Medallia

For State and Local Government

Your residents are counting on you to do extraordinary things. They expect a government experience on par with what they receive from the private sector. Gathering and reviewing feedback on your policies, systems, service, etc., allows you to focus on what is essential, double down on your strengths, and get ahead of vulnerabilities. Quite often, the loudest voices you hear are the ones who complain. Capturing unstructured data gives you the bigger picture. You will not only learn where to improve; but gain insight into what is successful.

Improving resident experiences results in an increase in government trust. Medallia captures feedback, analyzes the data, and helps your team take action to close experiences gaps. Our platform does the hard work, helping you understand your customers. Its learning-based AI delivers in-the-moment visibility into customer interactions to drive actions that can transform experiences as they happen.

Whether assisting a resident, patient, passenger, farmer, or student, Medallia can help you transform daily interactions in the services you provide. Customer Experience (CX) isn't just surveys; it's knowing what is necessary to achieve your mission. We empower your employees, providing them with real-time, actionable insights so they can best serve the public.

Understanding what's essential to your resident can improve the public's trust and drive demonstrable impacts in operating efficiencies, risk reduction, fix issues, and more. Medallia knows how to help. We are the feedback backbone of many of the world's most loved brands, government agencies, and those driving successful CX transformation.

Capture Every Signal
Get one view of the voice of your customers and employees. Integrate all y our customer and employee data from digital, contact centers, social, videos, emails, and more.

Analyze & Predict
Make sense of experience data with our machine learning models. Let AI do the work to prioritize the biggest opportunities, understand preferences and intent, to drive action in performance improvement and service recovery.

Route & Empower
Take action, every time, with tailored data and real time insights. Empower your team through our unique organization mapping, personalized reports and real-time alerts.

Timely and Proactive Action
In real-time improve and enhance service delivery for customers and employees.

At a Glance
- Founded in 2001
- FedRamp High Certified
- NAICS Code: 518210

Contracting Information
- NASPO
- OMNIA
- CaSAWS
- CMAS

Select Government Customers
- California DMV
- City Of San Diego
- United States Postal Service
- Port Authority of New York and New Jersey
- United States Department of Agriculture
- Nebraska Emergency Management Agency
- Department of Veteran Affairs
- Washington State Department of Children, Youth & Families

Medallia: Leader in CX
- Named a Leader in The Forrester Wave™: Customer Feedback Management Platforms, Q2 2021
- Named a Leader in Gartner Magic Quadrant for Voice of the Customer (December, 2020)
- IDC: Business Value of Medallia Experience Cloud - 732% ROI average over 3 years (June, 2021)
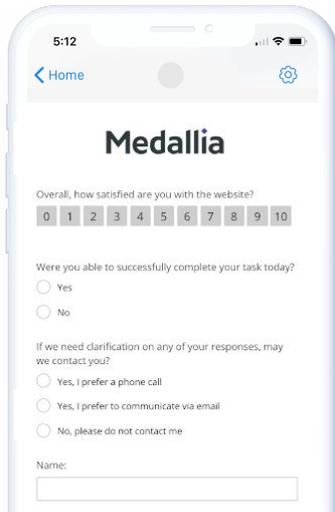
Elevate the public experience

Drive change across your organization through equitable listening

- Elevate the constituent voice with richer feedback and robust action management across many touchpoints.
- Quickly identify pain points and rapidly capture feedback to implement solutions to address them continuously.
- Generate alerts for service teams when an issue arises and allow you to close the loop with individuals rapidly.
- Customers can connect with officials on what matters most, including building a better budget with their tax dollars.

Engage and empower employees

Engage and empower employees to drive better service for your residents

- Drive organizational efficiency by designing, managing, and scaling world-class employee experience programs.
- Establish a culture of empowerment and action, foster innovation and creativity.
- Improve employee happiness and productivity, and elevate employee experience as a strategic pillar central to your agency's success.
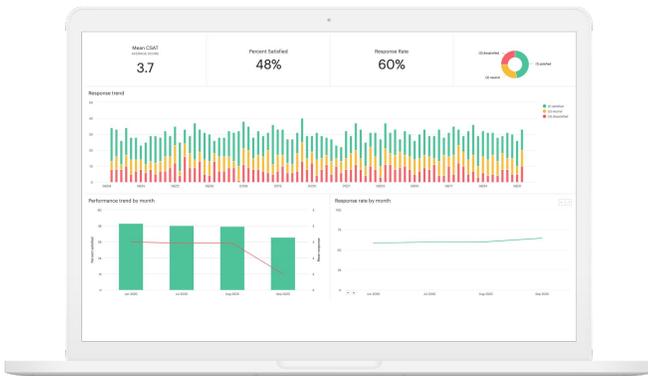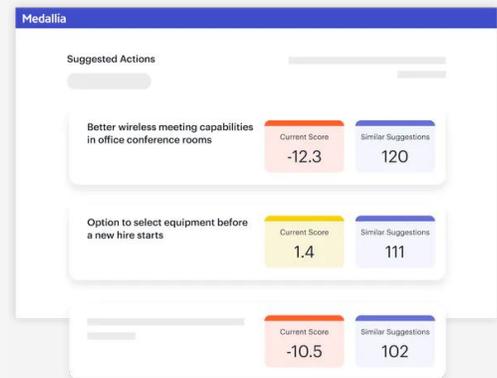
Rebuild Trust in the Government

Improve communication and increase the confidence in the government.

- Identify and act on the appropriate signals.
- Enhance resident trust through positive service delivery experiences
- Establish and implement equitable policies.
- Change negative perceptions by delivering on promises.

Meet with a Medallia Expert →