



Swiftly mine customer feedback to identify and take action on what impacts your business



## Medallia Text Analytics

The best business insights often lie hidden in customer comments. But for most companies, comments require too much of your organization's resources to read and analyze. To make sense of the data, companies have traditionally employed either expensive manual coding processes or siloed text analytics solutions (which require specialized in-house experts). These non-integrated solutions make it difficult to correlate with other important aspects of the feedback, such as quantitative survey scores. And employees who actually interact with customers typically don't receive feedback fast enough to be able to respond and recover at-risk customers.

Medallia's fully integrated solution provides real-time insights from text feedback, accessible across the organization so your employees can use this information to improve customer satisfaction and loyalty.

# Benefits of Medallia's Text Analytics

## Drive action with immediate, deep insights

By natively marrying text analytics with quantitative measures from survey scores or social review postings, Medallia's proprietary engine can weigh the importance of comments. Feedback scores tell you what happened, but text analytics tell you why. This approach yields more accurate insights, which allow you to:

- Know the root causes behind what impacts customer experiences
- Instantly identify locations, employees, or business units that positively or negatively impact scores by topic
- Discover which customer segments are most affected by key issues

## Detect emerging trends before they're widespread issues

In order to allow customers to voice their opinions, you need to provide them with the ability to respond beyond structured survey questions. With text analytics, companies quickly get valuable insights within and across customer comments, so you can identify emerging trends from information that has previously been difficult to use at scale.

## Listen to customers on their own terms

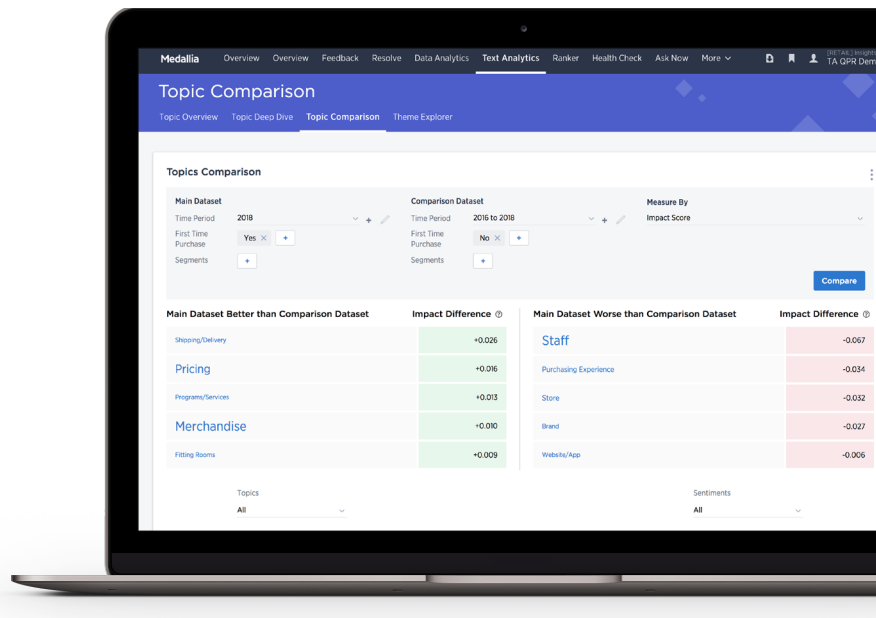
Giving feedback should be easy. Long, multi-section questionnaires are burdensome and don't quite cut it anymore. Text Analytics allows companies to shorten surveys and increase insights, while unlocking key mediums like social media, review sites, email, chat and more.

## Measure the entire customer journey

Customers talk about their overall experience in their textual feedback, not just feedback on point interactions. Text analytics allows you to get a holistic picture of your customers' experience by creating topics that map to their entire journey within your business.

## Replace manual reviewing of verbatim comments

Many companies employ or outsource teams to go through the arduous, costly task of reading and categorizing every free-form comment. Not only is this time consuming, but it can generate inaccurate, insufficiently detailed results. By incorporating text analytics, Medallia clients free up resources to focus on customer satisfaction and growth.



# What Sets Medallia Apart

## Prioritize actions based on biggest impact to customer loyalty

Medallia measures the impact of feedback topics on customer loyalty across the organization by marrying topics with quantitative metrics. You can easily prioritize the biggest impact areas to take action on and identify which customer segments, regions and business units require the most attention.

