

CUSTOMER SPOTLIGHT



# Increases revenue by focusing on the Voice of the Client



## Results with Medallia

**50%↑**

in combined net sales in businesses where client feedback is informing continuous improvement

**45%↑**

in relationship NPS since Medallia OCEM VoC programme launch

**5x↑**

in average net sales for detractors receiving a closed loop call

## SUMMARY

- Fidelity's Voice of the Client activities consisted of 30 separate programmes with little ability to compare client experience across regions.
- Fidelity selected Medallia to create a globally consistent, automated feedback programme that's integrated with Salesforce.
- Integrating Medallia's text analytics solution allowed Fidelity to develop a more nuanced understanding of open comments customers leave in survey feedback.
- The award-winning programme provides a more holistic understanding of customers' pain points so that improvement activities can be directed towards where they are most needed, linking satisfaction to real results like net sales, redemptions, share of wallet and profitability, and to predict clients at risk of churn.

## Challenge

Offering world-class investment solutions and retirement expertise, Fidelity International is a top global investment management company with over 2 million clients in 28 countries. Privately owned and independent, it is driven by the needs of clients rather than shareholders.

Fidelity's Voice of the Client activity was previously underpinned by 30 separate programmes. The business recognised the value of introducing a single solution to support the prioritisation of action and investment in improving client experience, through a new global Voice of the Client programme that could embed a customer centric culture from executives to the front line, deliver service excellence and clearly demonstrate the impact of client experience on strategic outcomes.

## Action

Fidelity worked with Medallia to launch a globally consistent approach to measuring customer experience using surveys and touchpoint monitors. To further enrich insights, the analytics team overlays behavioural metadata onto NPS feedback to help diagnose where journey improvements should be targeted. The programme enables every colleague to access, understand and act on client feedback in order to make improvements to products and services where they matter most in the customer journey.

Medallia's text analytics solution was a pivotal part of the initiative, allowing a more nuanced understanding of what customers are saying through the open comments they leave in survey feedback. This lets Fidelity assess the impact of particular issues on customer satisfaction and NPS.

To further promote culture change around customer obsession, Fidelity launched an Executive Level Close Loop programme. Senior leaders from areas as diverse as technology, digital, change, operations, propositions, marketing, product and distribution now make outbound calls to customers to address issues they have raised in surveys.



## Impact

Fidelity's global Voice of the Client programme has democratised the voice of its 2.5 million clients, leading to improvements both in strategic decisions as well as everyday business activities. Client obsession is now a core component of the organisation.

By bringing the voice of clients into every part of the business, Fidelity has seen tangible positive commercial outcomes. It has improved retention rates of client assets, and driven up net new sales. Fidelity has also been able to quantify the financial impact of closing the loop with detractors.

The award-winning programme has been fundamental in Fidelity's culture shift from a product-led business to a business that is customer obsessed. In breaking down corporate silos, aligning around the customer and focusing on the end-to-end experience, Fidelity now positions customers at the core of all strategies and activities.

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Our VoC programme is central to Fidelity's culture of customer obsession. It allows us to really understand client journeys and use that insight and analysis to connect directly with customers to better meet their needs and focus our continuous improvement efforts”.

**Stella Creasey**

Global Voice of Client Director,  
Fidelity International

Learn more at [medallia.com](https://medallia.com)

## 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](https://medallia.com).

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