

# Medallia

FOR AUTOMOTIVE

## Shift Your Brand Experience Into High Gear

Consumers do not take automotive purchases lightly. It is an emotional buying process that requires extensive research, financing, commitment, and maintenance. This is why brands must take an experiential approach to the entire customer journey, and shift it from complex to seamless.

Medallia delivers the powerful tools and consumer insights needed to create an exceptional, consistent, and personalized experience - across all OEM and dealership interactions - so you can achieve meaningful change that builds brand loyalty and drives repurchase. Here's how:



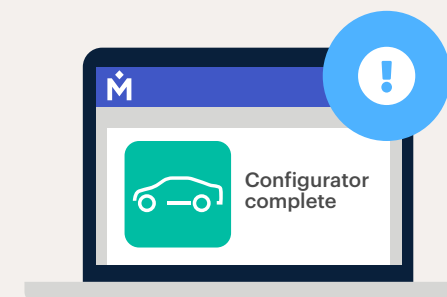
Learn more about how you can create an experience that drives loyalty and repurchase.



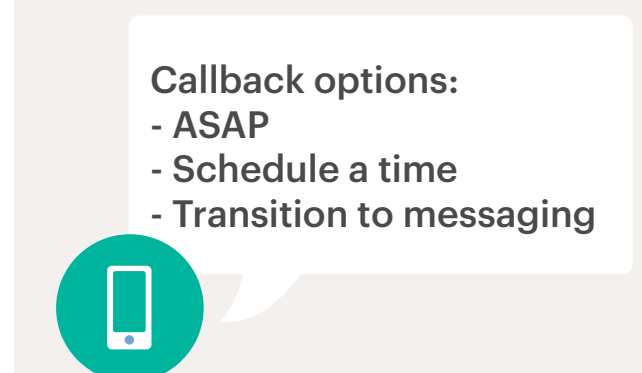
Schedule a consultation with an automotive CX expert.



Optimize online navigation to ensure potential buyers get the information they need

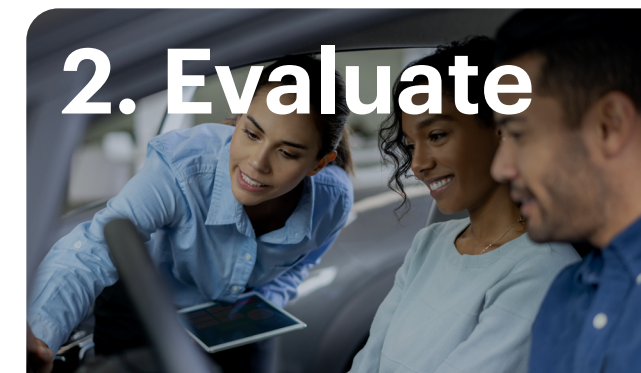


Remove contact center friction and increase efficiencies with smarter routing and intelligent callback



### 92%

Of car buyers research online before they buy [↗](#)



Automate personalized interactions across every channel that increase engagement and sales



Drive revenue with targeted promotions



### 20-40%

Increase in customer satisfaction and loyalty with experience orchestration [↗](#)



Strengthen customer satisfaction during traditional friction points



Improve online reputations and search rankings for dealerships

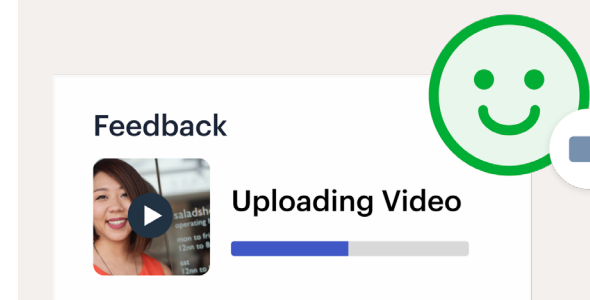


### 92%

Of dealers see CX as extremely important to future growth [↗](#)



Gain authentic and rich video insights that drive strategic improvements

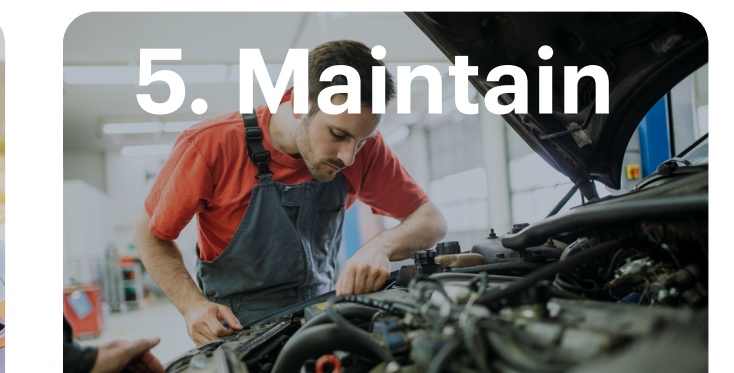


Crowdsource and identify innovative opportunities to differentiate features, functionality, and service

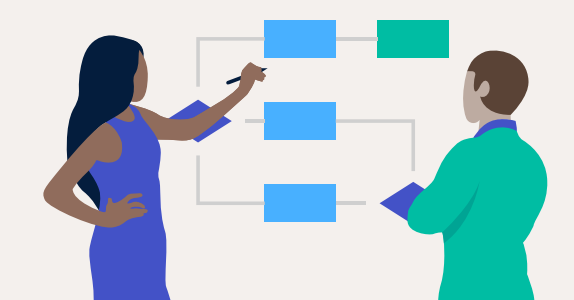


### 6X

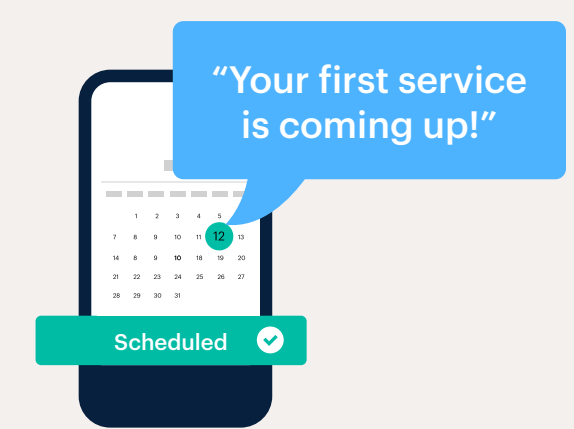
More information with video than an open-end text response [↗](#)



Influence and empower dealerships to create a customer-centric culture



Personalize customer experiences and build brand loyalty



### 47%

Of customers think about changing their automotive brand after one irrelevant customer experience [↗](#)