

How a leading utilities company powers an evolving organizational structure with customer feedback



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Our customer feedback program brings the voice of the customer to everyone’s fingertips. Whether interacting directly or indirectly with customers, all employees play a role in delivering positive customer experiences.

— Team Member

Improving a regional utility's customer experience

Covering so many customers across such a large region can make it difficult to understand and deliver the best service. So, a leading utilities company implemented a customer feedback program designed to transform the way the company listens to and engages with the consumer. However, the first platform the company tried was not sophisticated enough to meet the utility's needs. They could not offer dynamic reporting at the network, team, and individual level, nor could they support single sign-on (SSO) and automated alerts. These issues made it difficult for employees to take action quickly and effectively to meet customer needs.

The company needed a platform that could support multiple hierarchies — from billing to call center reps — in order for it to be useful in diagnosing problems and improving the customer experience. It also needed to expand to meet the needs of consumers who rely on the utility every day — and those who serve them. A team member had experience working with Medallia while working at another company and had confidence that the platform could solve the organizational hierarchy management challenges and make the program truly effective.

Transforming the way customer feedback is shared

The utilities company chose the Medallia platform to boost their customer feedback program, offering flexibility and multiple hierarchy support that is easy to use. Now the company can collect and respond to customer feedback after six key customer-interaction touchpoints: field technician, call center representative, payment office representative, website, interactive voice response, and billing interactions.

Here's how it works: Within 24 hours after a customer interacts with one of these touchpoints, a random sampling of customers is invited via email to complete an online survey about their experience. Once the customer completes the survey, the responses are recorded by Medallia and are immediately accessible across the organization, including executives, the customer insights & analytics team, branch personnel, contact center leads, and so on. Medallia provides experience data and alerts to employees in real-time through its in-memory analytics engine, instantaneously managing millions of experience interactions and signals, and distributing information to any number of employees.

Medallia helps identify, analyze and act on customer pain points, allowing members to get the information they need to provide better service to their clients. Team members can now focus on supporting field technicians, call center staff, and internal business partners, reducing the number of resources needed to manage the program. Medallia provides these employees with an accurate view of the data tailored to their role and relevant to the customer interactions for their area of responsibility. They can spot issues, from billing problems to technical difficulties, and solve them before they impact customers.



Delivering on the mission

It's not just about gathering the feedback — it's also making the customer feel heard. One customer who requested a callback from a supervisor was shocked to be contacted by one of the champions in order to resolve the issue. The customer noted that she did not expect a callback "because many companies don't return calls regarding negative feedback."

The utilities company can now streamline and enhance the customer experience, allowing for better service delivery. At the same time, the program helps reduce and eliminate inefficiencies and provides feedback and coaching opportunities for employees.

Learn more at 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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