

Medallia | 3CLogic

# Supercharge your contact center with Medallia and 3CLogic for ServiceNow

November 12, 2024



# Casey Levine

Senior Director, Alliances  
**Medallia**



# Guillaume Seynhaeve

VP of Business Development and Partnerships  
**3CLogic**



# A disconnect exists between the service customers expect and the service they're getting

**73%**

of customers say **customer experience is important** in their purchasing decision.

**49%**

However, **only 49% say companies succeed** in delivering good customer experiences.

CX Laggards

**5X**  
CX Leaders

CX Leaders have **5X greater revenue growth** over CX Laggards.

**32%**

of customers **will walk away from a brand they love** after just one bad experience.

Source: Forrester, PwC

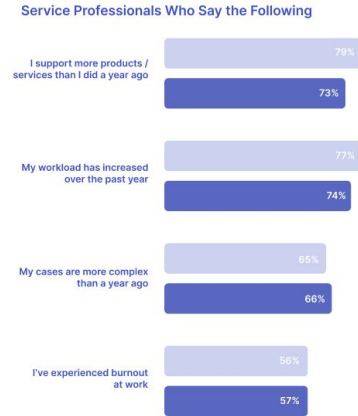
# The rise and pitfalls of digital transformation

61%

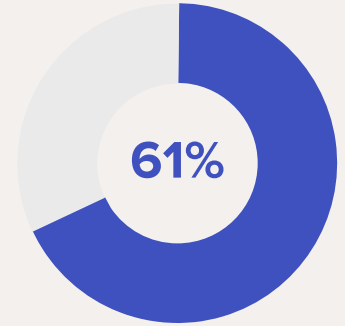
of customers **would rather use self-service** for simple issues

68%

However, will **stop using a company's chatbot** after single bad experience.



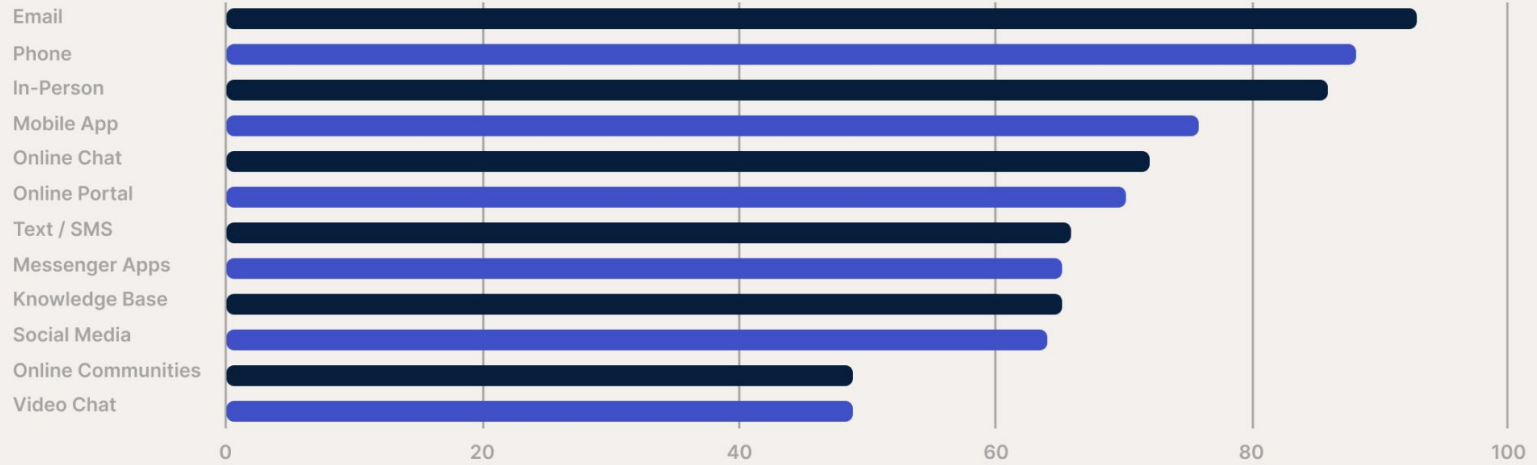
Case **complexity and supported products are increasing.**



of an **agent's time is spent away from customers** (i.e.: manual tasks, note-taking, admin functions, etc.)

