



CASE STUDY

# HP improves customer service delivery across digital channels



Using Medallia's digital feedback solution with Adobe Analytics helps my team in being more confident when experimenting with changes and getting buy-in from Senior Executives.

**Anand Singh**  
Project Manager at HP

**Medallia**

## Challenge

Anand Singh, Project Manager at HP, desired to have a 360-degree view of what customers were trying to accomplish when they visited HP's support site. Since one of his team's KPIs was resolve rate, they wanted to spend less time troubleshooting and focus on understanding what customers were doing. The team decided to integrate Medallia's digital feedback solutions with Adobe Analytics, to combine customer feedback across physical and digital channels, accelerating identification of areas for improvement.

## Action

By combining data on what customers are thinking [Medallia] with data on what customers are doing [Adobe Analytics], Singh's team was able to identify points in the customer journey that required changes. For example, they determined that 75% of customers visiting the Printer support site were trying to troubleshoot setting up a new printer. This insight helped them determine how to change the navigation page routing and options, and perform A/B testing to vet what a change would look like. Subsequent testing showed that once they implemented the routing changes, they had a much higher resolution rate.

## Impact

The combination of Medallia and Adobe Analytics data showed HP why they were losing customers at particular points in their journey. This provided HP with the ability to intercept customers at important moments in the digital experience and provide them the help they needed. As a result, the team was able to significantly boost resolve rates across digital channels, improving the resolution rate by 21% for the PrinterSetup support site.

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