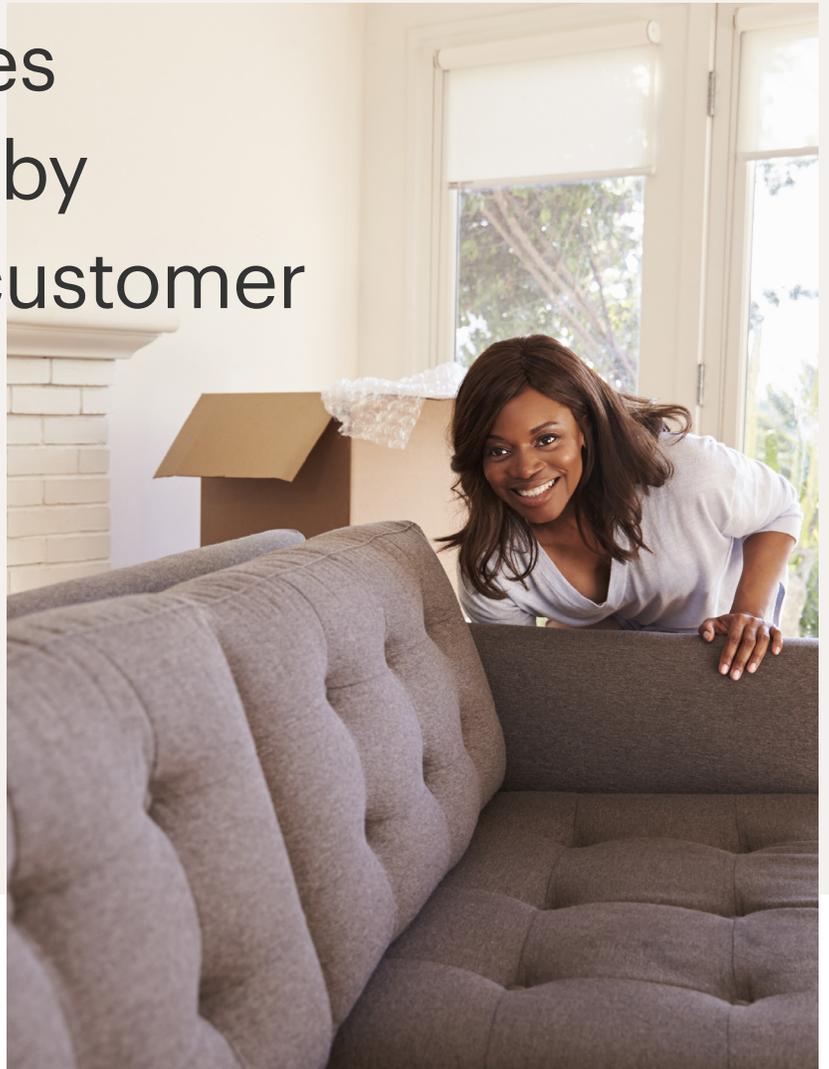


CUSTOMER SPOTLIGHT



Increases sales performance by focusing on customer experience



Results with Medallia

**19% ↑**

in customer growth on a per store average

**28% ↑**

in top performing stores YOY sales growth

**54% ↑**

in NPS since launch

RENT-A-CENTER  
Industry: Retail

**Medallia**

## SUMMARY

- With the goal of improving customer experience and retention, Rent-A-Center needed a solution to gather feedback throughout the entire customer journey.
- Using Medallia, there are now different touch points along the customer journey where Rent-A-Center can receive real-time feedback on how to improve customers' experiences at scale.
- Since launching the Voice of the Customer program, NPS has increased by 54%, there has been a 19% Customer Growth increase on a per store average, and top performing NPS stores outperform low performers by 28% in year-over-year sales growth.
- Rent-A-Center is able to capture omnichannel feedback/insights through Medallia Experience Cloud via in-store, Medallia Digital and Text Analytics.

## Challenge

With over 2400 stores in the US, Puerto Rico, and Mexico, Rent-A-Center employs over 17,000 people who serve more than one million customers. The company puts the buying power in their customers' hands through flexible payment options so they can enjoy big-ticket items the way they want, when they want it. Their coworkers embody their family values and play an individual role in making their customers' dreams come true and their commitment to a better life for their customers and coworkers has kept them at the top of the rent-to-own industry.

With the goal of improving customer experience and retention, Rent-A-Center needed a modern solution to gather feedback throughout the entire customer journey. To power its customer experience initiatives, Rent-A-Center needed a continuous, in-depth analysis that would help point them in the right direction to have the biggest impact on the customer experience.

## Action

With Medallia, there are now different touchpoints along the customer journey where Rent-A-Center can receive feedback on how to improve and what they can do to provide a better experience in the future. With Medallia Experience Cloud™ and support from the service delivery partner LRW, Rent-A-Center can identify areas throughout the customer journey that have the greatest impact on customer experience. To drive awareness and engagement, they branded their program "Voice of the Customer" which is now embedded in the culture of the company.

Rent-A-Center is now able to capture omnichannel feedback and insights through Medallia Experience Cloud via in-store, Medallia Digital and Text Analytics. Rent-A-Center also included MyMedallia Mobile app, which empowers employees to respond to feedback and transform experiences easily from their phones.



### Impact

Since launching the Voice of the Customer program with Medallia, NPS has increased by 54%. Rent-A-Center can also now tie customer experience to the financial performance of individual stores. The company has seen a 19% customer growth increase on a per store average, and top performing NPS stores outperform low performers by 28% in year-over-year sales growth.

Rent-A-Center uses customer feedback to develop insights, prioritize improvement actions, and ensure both customers and employees have consistently outstanding experiences. By listening to customer and employee feedback and leveraging text analytics to surface root causes of issues, Rent-A-Center is creating smoother customer experiences and making it easier for their customers to do business with them.

“

Our stores with the highest customer satisfaction scores outperform low performers by 28% in YOY growth, which shows the impact customer experience has on financial performance”

**Mark DeLembo**

Director of Customer Experience,  
Rent-A-Center

Request a demo at [medallia.com](https://medallia.com)

### About Us

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. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

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