Source: Salesforce

# 71% of customers prefer different channels depending on the context



Source: Salesforce

## What organizations **have**



**Siloed technologies** and platforms



Over-dependence on **manual processes** and workflows



**Disconnect** between front-office engagements and back-office



Disjointed and **limited insights** and analytics



Inconsistent, **imprecise coaching**

## What they **need**

**Centralized system of record** and data tech-stack

**Automation** of repetitive agent and administrative tasks

**Unified system** of engagement and action

**AI-driven analysis** of 100% of interactions

**Feedback-driven coaching** and training platform

# The voice channel remains critical

**90%**

Of companies say that the traditional voice channel is used to handle the most complex interactions

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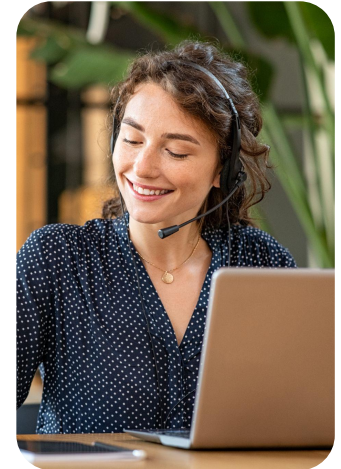
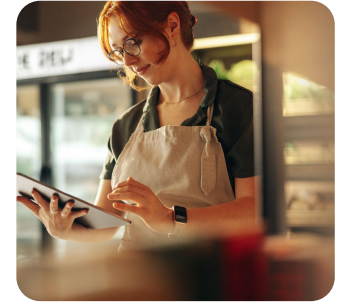
**61%**

Believe the complexity of those interactions will increase as self-service options handle simpler inquiries in the future

---

**74%**

Of 700 global contact center executives surveyed cited difficulty analyzing data as one of their top challenges



# Uniquely architected for action

**servicenow.**

**Data and  
Workflow  
Layer**



Workflow and  
Integrations



Knowledge &  
Communities



AI & Machine  
Learning



Playbooks



Security  
Operations



Integrations

**Enterprise Grade Everything**



# Uniquely architected for action

**3CLogic**

## Contact Center Layer



Conversational AI & Self-service



Intelligent Routing



Agent Automation



Real-time Transcription



Call Recording



Live Dashboards

**servicenow.**

## Data and Workflow Layer



Workflow and Integrations



Knowledge & Communities



AI & Machine Learning



Playbooks



Security Operations



Integrations

**Enterprise Grade Everything**

# Uniquely architected for action

**Medallia**

**See & Act  
Everywhere  
Layer**



Text  
Analytics



Digital  
Analytics



Conversational  
Analytics



Direct Customer  
Feedback



Automated Scoring  
(OOTB & custom)



100% & Native  
Signal Coverage

**3CLogic**

**Contact  
Center  
Layer**



Conversational  
AI & Self-service



Intelligent  
Routing



Agent  
Automation



Real-time  
Transcription



Call  
Recording



Live Dashboards

**servicenow.**

**Data and  
Workflow  
Layer**



Workflow and  
Integrations



Knowledge &  
Communities



AI & Machine  
Learning



Playbooks



Security  
Operations



Integrations

**Enterprise Grade Everything**

# Driving performance and quality at scale with 3CLogic, Medallia Speech, and ServiceNow

Case/  
Ticket

servicenow.

## OUTCOMES

Higher Revenue

Reduced Costs

Increased Productivity

Cultural Transformation

# Driving performance and quality at scale with 3CLogic, Medallia Speech, and ServiceNow

## Engage



servicenow.

3CLogic

## OUTCOMES

Higher Revenue

Reduced Costs

Increased Productivity

Cultural Transformation

# Driving performance and quality at scale with 3CLogic, Medallia Speech, and ServiceNow

## Engage

## Analyze

Case/  
Ticket

Intelligent  
Call  
Routing

Agent & AI  
Automation

Real-time  
transcription &  
Dashboards

Call Recording

Call  
Transcript &  
Summary

Speech &  
Text  
Analytics

Quality  
Assurance &  
Coaching

Sentiment  
&  
Feedback

servicenow.

3CLogic

Medallia

## OUTCOMES

Higher Revenue

Reduced Costs

Increased Productivity

Cultural Transformation

# Driving performance and quality at scale with 3CLogic, Medallia Speech, and ServiceNow

## Engage

## Analyze

## Optimize

Case/  
Ticket

Intelligent  
Call  
Routing

Agent & AI  
Automation

Real-time  
transcription &  
Dashboards

Call Recording

Call  
Transcript &  
Summary

Speech &  
Text  
Analytics

Quality  
Assurance &  
Coaching

Sentiment  
&  
Feedback

Case  
Auto-  
Summary

Knowledge  
Base

Action



servicenow.

3CLogic

Medallia

servicenow.

