



## Medallia and Ipsos Partner to Bring You World-Class Customer Experience Solutions

### **Market-Leading Customer Experience Management Software Delivered by the #1 Global Customer Experience Professional Services Firm**

As global competition becomes ever more intense, successful leaders are realizing that to stay ahead, they need to compete on overall customer experience, going beyond product innovation and even operational excellence. Building a customer-centric business is the goal of every executive, but this critical task is easier said than done. Without the voice of the customer, managers must rely on assumptions about customer wants and needs.

Embedding a unified view of customer feedback across an organization is the first step in putting the customer first. Then a consistent methodology to improve, track, and operationalize customer feedback across disparate business units, functions, and geographies can turn an organization into a customer-centric enterprise. However, the delivery of customer feedback to the organization is not enough to make this happen. Scalable and flexible voice of the customer (VOC) technology, implemented in partnership with methodological experts with global reach, is critical to make the vision of a unified customer experience program a reality.

### **Software and Services Partnership—the Proven Model for Enterprise Application Deployment**

Ipsos Loyalty, the #1 global customer experience professional services firm, and Medallia, the world's largest and fastest-growing customer experience management technology provider, have partnered to deliver world-class customer experience, satisfaction, and loyalty expertise and technology to global enterprises. The partnership brings together technology integrators, program managers, and customer relationship experts from Ipsos Loyalty with software engineers and product managers of Medallia.

Together, Medallia and Ipsos can solve the most complex global VOC program challenges. By working with Medallia and Ipsos Loyalty, leaders get the best of both worlds—leading-edge enterprise-class VOC software combined with service from the premier global customer experience professional services firm. In the past, companies seeking to create a voice of the customer program, had to piece together a solution from professional services and technology companies. Today, organizations can take advantage of the quality, value, and service that come with the Medallia-Ipsos partnership.

## Together: Better Technology, Deeper Insights, and Measurable Results

Medallia's Customer Experience Management software offers real-time analytics tailored to every person in your organization, from the C-suite to the frontline. The Medallia platform enables everyone to instantly know exactly what he or she needs to do to improve the customer experience. Ipsos Loyalty unites some of the most influential thinkers on loyalty with practical methodologies for customer understanding, performance measurement, and organizational alignment around the customer. Together, Medallia and Ipsos Loyalty deliver better technology, deeper insights, and measurable improvements for your customer experience management programs.

### Premier Global Customer Experience Professional Services Firm

#### Ipsos:

- ✓ Configures and launches Medallia CEM programs using proven and proprietary tools for capturing feedback, analysis, reporting design, business process change, education, and training.
- ✓ Provides program design (and redesign) with ongoing guidance, management support, and continuous program enhancements.
- ✓ Coaches change management, champion building, expanding user adoption, and establishing executive sponsorship.
- ✓ Conducts in-depth journey mapping, action planning, and goal setting workshops, that brings qualitative and quantitative information together with behavioral propensity and predictive analysis and research.
- ✓ Operates and collects data in every country in the world in every modality.

### World-Class Scalable CEM SaaS Software

#### Medallia:

- ✓ Provides a reliable, proven platform for operationalizing customer experience management across your business.
- ✓ Includes feedback capture through surveys, website, text, social, and mobile, and delivers role-specific analytics and routed actions.
- ✓ Pushes alerts and closed-loop customer engagement and recovery actions for all layers of your organization.
- ✓ Includes dashboards and reports for insights teams, executives, and the frontline.
- ✓ Supports over 70 languages, enabling global organizations to create optimal local experiences.

Together, Medallia and Ipsos are uniquely positioned to help companies uncover, understand, and act to improve customer experiences. Contact us now to unlock your customers' voice.

### About Medallia

Medallia is the customer experience management company. Founded in 2001, the company is trusted by the world's leading brands, including Best Western, Four Seasons, Gold's Gym, Sephora, Sony, and Verizon, to improve customer experiences. Medallia provides a Software as a Service (SaaS) application that captures feedback across web, social, mobile, and contact center channels, analyzes it in real time, and enables companies to take action, from the CEO to the frontline. Medallia is the largest SaaS customer experience management platform provider in the world, with users in 100 countries and 70 languages.

### About Ipsos Loyalty

Ipsos Loyalty is the #1 professional services firm and market, thought and technology service leader in customer experience, satisfaction, and loyalty, with over \$340 million in annual sales delivered by 1,100+ dedicated experts in 85 countries around the world. Ipsos Loyalty is the trusted advisor to top executives of the world's leading enterprises across industry sectors on all matters relating to measuring, modeling, and managing customer and employee relationships.