

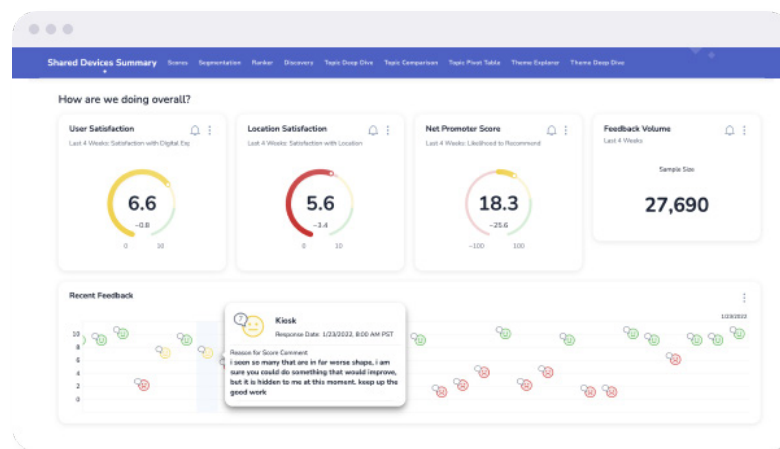
# Connect with customers and collect feedback on any device



## Medallia gives you the tools to meaningfully engage with every customer and collect feedback, no matter where they are

The modern customer is connected like never before. Smart devices, like watches, suitcases, kiosks, cars, and even kitchen appliances, mean that customers are never truly 'offline' and are always in dialogue with your brand.

Reach these customers and understand their experiences with Medallia. Connected devices feedback gives you insights about the physical world, so you can take action on the overall customer experience.



## WHY USE CONNECTED DEVICES FEEDBACK?

### Meet your customers wherever they are

Understand and act on every customer experience, whether they're withdrawing money from an ATM, talking to a virtual assistant, or just walking through your store.

### Reach previously silent audiences

Connect with different demographics of customers who may not frequently visit your digital property, or even purchase your products, but still have a relationship with your brand.

### Quickly get more responses to the right questions

Collect high-volumes of feedback about key moments in the customer journey with simple surveys that reveal critical insights without fatiguing customers.

# Key Connected Devices Feedback Functionality



## Flexible Implementation

Our robust APIs provide flexibility in implementation options, with minimal IT/Development involvement



## Insights at Scale

Capture digital feedback to get insight into customers' physical experiences as they interact with your brand



## Unified, Actionable Data

Connect feedback from digital and physical channels to empower frontline action and organization-wide change

## How Connected Devices Feedback Can Improve In-Person Experiences

**Challenge:** A major outdoor retailer had an influx of in-person customers, but had no way to measure their satisfaction objectively, on aggregate, since they were not part of the existing loyalty program.

**Solution:** Launched a digital survey on their Point-of-Sale device (i.e., tablet) that rotated key questions (such as find and buy yes/no, satisfaction with checkout).

**Result:** The retailer receives an average of 20k pieces of feedback a day across 125 stores, and distributes insights to the relevant regional and store managers, helping to improve the in-person experience.



## About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit [www.medallia.com](http://www.medallia.com).

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