## OUTCOMES

Higher Revenue

Reduced Costs

Increased Productivity

Cultural Transformation

# Real enterprise impact & results

Improve Customer Loyalty	Increase Sales	Reduce Operational Costs	Empower Employees	Improve Trust
<p data-bbox="73 456 301 525">Global Software Company</p> <p data-bbox="73 609 363 718">Deployed a 360-degree view of Account Health resulting in <b>Customer Care NPS increase of 77 points.</b></p>	<p data-bbox="432 456 738 525">International Telecom Company</p> <p data-bbox="432 609 730 805">Silos broken down between Sales and Service teams resulting in increased accountability. <b>Sales order values increased by 34%</b> in the first 9 months of the program.</p>	<p data-bbox="811 456 1054 525">Major Healthcare Institution</p> <p data-bbox="811 609 1143 751">Contact Center integration with ServiceNow enabled the ability to improve <b>call deflection and automation, resulting in operational savings of \$2M.</b></p>	<p data-bbox="1213 456 1456 525">Multinational Car Manufacturer</p> <p data-bbox="1213 609 1506 751">Streamlined employee services to "non-traditional" workers leading to an <b>82% reduction in average call hold times.</b></p>	<p data-bbox="1588 456 1738 525">U.S. Public Institution</p> <p data-bbox="1588 609 1870 751">AI/ML generated "Critical Situation Alerts" route to specific task force <b>to prevent &amp; mitigate issues within 2 hours.</b></p>

Self-Service & Intelligent Routing

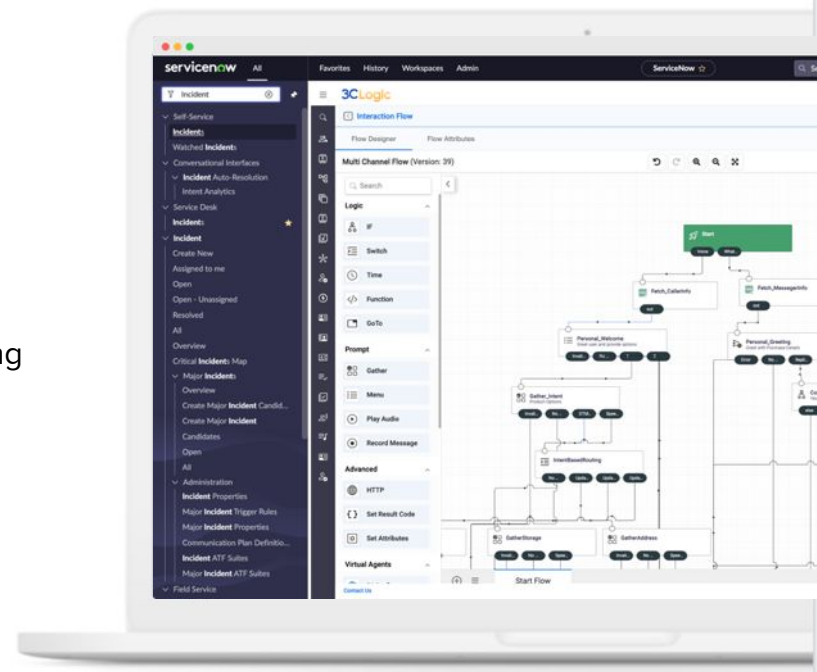
Agent Workspace & Automation

Transcription & Analysis

Deep Insights

Enrich & Action

- Create, deploy, and manage dynamic workflows without depending on IT or 3rd-party resources
- Deliver self-service AI-powered experiences, leveraging ServiceNow data/context, to reduce call volumes for simple/repetitive requests
- Match callers to the most qualified agent with skills-based routing
- Automatically adjust experiences with adaptable queues





Self-Service &  
Intelligent Routing

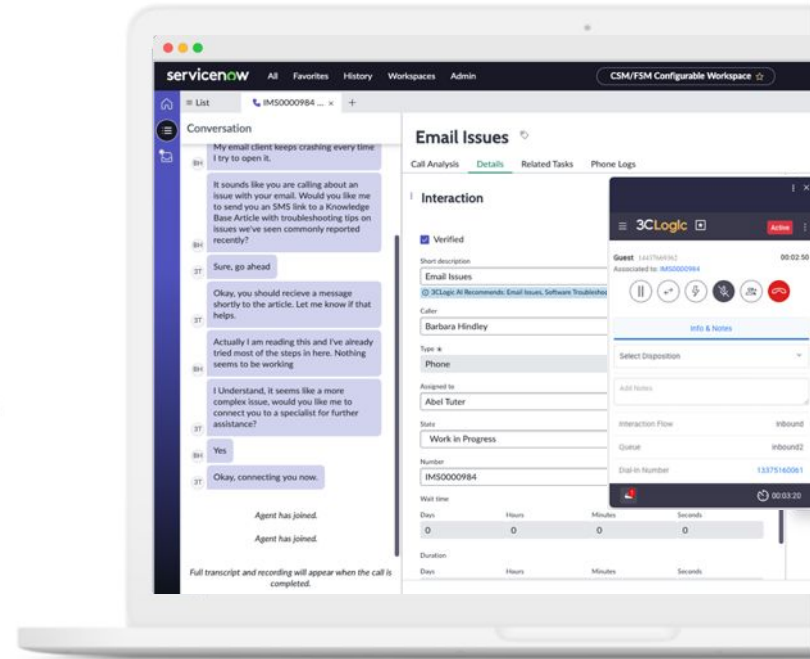
Agent Workspace &  
Automation

Transcription &  
Analysis

Deep Insights

Enrich &  
Action

- Automate agent tasks (i.e.: intelligent screen-pops, pre-populated descriptions, etc.)
- Leverage Real-time Transcriptions to intelligently assist agents (i.e.: knowledge article, suggestions, etc.)
- Use AI to “feed” native ServiceNow AI capabilities
- Automate post-call notes and activities



