

The #1 Experience Management Platform

Medallia Experience Cloud™, a omnichannel enterprise-grade platform, leverages advanced artificial intelligence and machine learning to transform vast streams of customer and employee interaction data into actionable insights. By unifying experience data from every touchpoint, across all channels, with critical operational data, our AI empowers organizations to unlock a holistic view of their experience landscape.

Unlock every interaction with your brand

Powered by AI-driven experience insights and analytics, we deliver role-specific actions from the frontline to the C-suite. Through the integration of cutting-edge Generative AI, Medallia enables analysis and proactive, personalized responses based on real-time feedback. Our platform fosters a culture of immediate action, empowering the right person or system to take the right action, at the right moment. This leads to empowered employees, and a truly Voice of the Customer-centric organization, driving impactful business outcomes



PACIFIC LIFE CLOSING THE LOOP ON OMNICHANNEL FEEDBACK

“The effective integration of channels across marketing, sales, and service activities is critical to delivering a positive, brand-reinforcing experience at every touchpoint in the customer relationship. Medallia provides us an extendable set of capabilities for a consistent, enterprise-wide view of customer feedback to analyze and act upon from many listening posts”

Rob Goodman
Vice President, Enterprise Customer Experience Officer, Pacific Life

\$217B

In company assets

50+

NPS, in excellent range with active financial professionals

10K+

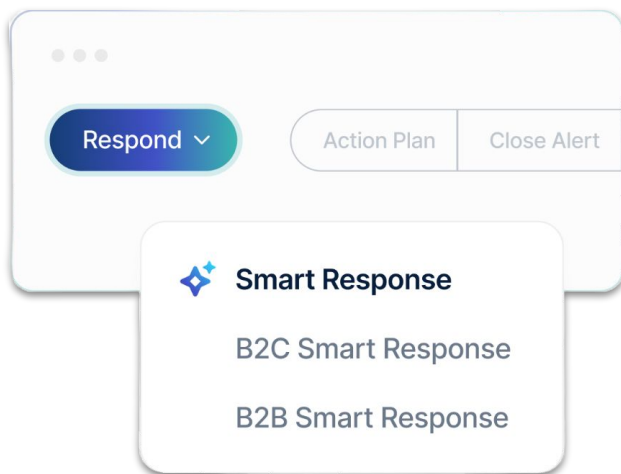
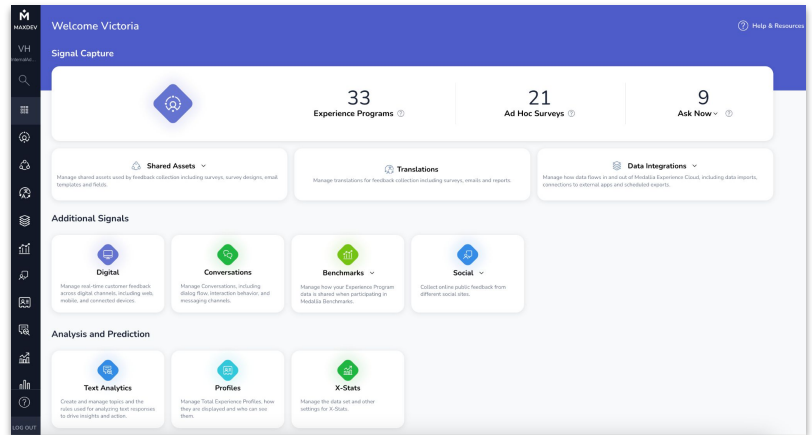
responses to surveys with a closed-loop feedback process



One experience platform to align your entire business

Built for control, designed for agility with self-service

Our self-service capabilities adapt to your evolving business needs with survey program creation, role-based reporting, alerts, mobile, and more.



Automatically surface & action on meaningful insights with AI

Medallia's AI & GenAI features take experience management to the next level. Our GenAI is built for widespread, scalable adoption & action across engagement channels.

Drive accountability and action across your organization

Whether you're on the frontline or C-Suite, our platform was made to be embedded into the everyday lives of your employees.



Empowering you to personalize omnichannel experiences



Increase Customer Loyalty

Provide sales and customer success teams with the necessary data to take action that improves customer loyalty, retention, and sales.



Actionable Generative AI

Empower greater consistency and quality of AI outputs with humans placed strategically in the loop throughout GenAI-streamlined workflows, so you can get from insight to action to value even faster



Exceptional Customer Service

Empower the frontline with AI-powered coaching while improving QM to make things right the first time & reduce support costs.



Orchestrate Digital Journeys

Take systematic action to deliver engaging online experiences while breaking down in-person and digital experience silos.

What leading analysts are saying...

The Forrester Wave™: Customer Feedback Management, Q4 2024

“Medallia shines in its ability to solicit feedback, understand the voice of the employee, and deliver robust analytics and customer experience measurement.”

The Forrester Wave™: Text Mining & Analytics Platforms, Q2 2024

“Medallia is a top choice for omnichannel text mining and analytics solutions...The vendor’s strategy stands out for its vision and innovation”

About Medallia

Medallia.com

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. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. www.medallia.com

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