

# Medallia for Federal Government



# Medallia

Technology and choice have given the public power like never before. This shift accelerated the pace of change, creating an experience gap between what customers expect of government and what's delivered. To close the gap, you need to understand what's happening and why.

Whether assisting an applicant, taxpayer, passenger, farmer, student or even agency employees, Medallia helps transform daily interactions in the services you provide. Customer Experience isn't just surveys. It allows for a diverse, and inclusive public experiences that greatly influence how likely people are to engage, contribute, and believe in the promises of our nation. In summary it is knowing what you need to achieve your mission and ensure equitable listening.

With Medallia, you can create a culture of empowerment and action, foster innovation and creativity, improve employee happiness and productivity, and elevate employee experience as a strategic pillar, central to your agency's success. By providing employees with real-time, actionable insights, they can better serve the public.

When you understand what's important to your customers and employees, you improve public trust and drive demonstrable impacts in operating efficiencies, risk reduction, issue resolution and more.

## Capture Every Signal

Get one view of the voice of your customers and employees. Integrate all your customer and employee data from digital, contact centers, social, videos, emails, and more.

## Analyze & Predict

Make sense of experience data with our machine learning models. Let AI do the work to prioritize the biggest opportunities, understand preferences and intent, to drive action in performance improvement and service recovery.

## Route & Empower

Take action, every time, with tailored data and real time insights. Empower your team through our unique organization mapping, personalized reports and real-time alerts.

## Timely and Proactive Action

In real-time improve and enhance service delivery for customers and employees.

## At a Glance

- Founded in 2001
- FedRamp High Authorized
- NAICS Code: 518210

## Contracting Information

- \*GSA IT Schedule 70
- \*NASA SEWP
- \*CIO-SP3

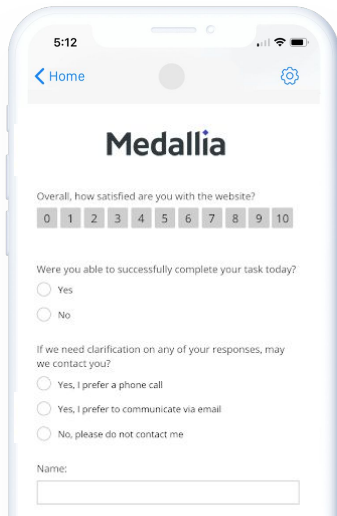
## Select Federal Customers

- Department of Veteran Affairs
- Internal Revenue Service
- Social Security Administration
- United States Postal Service
- United States Department of Agriculture
- Office of Personnel Management
- Federal Emergency Management Agency
- General Services Administration
- Federal Student Aid

## Medallia: Leader in CX

- Named the Leader in The Forrester Wave™: Customer Feedback Management Platforms, Q1 2023
- Named a Leader in The Forrester Wave™ People-Oriented Text Analytics Platforms, Q2 2022
- IDC: Business Value of Medallia Experience Cloud - 732% ROI average over 3 years (June, 2021)





## Elevate the public experience

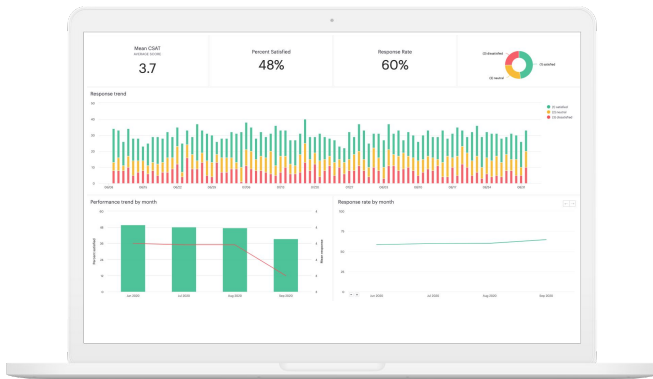
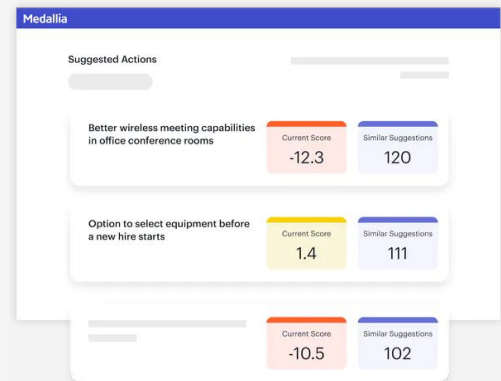
Drive change across your organization through equitable listening

- Elevate the public voice with richer feedback and robust action management across many touchpoints.
- Quickly identify pain points and rapidly capture feedback to implement solutions to address them continuously.
- Generate alerts for service teams when an issue arises and allow you to close the loop with individuals rapidly.
- Customers can connect with officials on what matters most, including building a better budget with their tax dollars.

## Engage and empower employees

Engage and empower employees to drive better service for the public experience.

- Drive organizational efficiency by designing, managing, and scaling world-class employee experience programs.
- Establish a culture of empowerment and action, foster innovation and creativity.
- Improve employee happiness and productivity, and elevate employee experience as a strategic pillar central to your agency's success.



## Rebuild trust in the government

Improve communication and increase the confidence in the government.

- Identify and act on the appropriate signals.
- Enhance resident trust through positive service delivery experiences
- Establish and implement equitable policies.
- Change negative perceptions by delivering on promises.

\*Medallia services are available on a competitively solicited and sourced through a cooperative contract awarded to DLT, an authorized reseller of Medallia services, and is available in its' entirety on the DLT Website.