Self-Service &  
Intelligent Routing

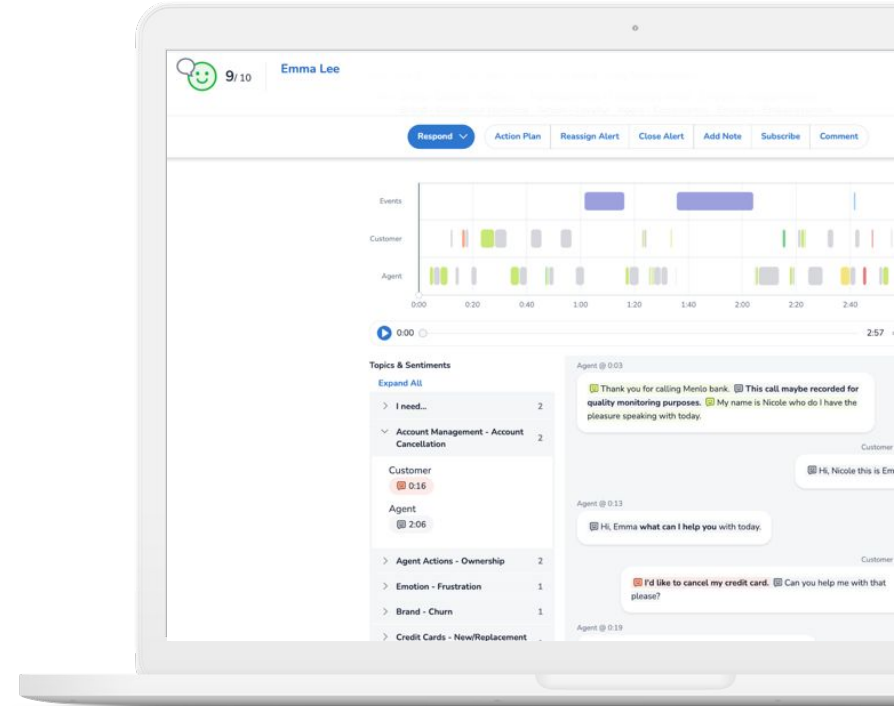
Agent Workspace &  
Automation

Transcription &  
Analysis

Deep Insights

Enrich &  
Action

- Transcribe every call with high accuracy, readability, and playback in multiple languages
- Capture a rich set of voice metrics such as talk time, silence time, overtalk time, and emotional tone of both agent and customer
- Analyze sentiment at the individual phrase level for a comprehensive understanding of the interaction
- Surface actionable insights from every call such as call reason, customer effort, churn risk, and suggestions
- Score every interaction for customer satisfaction and for agent coaching



Self-Service & Intelligent Routing

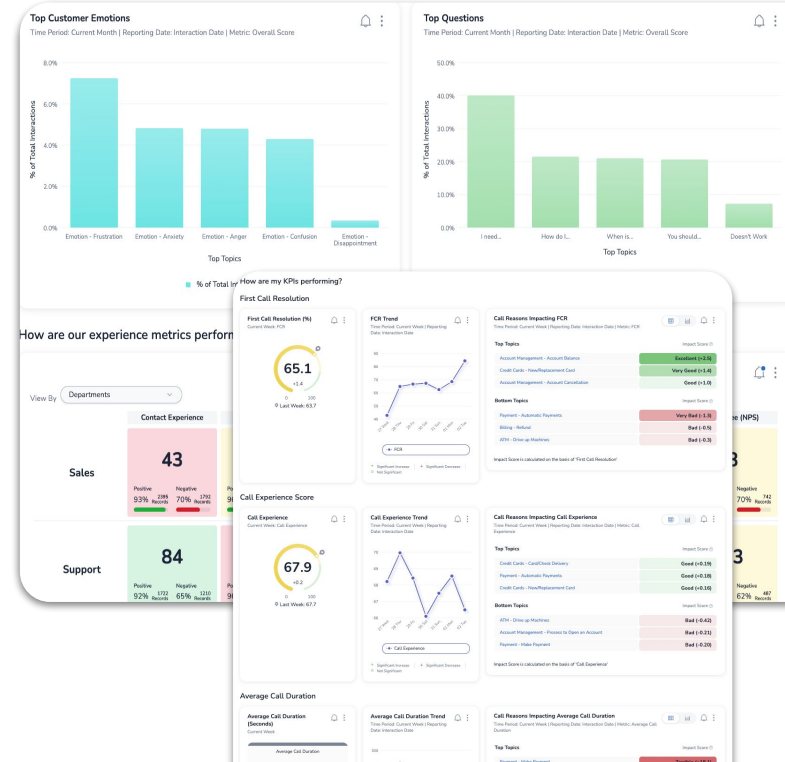
Agent Workspace & Automation

Transcription & Analysis

Deep Insights

Enrich & Action

- Run AI powered insights on all your data, not just scores
- Identify and quantify Self Service improvement opportunities
- Use Text Analytics and metadata to understand behavior that leads to repeat calls, lengthy calls, churn, conversion, and upsell
- Analyze, QA, and score 100% of calls and automatically and intelligently select calls and moments for agent evaluation
- Quantify the business case for opex investments



