



CASE STUDY

Improving employee and customer experiences through crowdsourcing ideas



18,000+ users in less than 2 years

3,000+ ideas submitted in 2021

800+ experience improvements achieved in 2021

Medallia

SUMMARY

T-Mobile wanted to increase the engagement and scale of its feedback and suggestion program for frontline retail employees.

Improving customer and employee experiences were the primary goal, by making it easier to get actionable thoughts from the frontline to the appropriate headquarters team.

Developing an idea collaboration portal with Medallia Ideas helped build the Frontline Feedback Community into an engaging and sustainable program.

The net result is active participation from frontline staff, with thousands of annual suggestions and discussions leading to hundreds of experience improvements.

Taking care of customers and creating a great work environment

T-Mobile is “The Un-carrier”, changing the rules of mobile telecom and adopting a customer-first approach to business. The result is America’s fastest-growing consumer wireless company and a leading contender for first place in the enterprise wireless market.

Great ideas for improving customer experience often come from the frontline workers who are closest to customers. Their input helps identify pain points worth solving, encourages employee engagement, and fosters a supportive and innovative work culture.

T-Mobile had previously started a voice of the employee program to collect customer experience and workplace improvement ideas from the retail workforce. The goal was to make it easy to get actionable thoughts from the frontline to appropriate teams in headquarters that could resolve pain points, streamline processes, or implement new ideas.

The program began as an Excel spreadsheet to track individual ideas, evolved into a SharePoint experience and then a program management tool. But getting enough participation was a critical obstacle and these early attempts only reached about 600 users

T-Mobile has been partnering with Medallia for more than seven years to hear the voice of the customer in real-time, drive customer-centric actions, and “Change wireless for good.” Following their success with Medallia Experience Cloud, and the desire for more engagement from frontline employees, T-Mobile deployed Medallia Ideas, and the idea collaboration program known as “T-Action” came to life.

Feedback & ideas from the frontline

T-Action is available to anyone in the company, but is primarily targeted at retail employees, mobile experts, and store managers—people that are directly in front of customers.

Leveraging T-Action, the team is able to:

- Solicit targeted feedback on specific topics
- Allow frontline staff to comment and vote on ideas
- Promote and support interactions between frontline staff
- Bridge communications between headquarters and the frontline
- Encourage the discussion of sensitive topics in-house

The Consumer Group Retail team built a customized portal to drive participation and engagement, quickly increasing the Frontline Feedback Community to more than 18,000 users in less than two years.

The result is an engaging program that makes frontline staff feel like their voice is being heard and allows headquarters to better understand the important issues in customer and workplace experience. Participants can see how many comments or votes an idea is getting, actively participate in the conversation, and the crowdsourcing element helps prioritize implementation efforts.

Building a sustainable program

Successfully launching the T-Action site and building it into a sustainable program has resulted in some key findings. First is dedicating a full-time person to managing the system. Next is having an executive sponsor from the beginning, to ensure that the leaders of the company are aware, engaged, and supportive of both receiving and acting on feedback from the frontline. Finally, an array of sub-programs is necessary to both drive initial engagement and keep people coming back. These include overall strategy and design,

No other tool [that I know of] exists that has this in-the-moment, closed-loop communication capability for our frontline employees.

Jeff Whitney
Senior Program Manager
T-Mobile

ongoing communications and engagement, reporting and accountability, recognizing and promoting key influencers, and building a team of moderators (T-Action has over 130 active moderators) to ensure that user behavior and discussion remain within bounds.

These programs help bring the experience together and ensure that T-Action is engaging frontline staff and capturing actionable suggestions at scale. Equally important is ensuring that headquarters staff listen to the concerns from the frontline and respond with empathy. Sometimes just explaining why something has to be done a certain way can address an issue and reduce frustration.

In the past year, T-Action has received more than 3,000 ideas, ranging in scope from small things that can be fixed in a day to multi-year projects. More than 800 wins have come out of those submissions: 60 pain points were addressed, 150 new ideas were implemented, and more than 600 knowledge gaps were redirected to the appropriate resource. T-Action has proven to be a great way to collect workplace feedback and drive positive change, and Medallia Ideas is now being implemented in other parts of the company.

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)