

# All of Your CX Channels' Insights in One Place



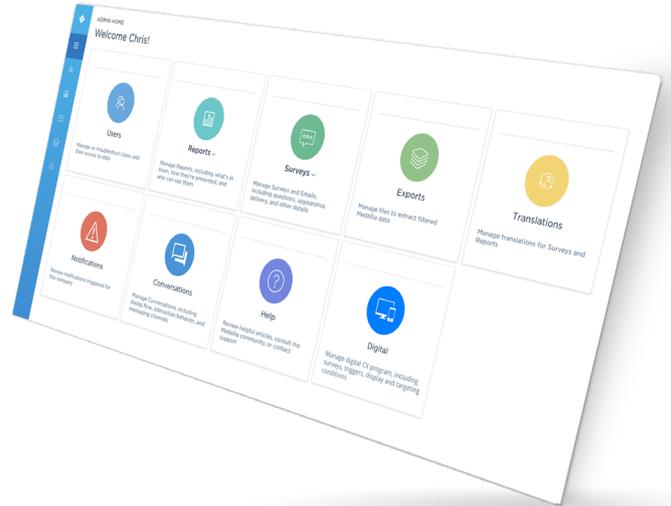
## Medallia's Unified Reporting & Dashboards

A closer look into our advanced analysis tools and optimization capabilities, leveraging the Medallia Experience Cloud™ engine across digital and physical touchpoints.

Wherever you are in your CX journey – whether you are already using the Medallia Experience Cloud for your digital channels, or want to better understand how your digital channels seamlessly fit into our world-class customer experience management (CEM) product – we're here to show you how to take advantage of more comprehensive analysis using the powerful Medallia Experience Cloud reporting tools, chock full of features.

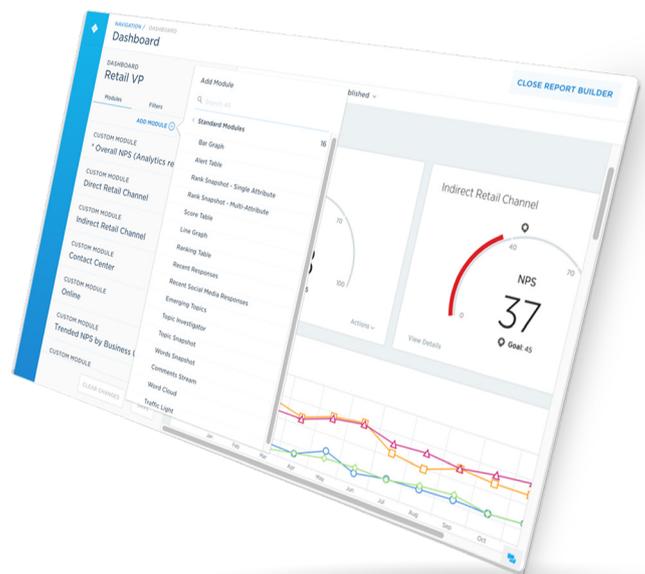
# The Admin Suite control panel: your mothership of action

The Admin Suite control panel allows you to configure everything inside the platform. Here, we'll introduce you to a feature called the Report Builder, which can allow you to enhance, better analyze, and optimize your Digital VoC program – just as you would with all your other CX channels.



# Report Builder: control and modify your reports on the fly

With our unique Report Builder, you will be able to create, edit, and customize role-specific, in-depth reports – in real time, on your own, and all from within the platform. This self-service feature enables a more flexible, deeper analysis and allows you to immediately share highly relevant reports with other stakeholders in the company.



