

Medallia



LAYING THE FOUNDATION FOR CX SUCCESS

The Checklist Every Experience Leader Needs

It's easy to become complacent with the technology you are using. It may have checked all your boxes at some point in time, but solutions can fall behind fast. To keep improving, you must continually evaluate and consider other options that best support your long-term strategy.

Don't drop the ball when it comes to your customer experience. Laying the right foundation to enable action on customer insight is vital to success.

Here are the critical CX platform capabilities you need—and may be missing out on.



An end-to-end experience solution optimized for our entire organization.

Customer Experience
Contact Center
Marketing
Operations
Human Resources and People and Culture

Enterprise-grade performance at scale.

Reliable speed and accuracy
Can handle the most complex hierarchies
Hundreds of pre-built integrations
Comprehensive language support and global coverage

Seamless actionability and agility for heightened employee engagement.

Personalized, role-based dashboards
Closed-loop workflows and metrics
Cross-device access and reporting
Mobile apps for employees and executives

Comprehensive, real-time data analysis.

Captures and utilizes all relevant experience data
Text, speech, and conversational analytics that makes sense of unstructured data
Digital experience tracking and quality measurement

Powerful AI capabilities and continuous innovation.

Relevant and intuitive AI features for every user and role
Proven track record of responsible AI use and customer data protection
Decisioning that individualizes the dynamic needs of each customer
Leverages insights from over 60 billion customer and employee experience signals

Commitment to our success.

Automated user engagement tracking
Sample health tracking of all surveys
Root cause trend analysis

Trusted thought leadership and expertise.

Decades of experience in our industry
Working with thousands of the world's leading brands
Significant ROI and impact on business metrics and operations

One solution checks all of these boxes. Medallia isn't your typical CX solution—it's a comprehensive loyalty and retention platform that empowers your entire organization from the inside out. Unlike our competitors who were designed for ad-hoc market research projects, our commitment is to empower brands to take meaningful action on customer feedback. We deliver an unmatched depth of proprietary CX data, fueled by leading-edge AI and deep domain expertise, so you can continuously improve and achieve the business outcomes you care about the most.

If your solution doesn't check these boxes, consider Medallia: the [Leader in The Forrester Wave™: Customer Feedback Management, Q1 2023](#).