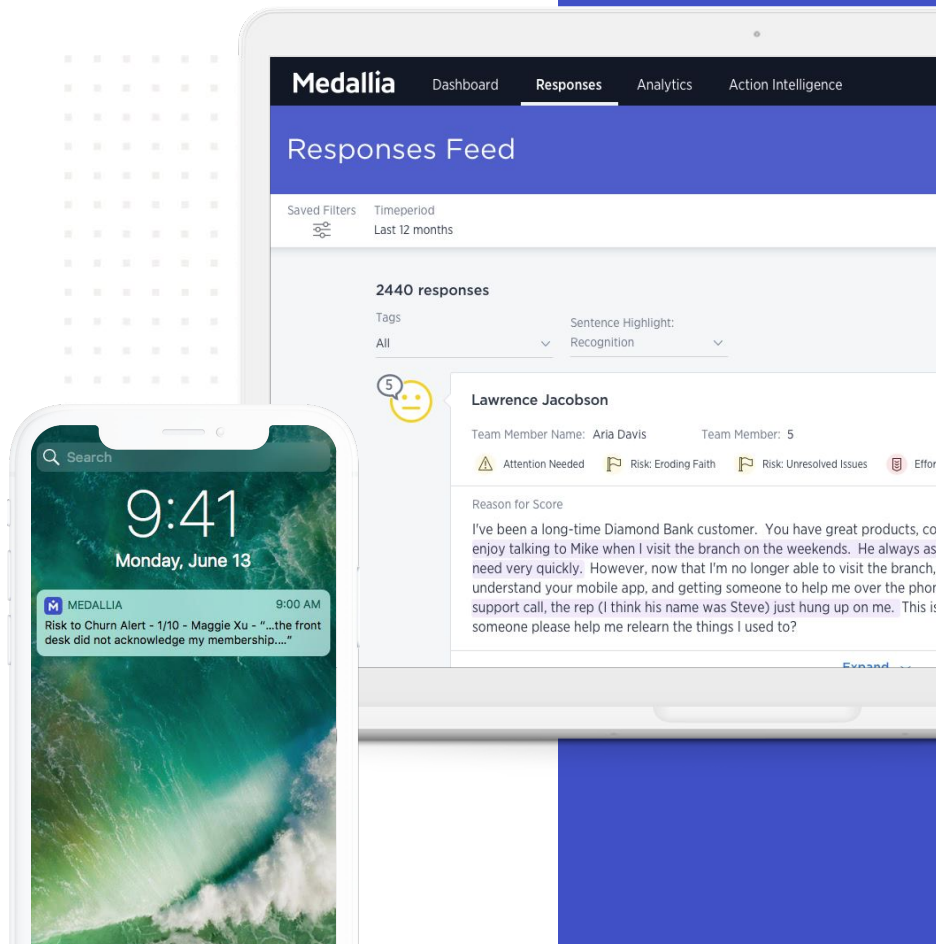
# Athena Action Intelligence

Gain actionable and adaptable CX intelligence

- Discover ideas on how to improve experiences from customer and employee feedback
- Rank suggestions for actionability, recency and impact
- **New:** Trigger real-time alerts based on opportunity or risk, including type of risk (churn, unresolved issue, etc.)
- **New:** Identify amount of ease or difficulty in an experience using a 5-tier customer effort scale

[LEARN MORE ABOUT ATHENA ACTION INTELLIGENCE >](#)

[WATCH THE ATHENA POWERUP >](#)

