

REAL TIME IS THE RIGHT TIME

Your Guide to
In the Moment
Experience
Engagement

Medallia



The Real Time Advantage

When it comes to customer experience (CX), the ability to have meaningful, relevant, in-the-moment interactions can change an ordinary experience into an extraordinary one – it can also mean the difference between winning or losing a customer.

In this eBook, you will learn how to more effectively engage customers and gain the insights needed to deliver extraordinary experiences:

- » **Make every moment count** with timely engagement throughout the customer journey.
- » **Design for the customer** and increase their desire to provide feedback as experiences are happening.
- » **Be everywhere your customers are** by supporting the communication channels they prefer.





Make Every Moment Count

“52% of consumers stated that a negative experience they had in the past year could have been improved if they had the opportunity to give real-time feedback and the company took immediate action.”

Medallia Research 2018

“Customer Engagement Now: Real Time is the Right Time”

Extraordinary experiences are made by engaging directly with customers during moments that matter.

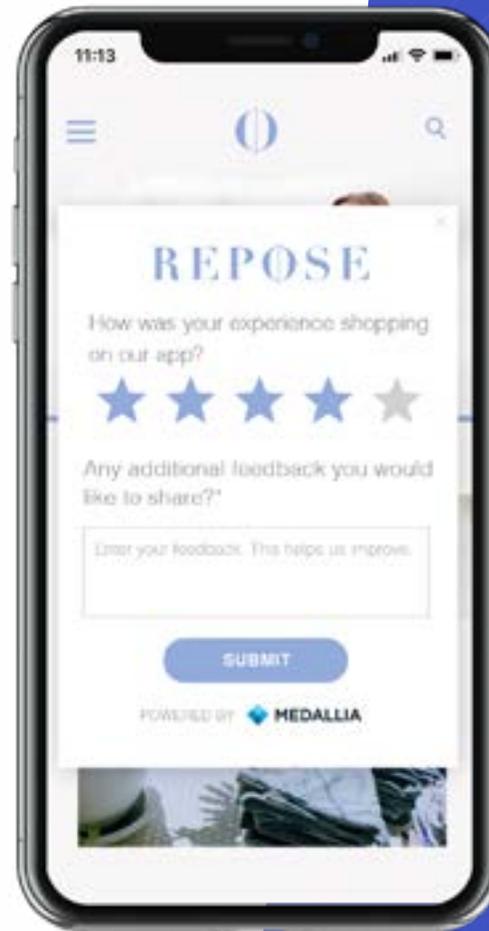
Listen and Respond

A customer experience is often not a single event, but a set of connected moments that together form the experience. While the sum of these moments determines how the customer views the experience, any single moment can have an impact.

By listening to customers at key moments, there is an opportunity to positively influence what is happening and improve customer outcomes. But listening alone is not enough...you need the ability to respond in the moment to what customers are telling you.

In order to improve the customer experience throughout these connected moments, make sure that you have thought through the following:

- » Identify the key moments that most heavily influence the outcome of the experience, and make it quick and easy for customers to provide feedback as close to those key experience moments as possible.
- » Find ways to encourage feedback by putting it in places where your customers are, such as embedding it in your brand's mobile app. And for customers who opt out of your feedback requests, give them easy access to provide feedback on their own.
- » Create real-time alerts for feedback with a high risk of customer dissatisfaction. Alerts need clearly defined response teams, internal service level agreements (SLAs) for quick response (and resolution when possible), as well as automated escalation paths for when SLAs are not met.



Medallia Digital In-App

Medallia Digital In-App lets you embed experience feedback directly in your app. You can easily adjust targeting or intercept settings, as well as update content or design through the self-service capabilities of the Medallia Experience Cloud. And with its ability to integrate with push notifications, you can engage your app users effortlessly, in-the-moment, during key moments of each experience.

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Design for the Customer

“CX transformation leaders need to make surveys more engaging, visual, and conversational.”

The Future of CX Measurement
Forrester Research, October 2017

Organizations need to think of asking for experience feedback as an experience itself.



