

**TALISIS:**

CASE STUDY

# Defining best in class experiences by listening and acting on customer and employee feedback



1,000 improvements across 160 campuses

20-point NPS growth in a single year (VoC)

10-point NPS growth (VoE)

New enrollments returning to pre-Covid rates showing a double-digit growth trend in 2022

**Medallia**

## SUMMARY

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Talisis offers a learning platform that addresses educational needs from early childhood to higher education and professional training.

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After working to establish a program to improve its Net Promoter Score® (NPS), the company experienced a dip that coincided with pandemic lockdowns and a move to online learning, and needed a way to distribute and act on the data.

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Talisis bounced back with a 20-point increase in NPS and developed processes to close the loop with students on requests within 24 hours by relying on the Medallia platform and a full-fledged Voice of the Customer program.

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Now the company is rolling out a Voice of the Employee program, aimed at improving the experience for teachers and others who work on any of the 160 campuses.

## Understanding the customer experience

Headquartered in Monterrey, Nuevo Leon, Mexico, Talisis is a platform for learning and developing skills. The company is dedicated to innovation and professionalization from early childhood learning to higher education and professional training. Early on, well-intentioned attempts at getting and using customer feedback failed to provide the information and actionable insights needed to make improvements.

“Talisis previously had a 45-question survey, with no way to follow up or assign accountability,” explains Raul Heredia, who was hired as Director of CX to improve the way the company is listening and acting on feedback.

Heredia began by launching the company’s first NPS survey—with a single question to start and eight simple follow-up questions. They used industry benchmarks to compare Talisis to similar brands. Heredia and his team established KPIs for the company and staff for NPS and customer experience (CX) and set performance metrics and accountability. The move proved so successful that the company decided to invest in technology across all business units so they could roll out a widespread Voice of the Customer (VoC) program.

## Capturing signals during a global calamity

Talisis began by mapping the customer journey and establishing guidelines and escalation options for closing the loop with customers. Along with a formal VoC team, the company established an operational CX management practice and set NPS goals for everyone from front-line members to leadership. But staff needed the right tools to help them accomplish these goals. Talisis began using Medallia to capture feedback and open the lines of communication between their customers and employees.

“We went from surveying three times per year to being able to measure ‘key moments of truth’ throughout the customer’s journey with us,” says Heredia. Each campus is directed to

**Medallia helps us make positive decisions every day for our clients and our employees. The VoC and VoE programs both support our strong commitment to customer-centricity.**

Raul Heredia  
Director of CX

create monthly initiatives to address customer feedback, creating improvement plans for short (3 month), medium (6 month), and long-term (9 – 12 month) timeframes.

All was going well until the 2020 pandemic lockdowns forced them to shift to 100% online learning. Like many companies, Talisis experienced a shocking dip in NPS at first. But with the new processes and Medallia solutions in place, the transition to digital has been a success.

## **Extending the commitment to employees**

With the VoC program and Medallia firmly in place, Talisis was able to make 1,000 service, product, facilities, and process improvements across 160 campuses. “The many small, positive actions by the operations teams across campuses have allowed us to meet our goals,” notes Heredia. “Our NPS recovered, soaring 20 points in 2021.”

The VoC has been progressing so successfully that Talisis is now implementing a Voice of the Employee (VoE) program. Medallia helps the team measure employee sentiment throughout the onboarding process, from the first 90 days through the first year. The team worked to map the employee journey, with an eye towards supporting the company’s commitment to Operational Customer Experience Management.

Both programs work to bolster Talisis’ responsiveness to its customers, leading to higher enrollment rates and lower staff churn.

### **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://www.medallia.com)