

# Medallia

## Sentiment Analysis: The missing component of *Defense Readiness*



To optimize personnel and mission readiness, Department of Defense (DoD) needs program offices, leaders, and warfighters to harness insight and feedback from their most valuable asset: people.

Every second counts in readiness and war. Customer Experience (CX) data, including system users, employees, and servicemembers, are currently an untapped resource with proven value. That's why our nation's defenders must have the latest capabilities to effectively prepare and enhance decision making on and off the battlefield and improve Commander's Intent across all mission sets.

Medallia® fills the gap by harnessing real-time servicemembers insights to surface trends otherwise invisible, delivering critical insights to the right people at the right time. These insights enable leadership to shape training and in-theater operations with measurably improved execution.

Reliable, accurate, timely, and actionable feedback from the soldiers, sailors, airmen, marines, and civilians executing the mission is critical to see the big picture.

Informed by CX signals from sea, land, air, and space, Medallia provides critical insights for military leaders.

- Enhance situational awareness
- Make better and faster decisions
- Understand how well units are staffed, equipped, trained, and led

### More than surveys

Capture every signal to get one view of the voice of your people. Integrate experience data with platforms from digital, contact center, social, email, video, voice, and more.

### Analyze & Predict

Make sense of experience data with our machine learning models. Let AI do the work to prioritize the biggest opportunities, understand preferences and intent, and drive action in performance improvement and service recovery.

### Route & Empower

Take action, every time, with tailored data and real time insights. Empower your team through our unique organization mapping, personalized reports, and real-time alerts.

### Timely and Proactive Action

In real-time, improve and enhance service delivery for all customers, warfighters, and civilians.

### At a Glance

- Founded in 2001
- FedRamp High Authorized
- NAICS Code: 518210

### Contracting Information

- \*GSA IT Schedule 70
- \*NASA SEWP
- \*CIO-SP3

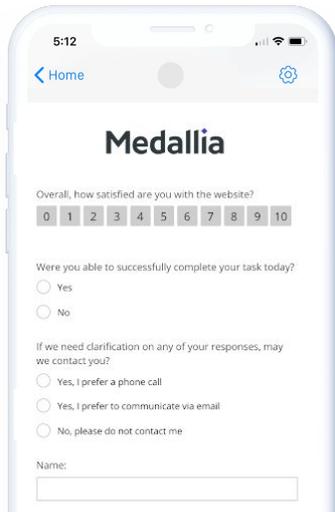
### Select Federal Customers

- Department of Veteran Affairs
- General Services Administration
- Office of Personnel Management
- Internal Revenue Service
- Social Security Administration
- United States Postal Service
- United States Department of Agriculture
- Federal Emergency Management Agency
- Federal Student Aid

### Medallia: Leader in CX

- Named a Leader in The Forrester Wave™: Customer Feedback Management Platforms, Q2 2021
- Named a Leader in Gartner Magic Quadrant for Voice of the Customer (December, 2020)
- IDC: Business Value of Medallia Experience Cloud - 732% ROI average over 3 years (June, 2021)





## Elevate the warfighter experience

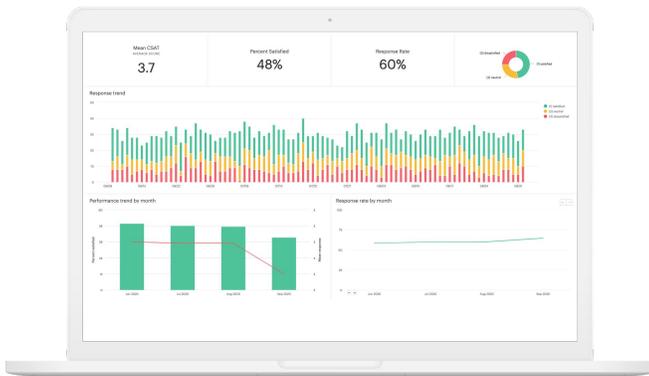
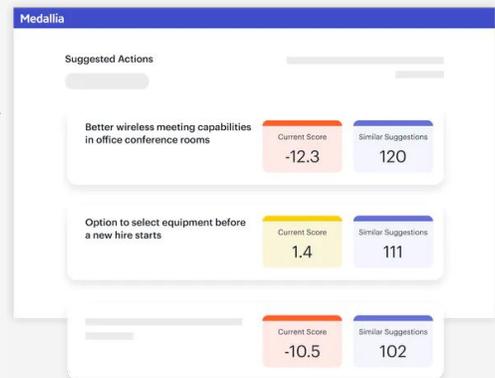
Drive change across your organization through equitable listening.

- Elevate the voice of personnel with richer feedback and robust action management across many touchpoints.
- Quickly identify pain points and rapidly capture feedback to implement solutions to address them in real time.
- Generate alerts for service teams when an issue arises and rapidly close the loop with teams and individuals.
- The warfighter experience connects with key contacts on what matters most.

## Engage and empower employees

Engage and empower employees to drive better service for the warfighter and their family.

- Drive organizational efficiency by designing, managing, and scaling world-class employee experience programs.
- Establish a culture of empowerment and action, foster innovation and creativity.
- Improve employee happiness and productivity, and elevate employee experience as a strategic pillar central to your agency's success.



## Rebuild trust in the government

Improve communication and increase the warfighter's confidence in the government.

- Identify and act on the appropriate signals.
- Enhance service member trust through positive service delivery experiences.
- Establish and implement equitable policies.
- Change negative perceptions by delivering on promises.

\* The VA raised their trust score from 55% to 80% with Medallia.

\*Medallia services are available on a competitively solicited and sourced through a cooperative contract awarded to DLT, an authorized reseller of Medallia services, and is available in its' entirety on the DLT Website.

**Contact info to go here**