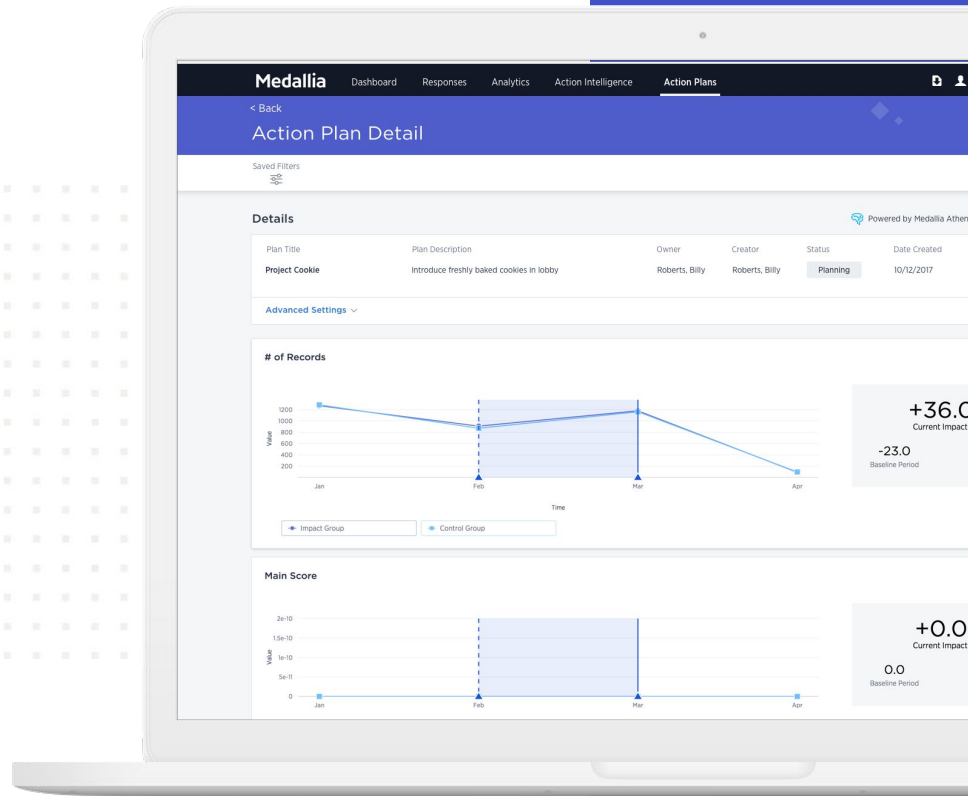


## INTRODUCING

# Medallia Action Impact

Understand the impact of new test initiatives before broad rollout to ensure maximum success

- Easily identify initiatives to improve customer or employee experiences from feedback
- Define the best metrics for testing initiatives
- Track impact against defined experience metrics for a control group
- Share best practices for fully implementing changes based on results



CONNECTING AND EMPOWERING EMPLOYEES

Tap into employee's wisdom to  
drive massive impact

03

“

Employees are the custodians of your brand. Your business is only as good, as innovative as your team.

**Sarika Khanna**, *EVP & Chief Product Officer, Medallia*

# Employee Experience



## **Quickstart Employee Micropulse**

Stay connected to employees and understand what's top of mind with a quick, always-on survey with video and text analytics



## **Crowdicity**

Idea management and collaboration platform to harness the ideas of employees, customers, and partners to drive innovation



## **Coaching Intelligence**

Automatically identify star performers for recognition and employee engagement and performance laggards for coaching