## Key capabilities

- Create or edit dashboards and responses reports for existing roles
- Choose from a library of reporting modules
- Customize the module: audience, calculation, question type, time period, module size, etc.
- Preview the dashboard with live data as you make updates
- Choose different visualizations to represent your insights
- Toggle between previews for the 'draft' and 'live' views before publishing changes

## Benefits you'll gain

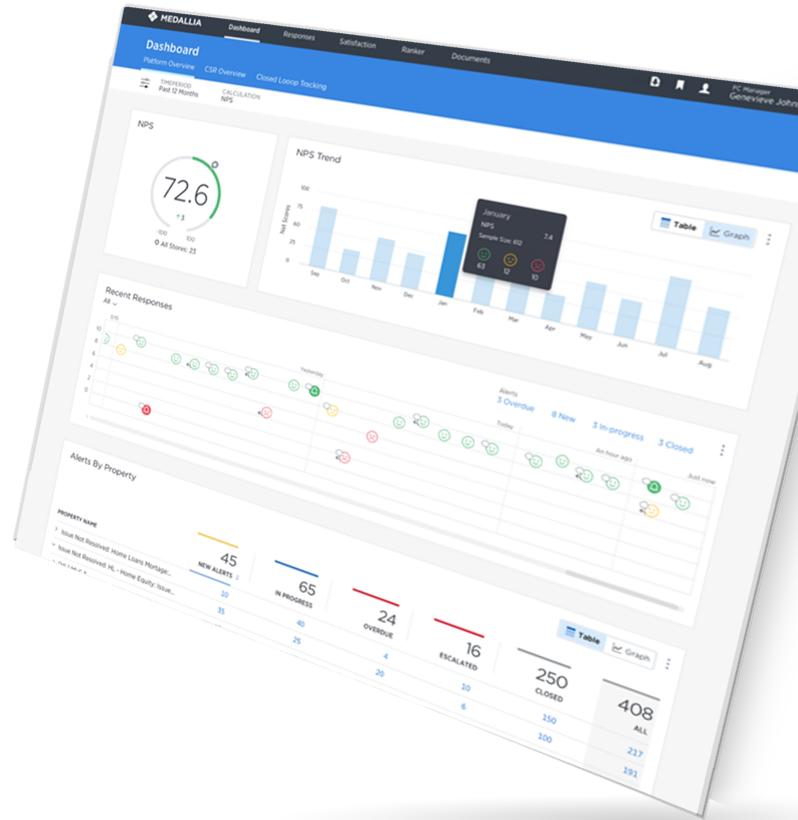
- Drive better employee engagement with more customized, role-specific reports
- Respond quickly to internal stakeholders and provide senior executive with the answers they need
- Extract insights from what matters to you the most
- Enjoy a full self-service, friendly interface for maximum flexibility

# One Medallia, one dashboard

As if all that weren't enough, you can now see all the feedback and insights in one place. That means no more toggling between your digital and non-digital channels, and having to connect the dots. Say goodbye to old-school functional CX programs, and start breaking the silos.

Prefer to see just one single channel? Or see all your channels mixed together? No problem – everything can be sliced and diced, and everyone can get a custom view of a dashboard that reflects their perspective.

Want to combine feedback from your brick-and-mortar store with feedback from your website? How about seeing if the same topics raised in front of your contact center agents appear in your mobile app feedback? This is the Medallia approach, and the best practice to promote a true omnichannel experience within your organization.



# Take it to the next level with Medallia's native Text Analytics

Our market-leading text analytics technology, which combines hybrid machine and human learning skills, when put to action will analyze written feedback, detect new trends, and prioritize areas for optimization in your CX program.

**This add-on functionality enables you to:**



### Empower your organization

Give the power of text analytics to various functions in the organization with easy-to-use capabilities for every role



### Uncover trends and blind spots

Automatically detect new issues, highlight themes and trends, and stay ahead of the game when it comes to your customers' ever-changing priorities



### Make impactful decisions

Quantify the impact of textual feedback with Medallia's Impact Score, so you can prioritize the most pressing issues and act upon them

Ready to make a move? Or want to make the most of your recently upgraded account? Contact your customer success manager today for more information and a white-glove on-boarding experience.



## About Medallia

Medallia for Digital helps companies keep pace with customers' constantly changing behavior by capturing customer feedback through targeted, contextual and compelling surveys across all digital channels, including web, mobile and in-app.

Medallia for Digital is the full power of Medallia Experience Cloud to deliver the most powerful digital CX solution in the market. Hundreds of the world's best-loved brands trust Medallia's Software-as-a-Service application to help them capture customer feedback everywhere the customer is (on the phone, in store, online, mobile), understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve their performance.

Learn more at [www.medallia.com/digital](http://www.medallia.com/digital)

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