Medallia

READ THE REPORT

Unleashing Experience to Revolutionize B₂B

Customer experience is crucial to the success of B2B companies. Is your business extracting enough value from its customer efforts? Revenue growth, increased profitability, operational efficiencies, customer loyalty, and an engaged workforce are the success metrics every B2B company strives to achieve. But how?

This research report uncovers three major findings that distinguish top-performing companies from low performers and examines why many leading B2B companies are turning to a new model that prioritizes experiences above all else.



Download the report

More than just a survey — industry leaders rely on Medallia's experience expertise to win. You can, too.

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Top Performers in Experience







46%

Prioritize customers with a company-wide commitment to CX.

71%

of high performers invest in analytics and personalization.

69%

Invest in better tech to capture real-time customer feedback.

4.5X

More likely than low performers to **grow** revenue over 20%.

50%

Measure feedback across all available contact channels.

Low Performers in Experience





New item promo!

13%

Have a company -wide commitment to improving CX.

37%

of low performers invest in analytics and personalization.

12%

See tech investment as a high priority over next 12 months.

4/10

Use feedback to identify opportunities to introduce new products.

Measure feedback across across all available channels.