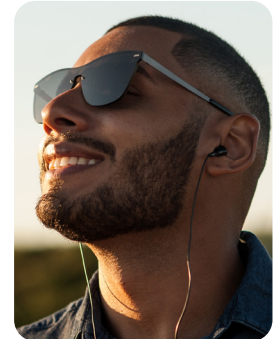


How to Keep Customers for Life

3 CX Essentials for Building Loyalty

Strengthened trust and credibility. More spend at a higher frequency.
Lower customer acquisition costs. Increased marketing effectiveness.
Greater employee satisfaction and engagement. Brand ambassadors for life.

These are just a few of the countless advantages of investing in loyalty, the ultimate differentiator that accelerates customer, employee, and financial outcomes.



It's 14x easier to sell to an existing customer than a new one



14x

A +5% increase in customer retention has been shown to boost profits by +25-95%



5%

The Link Between Customer Experience + Loyalty

Better experiences make customers feel more loyal, even more so than low prices. Just one poor experience, on the other hand, is enough to turn impacted consumers away, making CX vital to retention, loyalty, and growth.

80%

Of consumers feel more loyal to brands that deliver a better experience than their competitors.

59%

Of consumers say they will never purchase from a particular brand again due to a bad experience.

That's why focusing on creating a cycle of continuous improvement is so important.

The challenge? The competitive landscape is fierce and customer loyalty is hard-fought.

The good news? The right CX strategy and platform can help you achieve increased customer loyalty with confidence.

3 Ways to Strengthen Your CX Outcomes and Keep Your Customers for Life

01 Achieve Complete CX Visibility

Loyalty must be earned across a growing number of channels and increasingly unique and complex journeys. To survive, brands must identify friction points responsible for critical breakdowns in customer satisfaction.

Medallia's advanced experience management platform goes beyond traditional survey-based data, delivering comprehensive, real-time insights across every touchpoint to unlock the most complete view of your customer experience.

02 Prioritize What Matters Most

Bringing together the right insights is only the beginning. Loyalty leaders gain an advantage by making sense of their CX data, translating feedback into action, and prioritizing what really matters.

Medallia combines your most holistic experience data with the power of conversational AI to deliver timely, prescriptive, and high-impact insights, enabling teams to uncover measures that can be taken to bolster customer satisfaction, retention, and loyalty.

03 Activate Continuous Improvement

Implementing positive changes isn't a one-time feat. Successful CX is dependent on the efficient, effective, and ongoing transformation of insights into action.

With Medallia's intelligent engine sifting, sorting, and synthesizing all of your experience data, you'll have the capacity to turn prioritization into momentum — and activate continuous improvement over time that builds loyalty and strengthens your brand.

The Medallia Difference

Your catalyst for enhanced customer experiences, Medallia gives you everything you need to achieve complete CX visibility and empower your entire organization to enhance customer experiences with confidence and speed today, tomorrow, and beyond.

Our Competitive Advantage Is Your Competitive Advantage

Our unique combination of leading-edge technology, breadth and depth of capabilities, and visionary expertise sets Medallia apart from the competition and enables your brand to do the same.

- ✓ Take the guesswork out of CX
- ✓ Fulfill your brand promise
- ✓ Make customers for life

To learn how Medallia can start helping you build loyalty with confidence, visit medallia.com.

