



Collect top-of-mind  
feedback from  
on-site customers.

## In-The-Moment Feedback

Traditional feedback channels are important, but aren't always convenient or used by all of your customers. Sometimes customers want to give you feedback during or soon after they have an experience. With mobile devices becoming ubiquitous people have the tools they need to share feedback with you directly and even more publicly in social media.

Providing an outlet for your customers to give in-the-moment feedback in your locations allows you to get feedback from customers before they walk out. This enables businesses to not only get feedback from customers, but non-customers as well. Show your customers that their voice matters, regardless of whether they make a purchase that day. Make in-the-moment feedback an option for customers to share their insights about their experience with your business.



# Key Benefits of In-The-Moment Feedback.

## Timley and Fresh.

**Hear fresh insights before customers leave your location.** Memory recall rapidly declines within hours of an event. The sooner feedback is captured, the more accurate it is.

- ✓ **Capture fresher, more powerful feedback:** Engage customers before they walk out the door.
- ✓ **Identify and fix customer issues faster:** Whether the feedback is praise or criticism, staff members can listen and act instantly.
- ✓ **Solicit without soliciting:** Traditional survey channels present a challenge: when is it appropriate to solicit feedback? A noninvasive sign lets customers decide when the moment is right.
- ✓ **Close the loop:** Give employees a chance to follow up and save customers before they walk out.

## Engages Non-Buyers.

**Learn from visitors who don't buy your product or service.** You won't get the whole story if you listen only to buying customers. Medallia enables non-buying customers to engage your brand and identify gaps in your product or service.

## Location-Tailored.

**Enable local feedback and tailor questions to a location's nuances.** Make questions more relevant to customers and more actionable to businesses.

## Holistic.

**Get holistic feedback across customer segments.** Certain customer groups, such as Gen Y, prefer texting and other mobile channels. In-the-moment feedback reaches across demographics.

# How In-The-Moment Feedback Works.

## Customers request surveys while on-site.

Medallia helps you integrate with the right technology to initiate the conversation, such as:

- ✓ QR codes and SMS short codes
- ✓ Custom URLs
- ✓ On-location tablets
- ✓ NFC tags
- ✓ In-app surveys
- ✓ Geo-location

## Questions can be based on the customer's location by using location-aware services.

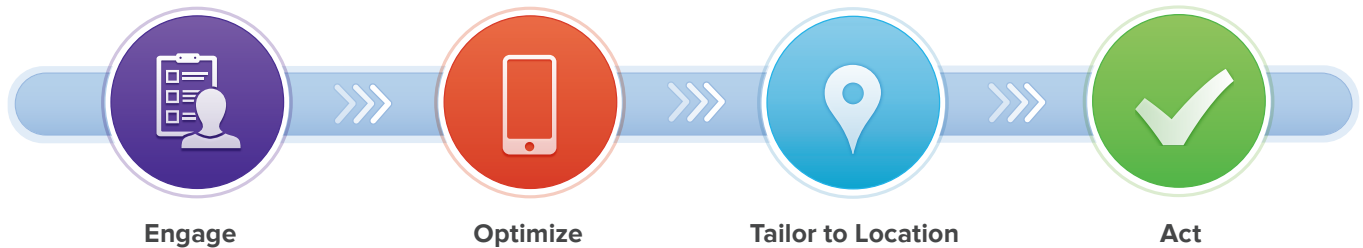
Medallia knows which location your customer is in and can tailor a survey to a particular store's product and/or service line.

## Surveys are customized for mobile, with optimum look and feel.

Surveys are sent to customers and don't require downloading an app. Medallia supports the most widely used mobile device platforms. So whether on iPhone, BlackBerry, or Android, the survey looks great and is easy to navigate. Free-form text is included to get the details, too.

## Feedback goes to Medallia immediately, and employees can receive live alerts.

Responses are instantly routed to employees who can act on them. Staff members can restore relationships before buying decisions are considered, reaching customers before the point of sale.



## Case Study: Large US Retailer

### Problem:

- ✓ Customers are asked to provide feedback only if they make a purchase.
- ✓ Corporate does not know if problems are due to product line limitations, store organization, or sales associate competency until after the customer leaves.

### In-the Moment Solution:

- ✓ Operational improvement insights come from customers who don't buy products.
- ✓ Surveys are tailored for locations with different selections and offerings.
- ✓ Employees are instantly alerted to problems, often before the customer exits the store.

## About Medallia

Medallia® is the Customer Experience Management (CEM) company that is trusted by hundreds of the world's leading brands, including Four Seasons, GE, Gold's Gym, Sephora, Verizon, and Zurich Insurance. We enable companies to survey and capture customer feedback across Web, social, mobile, and contact center channels, understand it in real-time, and take action to improve the customer experience (CX). We offer world-class engineering, technology innovation, a customer-centric services organization, and a Software-as-a-Service (SaaS) application that is accessed by all your employees, from the C-suite through to the frontline. Medallia helps companies create customers who love your business. Founded in 2001, Medallia has regional headquarters in Silicon Valley, London, and Buenos Aires. Learn more at [www.Medallia.com](http://www.Medallia.com).

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