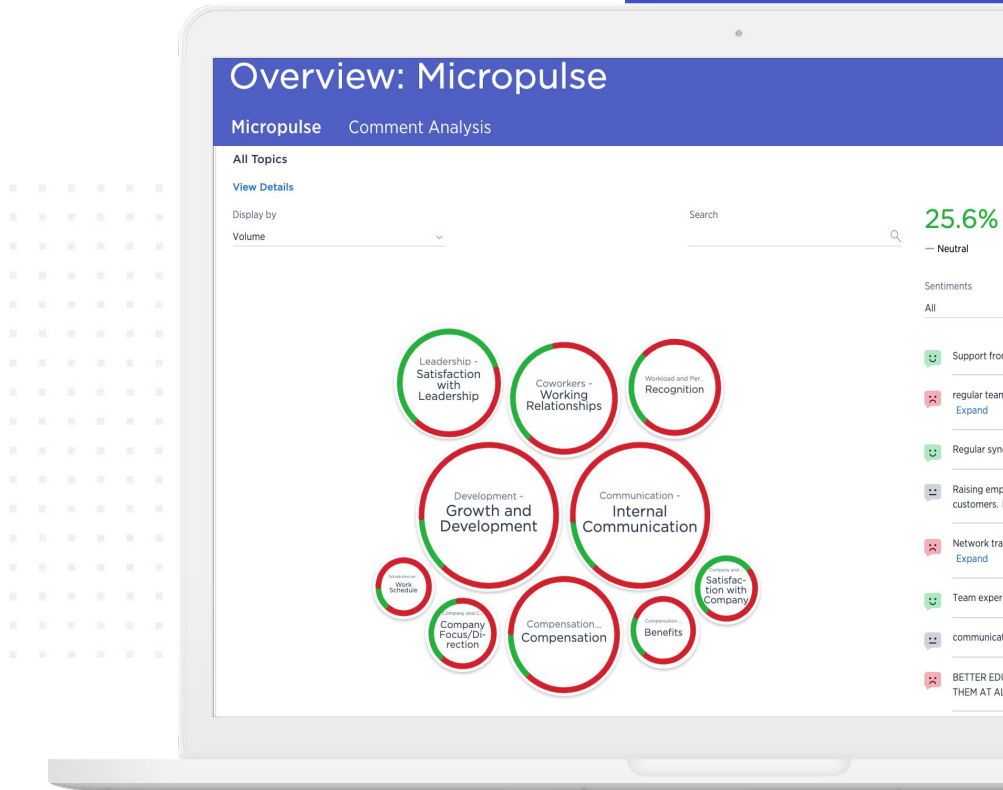
# Quickstart Employee Micropulse

Stay connected to employees during times of rapid change

- Know what's on employees minds by sending a quick, 3-question survey that's always on
- Empower employees to share their feedback in-the-moment via text, audio or video
- Understand how employee sentiment is shifting with periodic pulsing
- Make employee voices count by taking meaningful action on AI-powered insights

[LEARN MORE ABOUT QUICKSTART EMPLOYEE MICROPULSE >](#)

[WATCH THE QUICKSTART SOLUTIONS POWERUP >](#)



“

As much as we love surveys, we need new ways of collecting data, this is why I'm excited about what Medallia is doing with crowdsourcing data as well as other forms of listening like video – because listening is up, listening is very, very big.

