



Medallia

Medallia Digital Suite Demo Day

**Powering Proactive Digital Journey
Management, at Scale**

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Safe Harbor

Friendly Reminder

All product features and delivery dates mentioned represent current product development expectations only and not a delivery commitment. These features may not be delivered in the indicated time frame or at all. Customers should base their purchasing, administrative, and configuration decisions solely on functionality that is currently available. All information in this presentation is proprietary & confidential information of Medallia and not for redistribution.

FORRESTER

100% of companies agree that **engaging customers proactively** by anticipating their needs creates value and will differentiate them in the marketplace.

Forrester Report, “Anticipatory Experiences: The Challenges”

The state of digital journey management today

- Reactive and retroactive approach
- Over-reliance on manual insights
- Difficulty prioritizing aggregate trends



The consequences of retroactive approach to journey analysis



Increased Operational Costs

Inability to resolve issues as they arise, within the digital channel leads to increase in contact center calls



Losing conversions and customers

One bad experience can lose a potential customer for life—but one good one can make them your champion



Unclear priorities, wasted resources

Focusing on the wrong item can lead to budget cuts, people attrition, and loss of credibility in the wider organization

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DIGITAL SUITE

Powering proactive digital journey management, at scale

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Proactively managing digital journeys, at scale

How can I increase journey completion in the moment?

How do I take aggregate-level actions?

How do I move from investigation to action?



Using digital signals to change the customer journey

- Identify user frustration on check-out flow
- Trigger Medallia survey with the option to talk to a chat agent
- Trigger Medallia web chat to engage with customers live