Self-Service &  
Intelligent Routing

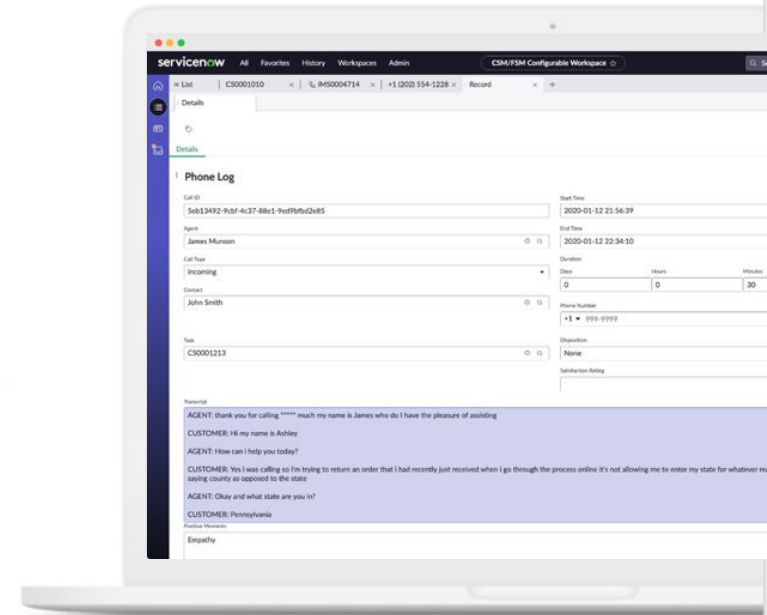
Agent Workspace &  
Automation

Transcription &  
Analysis

Deep Insights

Enrich &  
Action

- Track and associate call reasons, transcripts, call experience scores, and more directly from ServiceNow
- Trigger pro-active ServiceNow workflows to reach out to at-risk customers or other customers who need follow-up
- Re-open unresolved cases based on call analytics
- Provide quick-reference context for an agent within ServiceNow of a customer's previous call experiences for personalization





Questions?



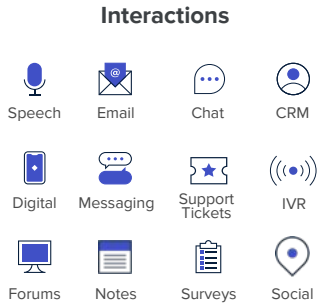
Thank you



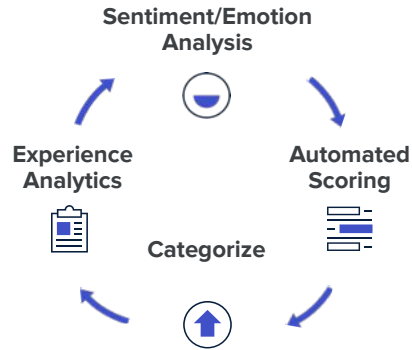
# Appendix

# Complete, Modern, Enterprise-Grade

## 1 Capture & Organize



## 2 Process, Predict & Prioritize



## 3 Empower & Engage



## 4 Act at Scale





# Employee Activation through a Differentiated Solution

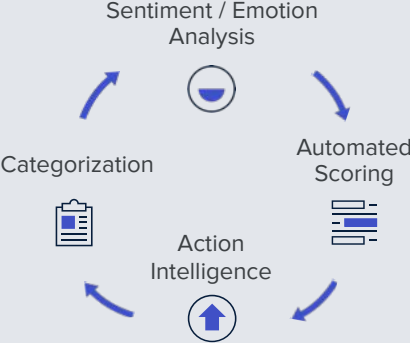


## Capture Experience Signals

- Always-On
- Engagement/Pulse Surveys
- Chat
- PTO Patterns
- Lifecycle
- Crowdsourcing
- Support Interactions
- 360 Feedback
- Transfer
- Manager change
- Customer Feedback
- Benefits Enrollment



## Analyze & Predict



## Route, Empower & Act

Permission, Role-Based Dashboards

- Idea Voting
- Action Plans
- Collaborative Workflows
- Action Dashboards
- Custom Nudges
- Real-time Alerts