**Josh Bersin**, *HR Industry Analyst & Founder, Bersin by Deloitte*

INTRODUCING

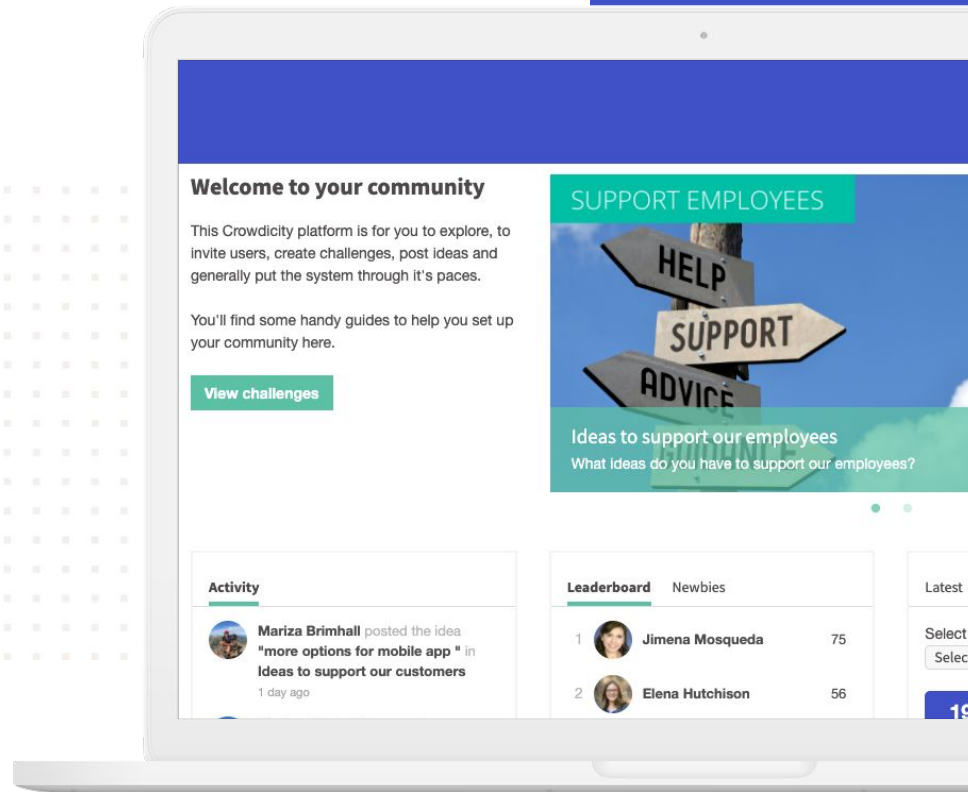
# Medallia Crowdcity

Crowdsource ideas from anyone, anywhere

- Rapidly build pop-up communities to crowdsource ideas and develop concepts
- Increase group collaboration and brainstorm creative solutions
- Foster a culture of innovation and drive employee engagement
- Generate ideas quickly, cost effectively and with agility

[LEARN MORE ABOUT CROWDCITY >](#)

[WATCH THE CROWDCITY POWERUP >](#)



# Crowdsourcing Novel Solutions to COVID-19 Testing in the UK

- Launched #TestingMethods2020 within 48 hours
- Immediate participation and strong community discussion:
  - Over 500 users joined in the first week
  - 138 ideas submitted
  - 1,050 comments on ideas
  - Over 35 ideas ready for deployment

“Through collaborative initiatives like this, we can bring together the brightest and the best to help us introduce innovative solutions.”

**Professor Dame Sue Hill**, *Chief Scientific Officer*  
*NHS England and NHS Improvement*

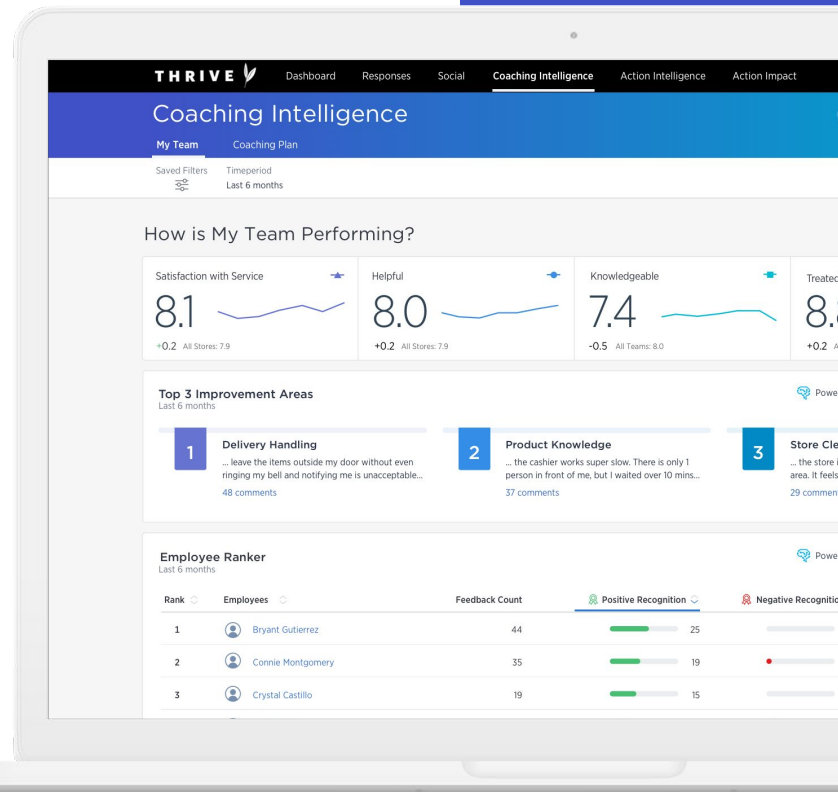


## INTRODUCING

# Athena Coaching Intelligence

Raise team performance and improve every customer interaction

- Surface positive and negative sentiment towards employees from customer comments
- Uncover teachable moments on behaviors to emulate or correct
- Create and maintain a coaching plan for each employee



LEARN MORE

Medallia Talks  
Medallia PowerUp  
Medallia MasterCast



## **Medallia Talks**

Leaders, thinkers, innovators  
curated for you



## MEDALLIA TALKS



“

I see this enormous shift toward companies who are great at treating their customers right, and really leaders who put their employees in a position to delight customers and earn their loyalty. That chain of events really drives the economics of the business.