RESULTS

71.5%

Total Decrease in Total Call Volume, including 92% decrease in hold-time

226%

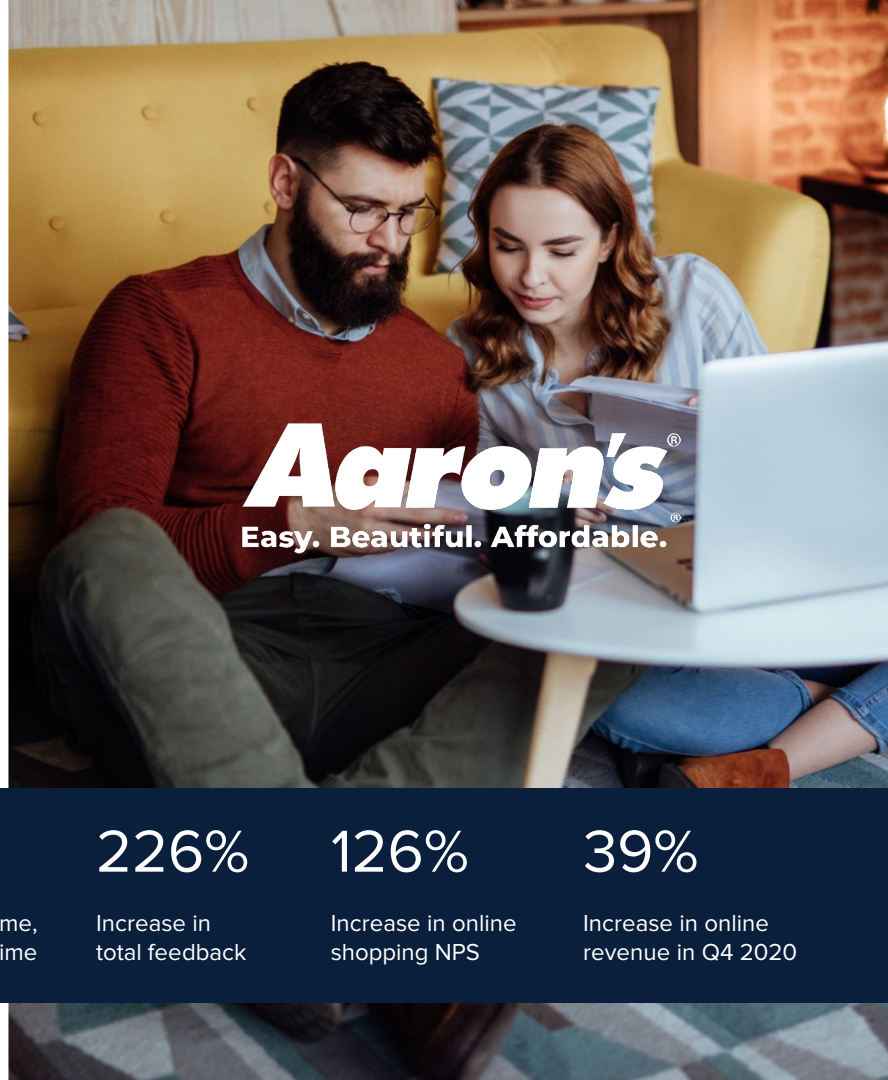
Increase in total feedback

126%

Increase in online shopping NPS

39%

Increase in online revenue in Q4 2020

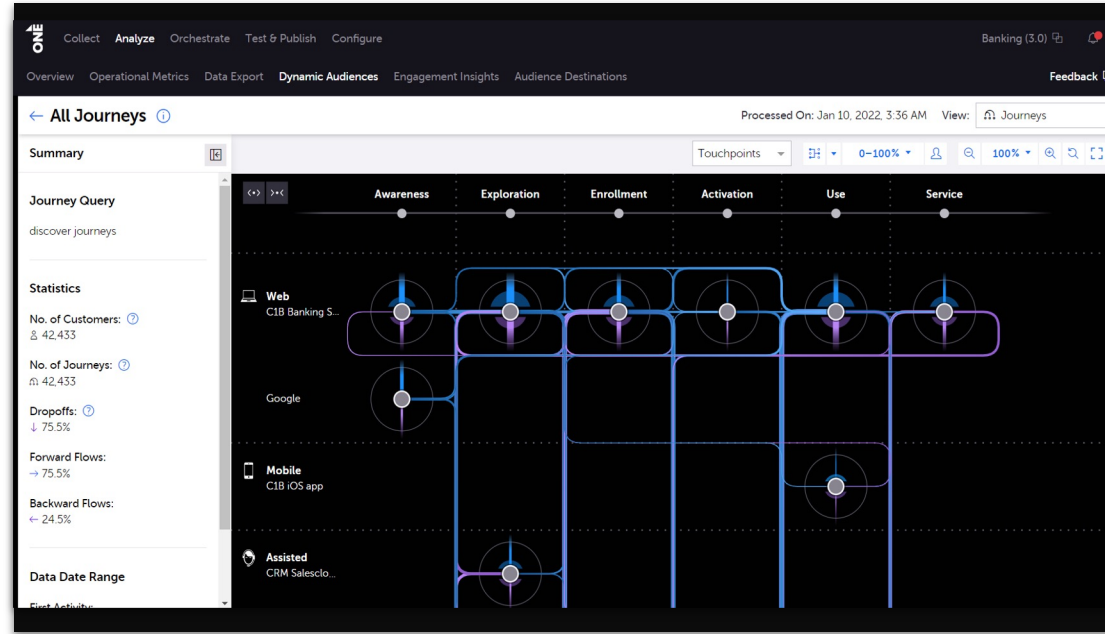


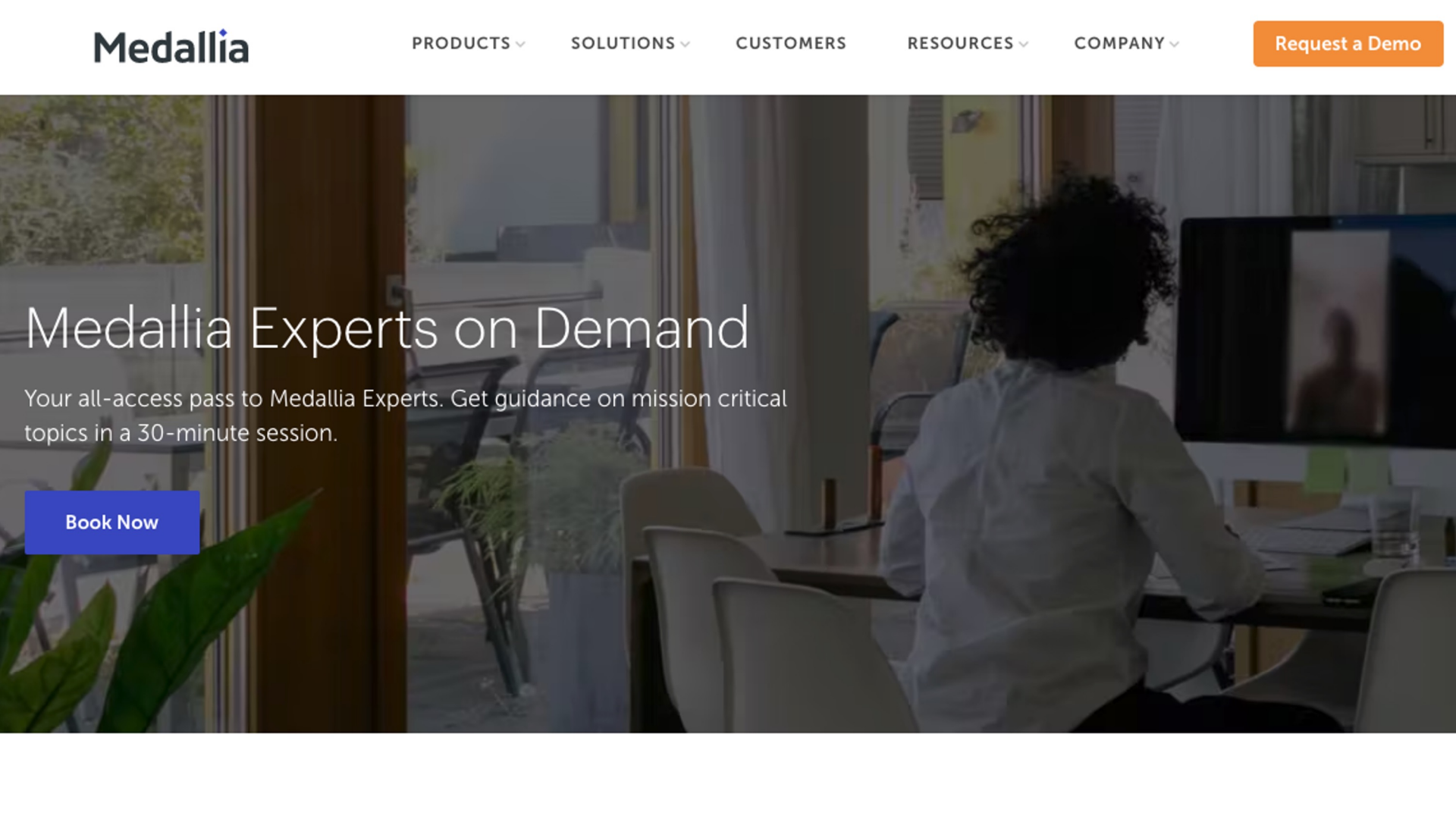
Beyond digital, to the overall customer journey

Comprehensive journey orchestration delivers personalized journeys across every customer touchpoint and channel, both online and offline, at scale.

Medallia can help you identify actual customer intent, and then serve up the next best action.

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A background image showing a person with curly hair, seen from behind, sitting at a desk and participating in a video conference. The person is wearing a light-colored shirt. The desk has a large monitor displaying the video call, some papers, and a glass of water. A large window in the background shows an outdoor area with a patio and some greenery. The overall scene is dimly lit, with the primary light source being the computer monitor.

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