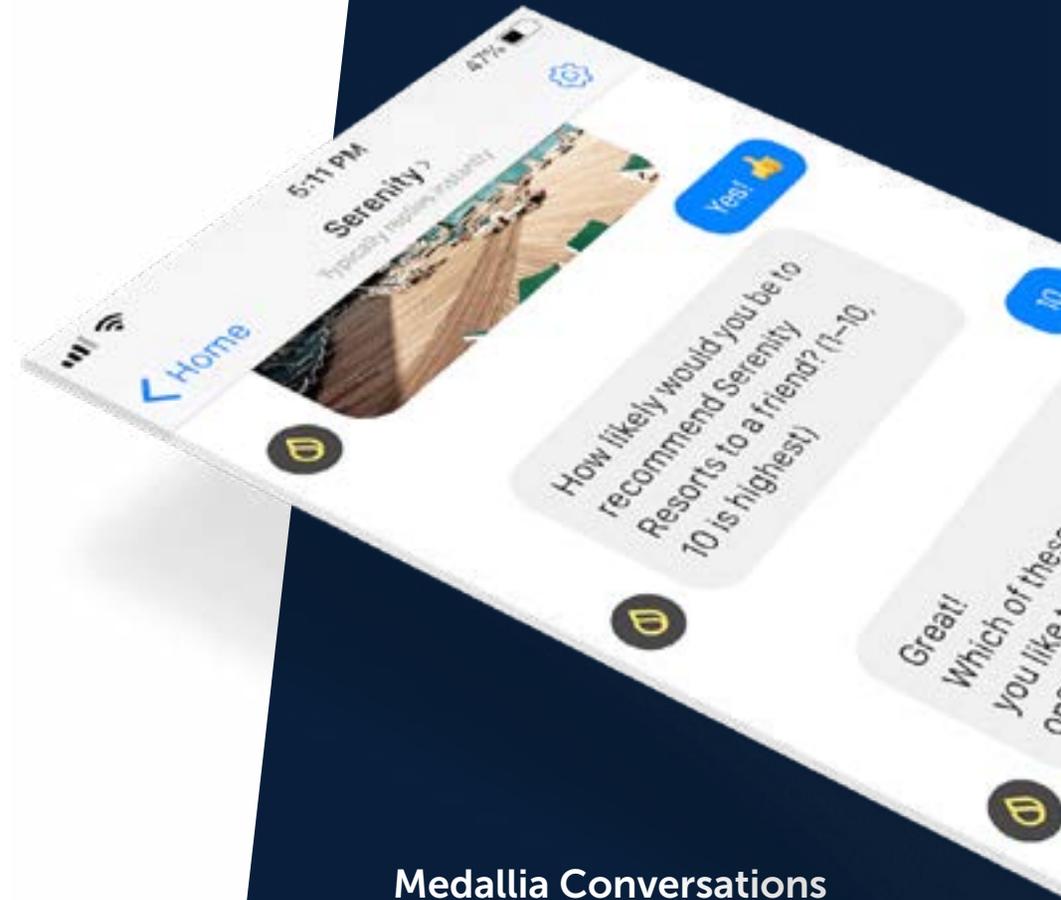
Every Customer, Every Touchpoint

In order to bring authentic voice of the customer insights into your organization, you need to think about feedback from the viewpoint of the customer. Every feedback touchpoint should be thoughtfully designed so that customers want to respond and share their perspective.

The willingness of your customers to provide their viewpoint increases when they have flexibility in how, when and what they provide. By designing feedback response for the customer (vs. for your organization), they will see that their feedback is valued, which will drive higher levels of engagement.

Here are some recommendations for improving the experience of providing feedback:

- » Implement mobile messaging and two-way communication channels as part of your CX feedback programs. These technologies make the feedback interaction more of a dialogue, making real-time responses feel like a natural part of the experience.
- » Include value-add assistance and information as part of feedback collection. By shifting the engagement from a “take-only” to a “give-and-take” approach, you are creating a reason for customers to engage, and building stronger connections that will encourage them to engage in the future.
- » Give customers the ability to use different feedback modes that can provide a deeper understanding of their experiences: images, video, voice, and text.



Medallia Conversations

Medallia Conversations enables adaptive, in-the-moment customer experience engagement through SMS and popular messaging apps. And it lets you go beyond traditional, survey-based feedback, creating real-time interactions that enhance and become a part of the customer's experience.

» [Learn More](#)



Be Everywhere Your Customers Are

66% of consumers expect the ability to provide feedback about products and services on the channel they are currently using.

82% of consumers currently have or use internet-connected devices, and the range of products that consumers plan on using over the next five years is going to increase dramatically.

Medallia Research, 2018

"Customer Engagement Now: Real Time is the Right Time"

You can future-proof CX engagement and ensure representative feedback across your customer base by enabling dialogue across digital channels.



The expansion of digital communication channels has grown rapidly, and organizations need to keep pace with it.

Customers increasingly expect brands to communicate through their preferred choice of digital communication. These channels also provide the opportunity to have real-time customer engagement integrated with experiences.

The ability to effectively reach different customer segments depends on meeting them on their terms, where they are more likely and willing to respond. This, in turn, helps ensure that the feedback you are receiving reflects a representative sample across those segments.

To generate a healthy and representative flow of customer feedback, you should implement these capabilities into your CX program:

- » Build feedback collection into all your digital interaction channels. Make sure you have the ability to let customers provide feedback how they want, across web, mobile and connected device applications.
- » Know each customer's communication preferences. This will allow you to target feedback requests to get higher response rates and more feedback data to guide your CX efforts.
- » Allow customers to contact someone through all your digital interaction channels. While technology can provide powerful automation and self-service benefits to customers, making employees available for real-time, personalized assistance shows you really care about the relationship.



Medallia Digital Anywhere

Medallia Digital Anywhere lets you engage customers about their experiences directly through any internet-connected device. It can be deployed in both personal devices (e.g., home smart speakers) and shared devices (e.g., in-store kiosks), and responses are unified with other feedback sources in the Medallia Experience Cloud, providing a 360-degree view of your customers' experiences.

» [Learn More](#)

“Customers are getting the experiences you either intentionally or unintentionally designed for them.”

Tiffani Bova, Salesforce
Global Customer Growth and Innovation Evangelist

You now have the opportunity to engage your customers for feedback as an integral part of every experience, in the moment, as they are happening.

By incorporating the recommended steps in this eBook, you can gain real time signals to drive value and improve outcomes for your customers.

To learn more about how Medallia can help you with your real-time CX initiatives, please visit us at [medallia.com](https://www.medallia.com).

About Medallia

Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia's vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world's largest companies and organizations trust Medallia's cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at www.medallia.com.

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