**Fred Reichheld,**  
*Creator of the Net Promoter System*

[Watch Now](#)



“

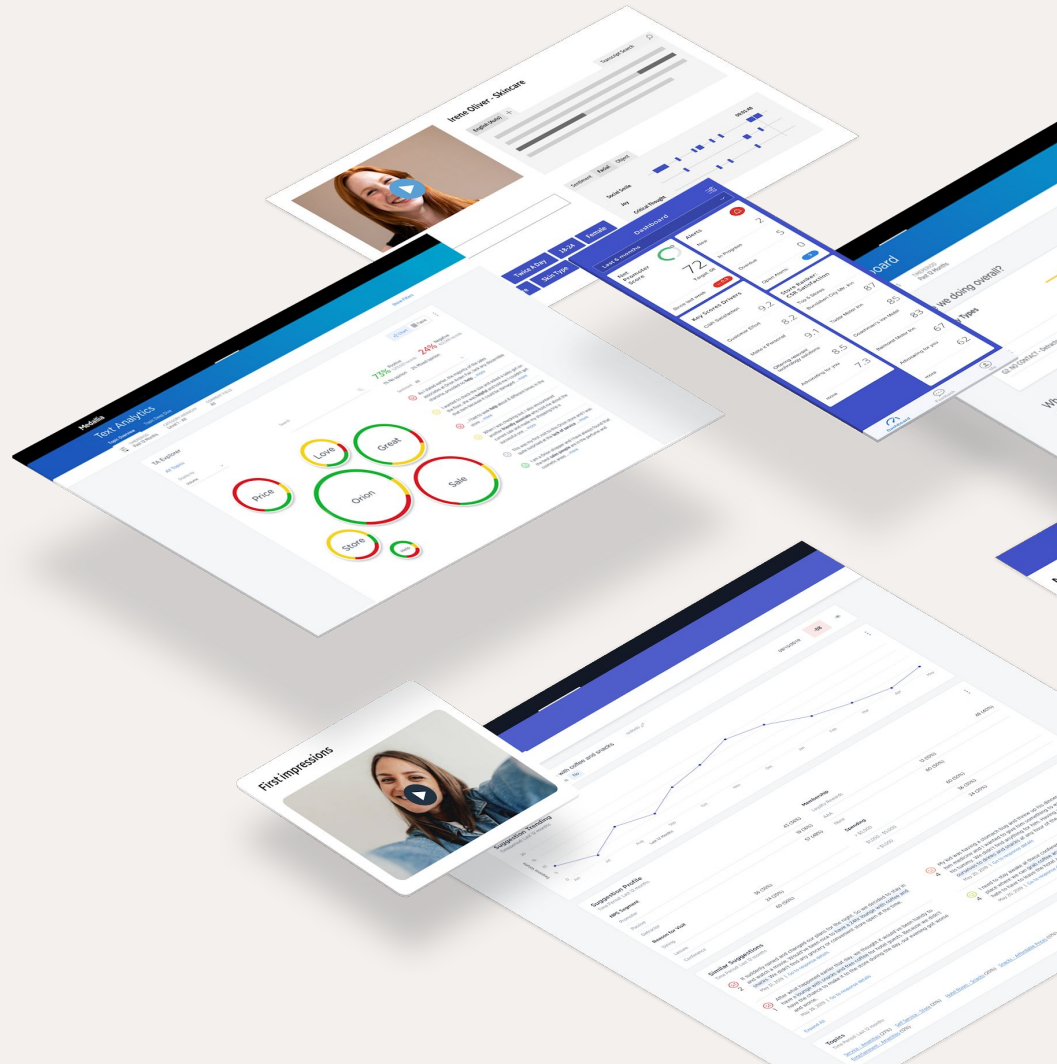
Best practice is continuous listening In many forms, continuous feedback and communication. In this particular stage of the crisis, the CEO has to be the Chief Empathy Officer, thinking about what is on [employee's] minds.