## OUTCOMES

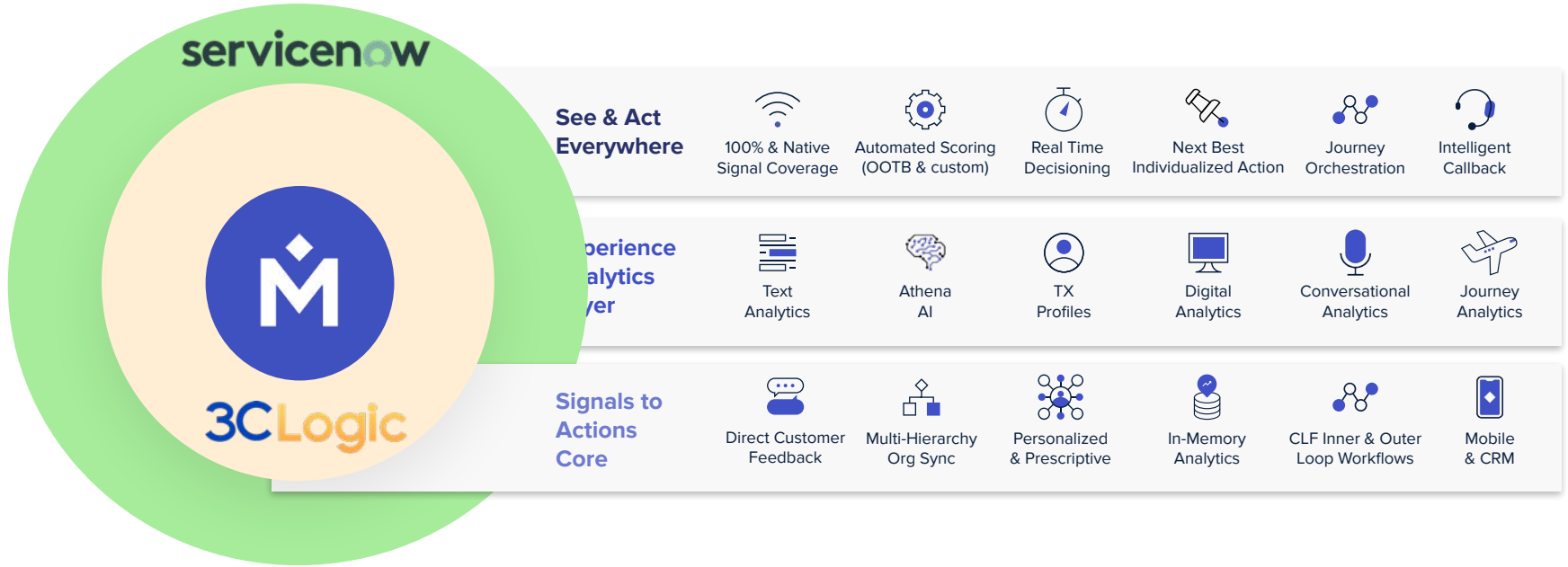
Higher Revenue

Reduced Costs

Increased Productivity

Cultural Transformation

# Uniquely Architected for Action



Enterprise Grade Everything



Medallia

# FY2025 Presentation Title Here

Add subtitle here

Month XX, 2024

# Contact Center Challenges

## **Why are People Calling?**

Siloed technology & sampled analysis make this a difficult question to answer

## **Lack of Service Recovery**

Without understanding drivers of churn/repeat callers + system to follow up in NRT

## **QA is Still Manual**

<1% random sample of calls does not provide a complete picture of performance

## **Employee/Agent Satisfaction at Risk**

Inconsistent coaching/feedback mechanism + difficult to understand employee needs with WFH shift

## **Self-Service Obstacles Unclear**

No data showing where customers attempted to self-service before reaching out to the CC

## **Lack of Understanding CX**

No data diving into what the actual CX is before they reach out to the contact center

# Medallia

## FY2025 Presentation Title



A young woman with voluminous, curly brown hair is smiling and looking upwards. She is wearing white earbuds and holding a light-colored smartphone in her hands. The background is a blurred city street scene.

Medallia

# FY2025 Presentation Title Here

Add subtitle here

Month XX, 2024



A man with a beard and dark hair, wearing a light blue shirt and a grey and white striped blazer, is sitting at a desk in an office. He is looking down at a black smartphone in his hands. In the background, there is a bookshelf filled with books and a window with a yellow blind. The overall scene is brightly lit, suggesting a professional and productive environment.

Medallia

# FY2025 Presentation Title Here

Add subtitle here

Month XX, 2024

Medallia

# Make every experience matter

How Medallia can help [COMPANY] create exceptional experiences





Medallia

# Make every experience matter

How Medallia can help [COMPANY] create exceptional experiences



# Presentation Best Practices

Heading: Proxima Nova, normal, size 25

## Fonts & Sizing

Subtitle: Proxima Nova, semi bold, size 16

Example of body copy text:  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

Body copy: Proxima Nova, normal,  
recommended size 14. Minimum size 12.


\*Footnote: Lorem ipsum dolor sit amet, consectetur adipiscing elit.