## Leverage machine learning to discover the unexpected

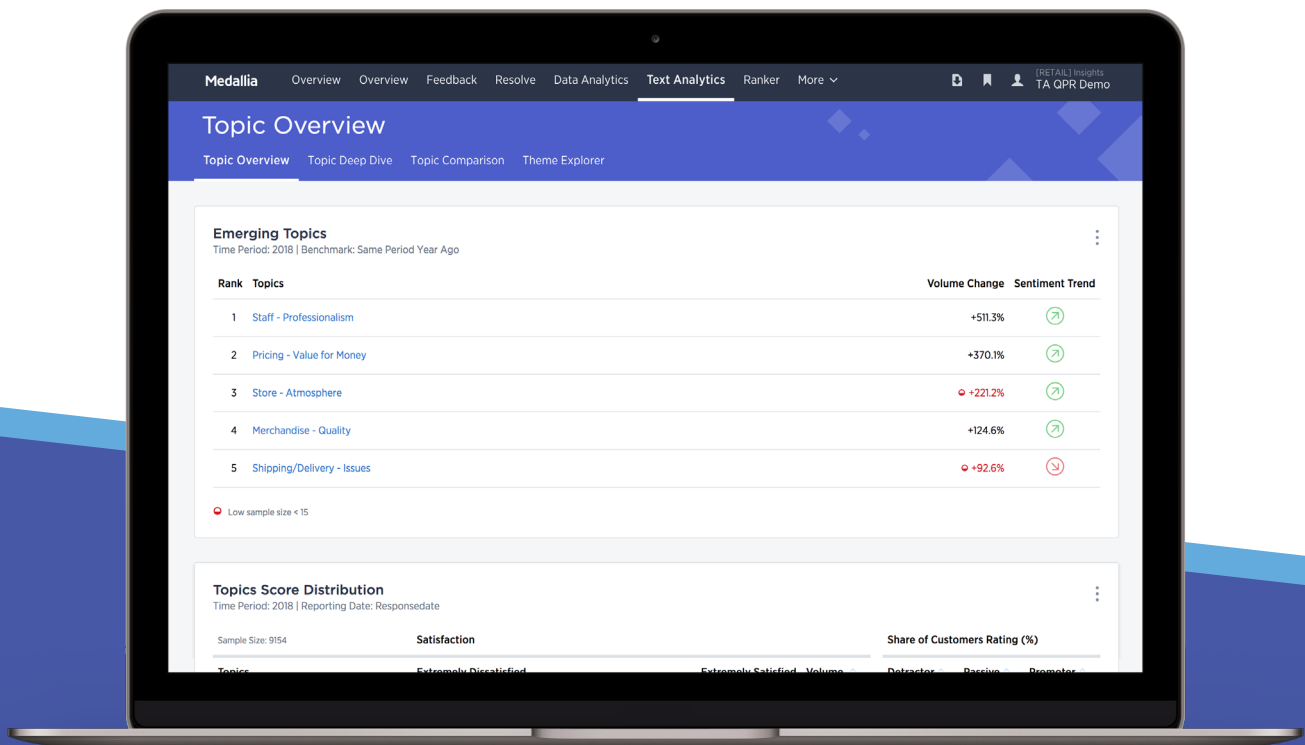
Traditional text analytics requires human intervention to identify the right topics to track. However, it's easy to overlook the issues you're not looking for. Medallia's theme discovery engine automatically detects new problems and opportunities, eliminating blind spots and highlighting the unexpected problems.

## Surface insights immediately and notify the right employee

Medallia Text Analytics provides valuable insights that can be leveraged across the organization, from the c-suite to the frontline. Our solution maps responses and issues to employees who can take action, and it's simple to automatically drill in and uncover root causes.

## Integrate quantitative and qualitative analytics in one platform

Medallia is designed for large-scale engagement with customer feedback. With native Text Analytics, you have one interface to analyze all customer experience data, structured and unstructured, in real time. Insights are distributed via role-based reports, driving the ability to take action on feedback data.



# Case Study: Large US retailer

A large retailer with locations throughout the US surveys its customers after each transaction to identify the quality of customer experience at various touchpoints.

## Problem

- Surveys gave great insights, but the company wanted more detail and an ability to understand the “why” behind scores
- Staff members struggled to appropriately categorize negative topics and prioritize actions that would have the greatest impact on loyalty
- Negative topics varied from location to location, and the existing system failed at giving the frontline access to customer insights
- Reading and categorizing each verbatim comment was costly and prone to human error

## Medallia Text Analytics Solution

- Medallia helped the company prioritize problems that impact loyalty. For example, fitting room satisfaction was low, but Medallia showed that fitting room issues had minimal impact on purchases. The company focused resources on problems that had greater impact on loyalty
- Root causes that surveys could not find were discovered. Long lines were a root cause of falling customer service scores
- The Retailer was able to free up 10 full time employees who previously worked on manually coding customer feedback

## About Medallia

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. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at [www.medallia.com](http://www.medallia.com).

---

Follow us:  medallia-inc  [blog.medallia.com](http://blog.medallia.com)  @Medallia

---

© Medallia®, the Medallia logo, and the names and marks associated with Medallia's products are trademarks of Medallia and/or its affiliates. Net Promoter, Net Promoter Score and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc. All other trademarks are the property of their respective owners.