**Josh Bersin,**  
*HR Industry Analyst & Founder, Bersin by Deloitte*

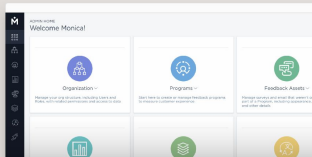
[Watch Now](#)



Latest technology,  
delivered by experts



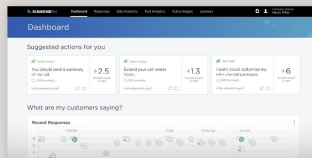
## Admin Suite



Manage your programs with speed and control

[WATCH NOW >](#)

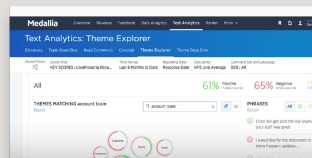
## Athena



Reveal hidden insights in unstructured data with AI

[WATCH NOW >](#)

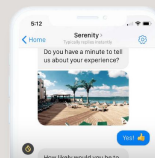
## B2B Experience



Align your team to exceed customer expectations

[WATCH NOW >](#)

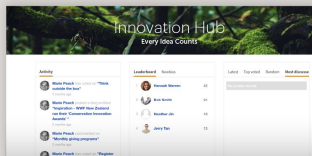
## Conversations



Use powerful messaging to increase feedback

[WATCH NOW >](#)

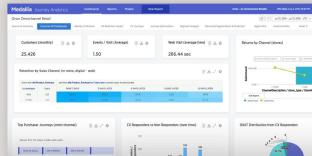
## Crowdcity



Crowdsource ideas and inspire innovation

[WATCH NOW >](#)

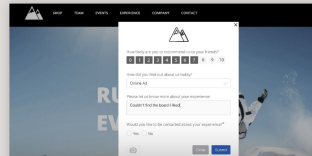
## CX Journey & CX Profile



Understand and optimize customer journeys

[WATCH NOW >](#)

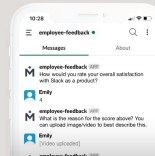
## Digital



Create flawless digital experiences

[WATCH NOW >](#)

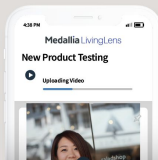
## Employee Experience



Engage in the moment for better work experiences

[WATCH NOW >](#)

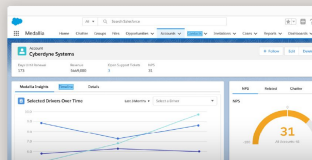
## Insights Suite



Drive decision through faster consumer insights

[WATCH NOW >](#)

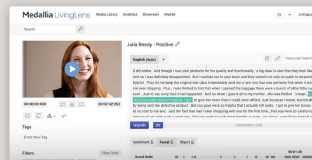
## Integrations



Connect Medallia to your systems of engagement

[WATCH NOW >](#)

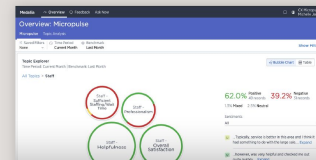
## LivingLens



Add the power of video for richer experience insights

[WATCH NOW >](#)

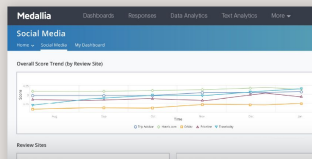
## Quickstart Solutions



Launch new pre-packaged curated offerings in days

[WATCH NOW >](#)

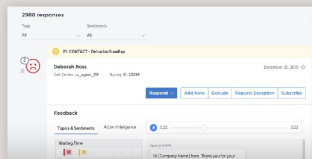
## Social



Benchmark your online reputation

[WATCH NOW >](#)

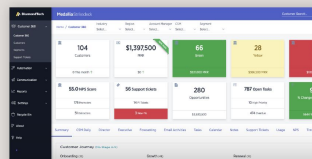
## Speech



Discover powerful insights from voice interactions

[WATCH NOW >](#)

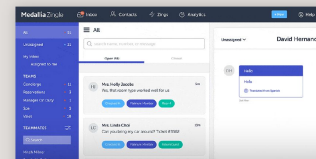
## Strikedeck



Deliver value across every account relationship

[WATCH NOW >](#)

## Zingle



Supercharge real-time assistance with messaging

[WATCH NOW >](#)



A virtual series  
presented by  
Medallia customers



# Conducting Virtual Video Research

Hear first hand how video research powered by Medallia LivingLens brings value to Atlassian's high growth collaborative environment.

