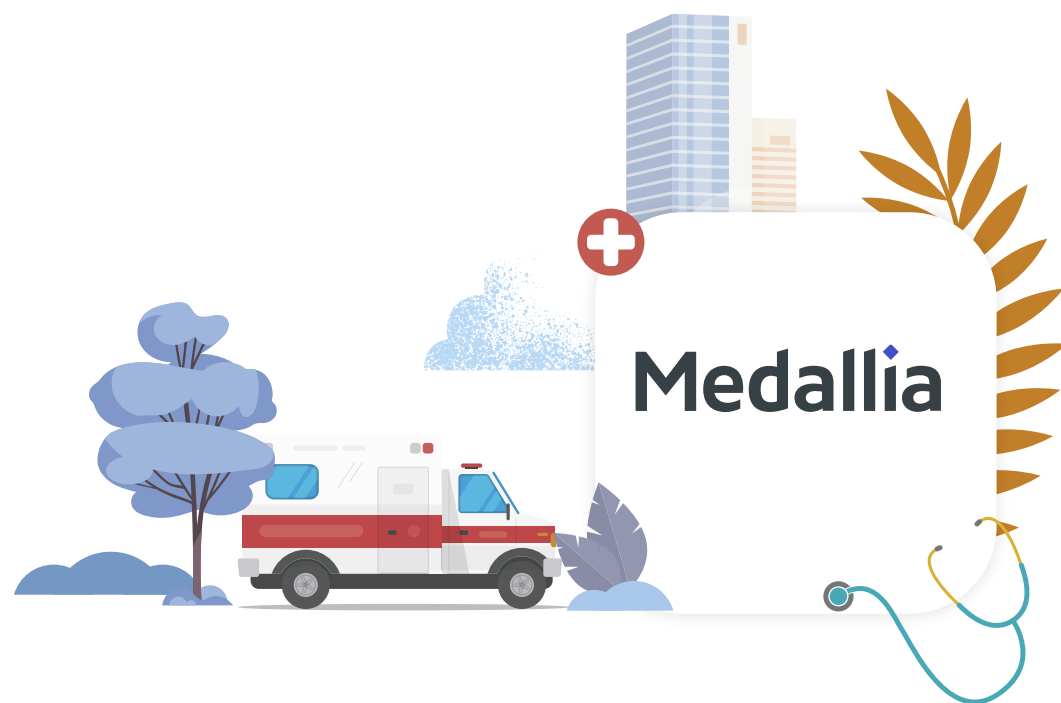


In Real Life

HEALTH & LIFE SCIENCES

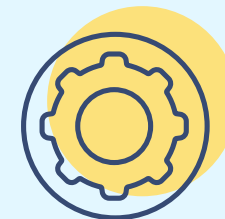


See how our partner Medallia tackles challenges in the healthcare payer industry. From big-picture problems, to the specific needs of a contact center supervisor, Medallia has it covered.

Medallia empowers healthcare payer organizations to transform agent and customer experiences with data-driven insights.

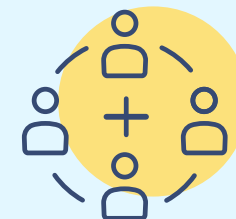


Here's how Medallia can help healthcare payer organizations like yours.



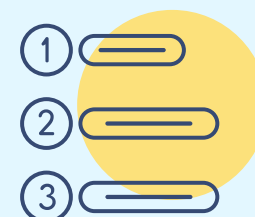
Automate quality assurance.

An efficient, joint automated and manual QA process enables managers to focus on agent coaching and driving improvement.



Create a culture of continuous improvement.

Easily showcase individual successes and team best practices across the team to empower agent efficiency.



Streamline contact center insights.

Prioritize, address, and rapidly respond to customer pain points.



Keep reading for an example of how Medallia could help a contact center supervisor drive better customer experiences and reduce costs.

Medallia's Contact Center Suite captures 100% of customer and agent interactions, leverages AI and deep learning to provide in-depth analysis, and drives integrated learning via near real-time coaching to frontline agents.

The Challenge: Organizations need greater visibility into insights behind customer engagement and interactions.

A circular collage of communication icons. The central area is a light yellow circle containing several dark green circles, each with a white icon: a speech bubble, an envelope, a thumbs up, a happy face, a sad face, and an angry face. The background is light blue with green foliage on the left and bottom left.

The Challenge: Patients, members, and consumers need an easy and effective way to engage with agents beyond calling into the contact center.

The Challenge: Organizations need to prioritize areas where improvements need to be made based on customer pain points.

The Challenge: Contact center needs a real-time way to alert cross-functional teams of pressing issues that require immediate attention.

An illustration of a doctor in a white coat and blue trousers standing and looking at a large, curved digital display. The screen shows various medical data: a large purple heart icon with the number '1' in a brown circle at the top left; a bar chart with four blue bars of increasing height; a line graph with a blue waveform and three red heart icons; and three horizontal progress bars with values 45, 75, and 50. Other smaller charts and icons are visible on the screen. The background is a light blue gradient with a yellow circular shape behind the screen. A green plant is in the bottom right corner.

The Close-up

See how a contact center supervisor could use Medallia to improve agent and customer experiences.

MADISON SMITH

Contact Center Supervisor,
Very Good Healthcare

Madison wants to use contact center insights more efficiently, including sharing them across the organization, to drive organizational improvements.



Her Goals:

- Increase agent satisfaction, engagement, and loyalty
- Reduce call volume
- Anticipate and respond to customer pain points proactively
- Improve first-call resolution and customer experiences

Her Challenges:

- Aging technology, outdated processes, and variability in agent effectiveness
- Customers often feel like they're communicating with separate departments and not one company
- Contact center insights are rarely shared across the organization to drive change

How Medallia Solves Madison's Challenges

Add transparency around feedback.

Medallia creates a near real-time feedback loop to encourage Madison's team to self-manage ongoing performance improvement.

Identify self-service opportunities.

Medallia helps Madison's team reduce call volume and focus on resolving escalated and unresolved calls by anticipating customer pain points and offering automated solutions.

Optimize quality assurance.

Medallia helps supervisors and managers focus their time on 1-to-1 coaching in the areas that will have the biggest impact on customer experience by automatically scoring 100% of interactions.

Detect emerging patterns.

Medallia helps Madison's team improve first call resolution by helping them anticipate pain points and connect with consumers, patients, and members on multiple channels.

Learn more about Medallia