Footnote: Proxima Nova, normal, size 7

# Colors


## Hero Colors


 Primary:  
Medallia Indigo  
#4050c6


 Secondary:  
Emerald  
#00bfa5

 Tertiary:  
Sky  
#52b1ff

## Type Colors

 For light backgrounds:  
Midnight  
#071E3C

 For dark backgrounds:  
White  
#ffffff

 Subtitle text:  
Indigo  
#4050c6

## Background Colors

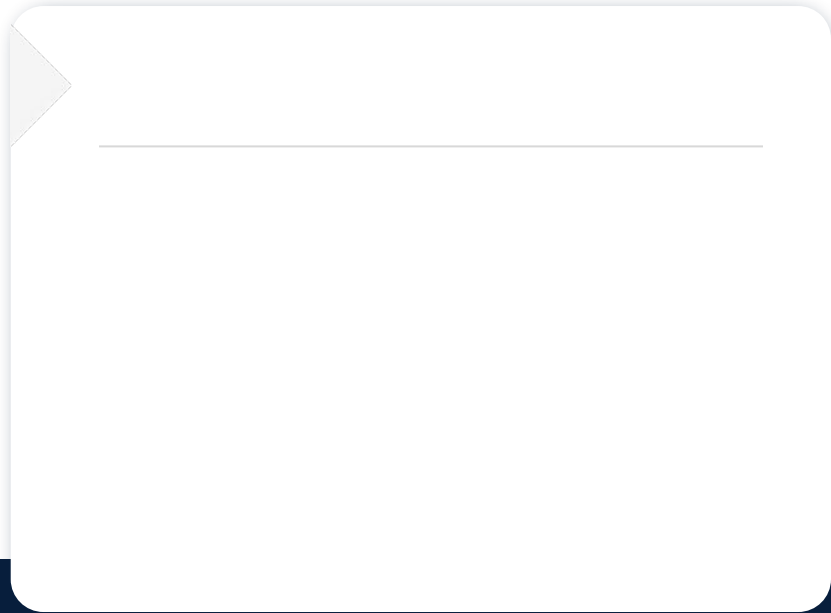
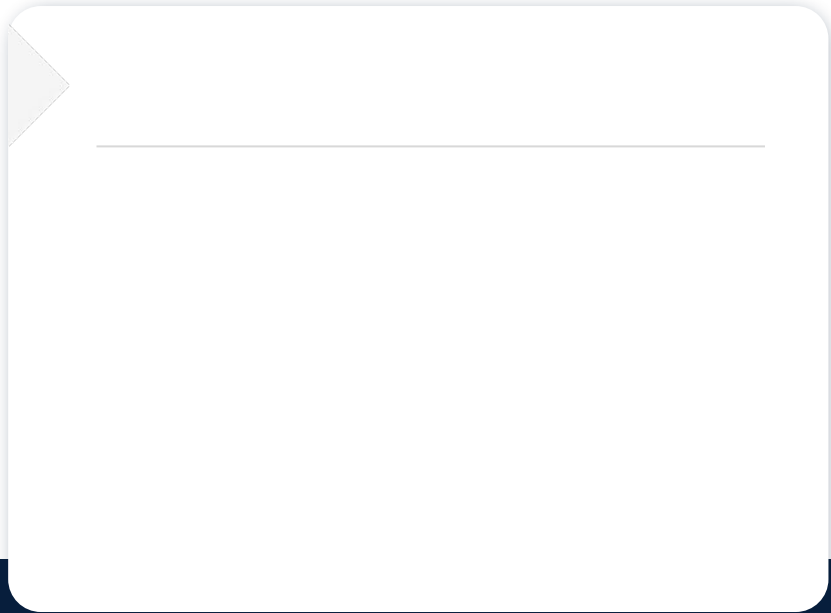
 Primary:  
White  
#ffffff