Watch Now

“

We're working hard to get to dialogs as to the why behind what our users do, so that we can deliver the right solutions.

**Theresa Marwah**, Technology Lead, Research Ops

 **ATLASSIAN**

---





# Improving Processes for Teammates

Taking care of clients starts with taking care of teammates. Bank of America shares how they leveraged the success of their client experience platform to transform the employee experience.

Watch Now

“

We have to lead by example and provide an experience that mimics the experience we expect our teams to deliver to clients.

**David Price**, Academy Operations and Integration Manager

**BANK OF AMERICA**





# Challenging the “Fake News” in Your Organization

Learn how CAA employs Medallia data to challenge established beliefs and practices across its business, helping the organization reinvent how it engages its 6.5 million members and remain relevant.

Watch Now

“

What we want to do is take all of the data we have and use it to test the lore that we have within the organization to ask -- is that really true...?

**Jeff Walker**, Chief Strategy Officer



# Optimizing Digital Experiences

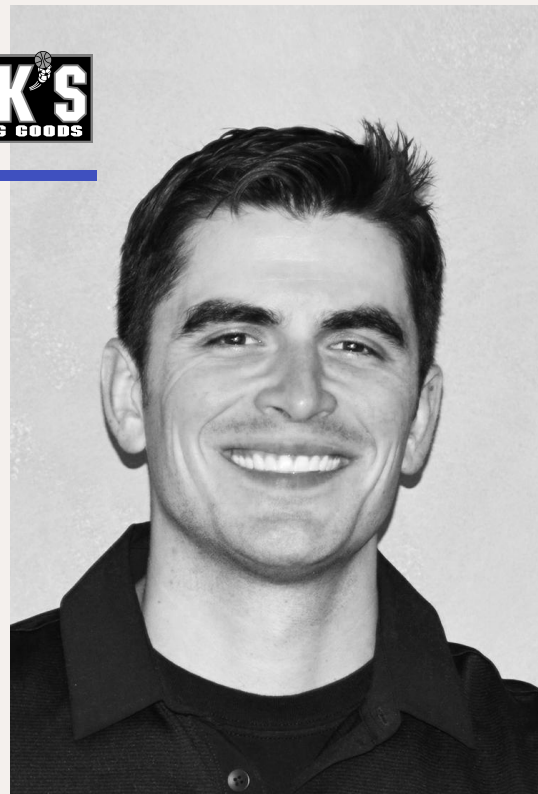
Learn how how Dick's Sporting Goods has combined digital analytics data from Adobe and the “why” behind customer behavior from Medallia to optimize their digital shopping experience and improve conversion rates.

Watch Now

“

The beauty is that we can tie [survey data] back to marketing channels, what pages they're browsing... there's a lot more to that double click we can do.

**Brett Wilps**, Senior E-Commerce Experience Analyst



# Transforming Hearts and Minds

It's easy to miss something you're not looking for. Get inspired by Inception Fertility's story of how they identified two CX blind spots that were culture game changers when fixed.

Watch Now

“

We are all equally important to the [customer] experience. We all have a very unique role.

**Lisa Duran**, Chief Experience Officer

inception  
FERTILITY™



# Improving Patient Experience

VA remains at the forefront of leading-edge approaches to patient care. Learn how the VA approach to patient experience continues to drive action and improvement.

Watch Now

“

We didn't want to just take an off-the-shelf patient experience program, apply it in VA, and hope that it worked.

**Michael Renfrow**, Deputy Director for Patient Experience

VA



U.S. Department  
of Veterans Affairs



# Building a CX Team

It's essential to think strategically about a CX team's scope and structure. Get a deep dive on how XP Inc's CX team was designed to ensure that the company grew while retaining and deepening its customer-centric strategy.

Watch Now

“

Customer centricity is a mindset that is built with practices, processes, and daily exercise to put the customer first.

**Guilherme Kolberg**, Head of Customer Experience

**XP inc.**



“

Innovation is really important to Medallia, and it's especially important at the current time. We're going to stay focused. We're going to keep innovating our platform.

**Leslie Stretch**, *President and Chief Executive Officer, Medallia*



# Thank You

Medallia