



CASE STUDY

How Renault Trucks achieved customer experience excellence with Medallia



“Thanks to Medallia, each of the Renault Trucks Customer Experience players has customer feedback at their fingertips and can act efficiently and quickly.”

Cloé Tejtelbaum-Tardy,
Customer Satisfaction Director
at Renault Trucks

89% response rate

~500+ pieces of customer feedback
across 12 dealerships

165+ active users

Medallia

Aiming for excellence in customer satisfaction

SUMMARY

Renault Trucks wanted to reinforce its position as a partner committed to the well-being and success of its customers on a day-to-day basis.

So the company launched the Renault Trucks Experience program via the Medallia platform, allowing it to measure customer satisfaction in real time by continuous listening at all levels, from the dealership to the head office.

The pilot launch of the Medallia platform has started in 6 countries and allows Renault Trucks to continuously analyze customer feedback to improve the customer experience.

The pilot has been expanded to 38 countries where customers can express themselves in real time and Renault Trucks staff can act on this feedback.

In the face of market developments, Renault Trucks wanted to reinforce its position as a partner, committing itself every day to the care and success of its customers. The goal was to elevate the brand to be one of the best organizations in its category in terms of customer satisfaction. The objectives for the program were to:

- Ensure that customers, including vehicle drivers and fleet managers, were valued and listened to in accordance with the company's values.
- Take the customer's voice into account to improve and evolve in line with their expectations.
- Differentiate service in a highly competitive industry, now driven by new forms of sustainable mobility.

The customer feedback legacy system was outdated and non-interactive. It was no longer aligned to the company's values: simplicity and pragmatism for maximum efficiency. The new solution also had to take into account legislative constraints and the specific needs of each business line, as well as the international dimension of Renault Trucks.

To make Renault Trucks Experience a reality, Medallia offered the company an accessible and modular solution, based on the Medallia Experience Cloud platform.

The Renault Trucks Experience solution was co-designed and customized to enhance the customers' experience, while supporting teams with proximity-based management. One person per geographic area was called upon to contribute throughout the project (design of customized dashboards, compliance with local legislation, specific KPIs, etc.). Local teams were integrated in the process of solution verification and validation.

Platform features include:

- Customized scores, analysis and dashboards that provide local insight for dealers
- A consolidated view for managers in each market or a cross-departmental view for managers and research departments
- Twenty languages that enable a good user experience in all regions
- Artificial intelligence that takes into account the specific vocabulary of Renault Trucks customers

“Medallia’s solution is the closest to our values, the most simple and pragmatic. We chose it because it corresponds to what we are looking for in terms of personalization and support. Medallia stands out for its real-time feedback platform and for its mobile capabilities.”

Cloé Tejtelbaum-Tardy,
Customer Satisfaction Director
at Renault Trucks

- The ability for customers to record their comments in voice messages, with the platform providing automatic and real-time transcriptions

Information is gathered and transmitted in a personalized way to each level of decision making in order to provide a customized response to each customer.

The analysis of its customers’ opinions through the Medallia platform has allowed Renault Trucks to detect some dissatisfied customers. In compliance with GDPR and local legislation on personal data protection - for those customers who agreed to be contacted again - Renault Trucks was able to contact them and “close the loop” avoiding customer churn and providing opportunities for a future after-sales relationship.

Customer feedback also allowed:

- Detailed feedback at the time of vehicle delivery (e.g., customers named the sales staff to thank them for their service)
- Identified opportunities for the design office to improve certain functionalities of the vehicle

The company now achieves a higher level of Customer Experience and acquires a reference tool with the metrics associated with CX (NPS, CSAT, etc.).

Thanks to the experience with these customers, Renault Trucks has improved satisfaction and its internal procedures, following its drive for continuous improvement.

[Watch the video >](#)

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://www.medallia.com)