**White text** pops  
on dark shapes!

**Midnight text** is more  
visible on light shapes



Divider Slide

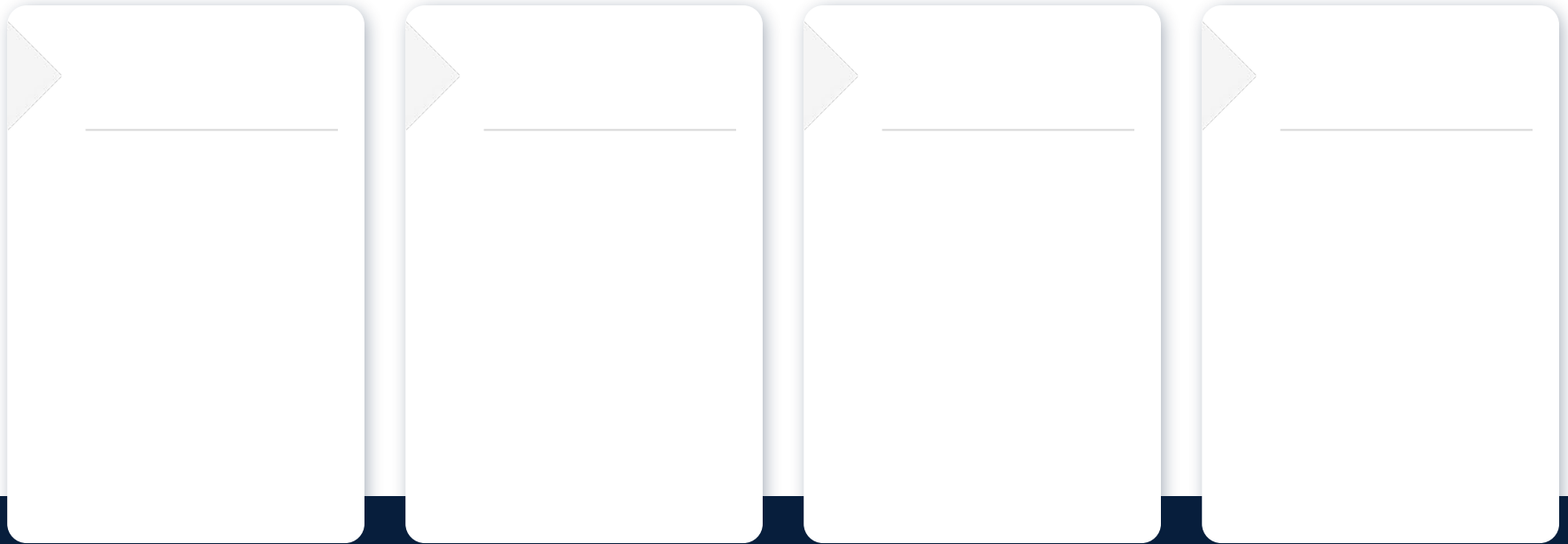


# Title Here

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# Agenda

- 1 CLICK TO ADD AGENDA ITEM
- 2 CLICK TO ADD AGENDA ITEM
- 3 CLICK TO ADD AGENDA ITEM
- 4 CLICK TO ADD AGENDA ITEM
- 5 CLICK TO ADD AGENDA ITEM



# Title Here

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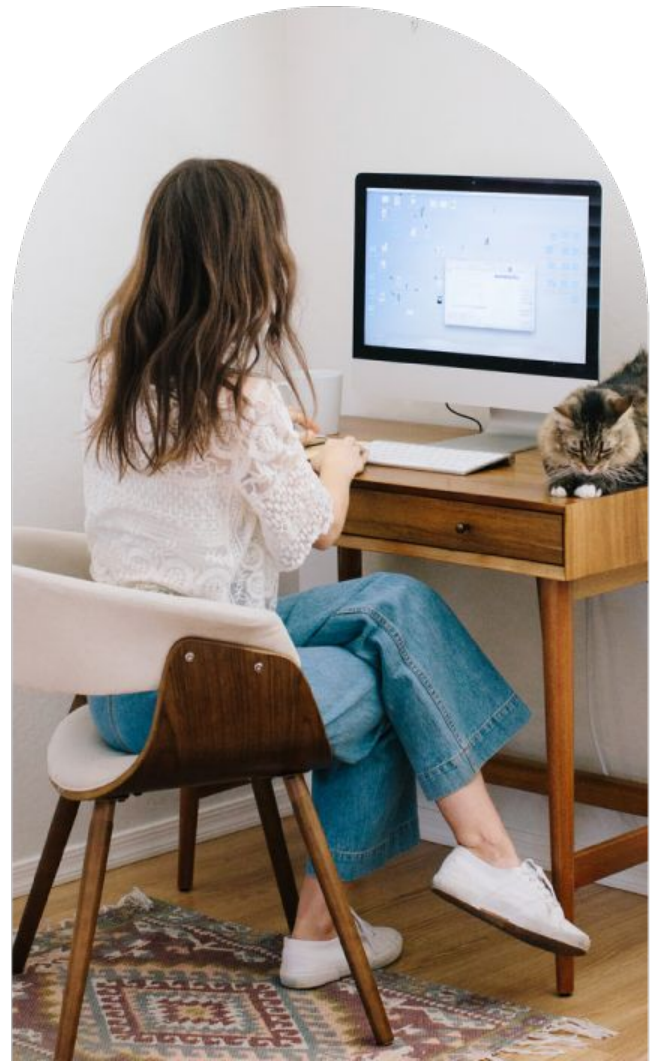
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# List of Features

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# Section Title

# Featured Speaker Name

Title/Role  
Company

# Featured Speaker Name

Title/Role  
Company



# Case Study Title Here

## CHALLENGE

CAA found the need to better understand data in their organization so they can make better business decisions and identify areas for continuous improvement.

## ACTION

Using Medallia Experience Cloud, CAA's closed-loop processes helps to coach employees to develop understanding and empathy for customers' needs.

## IMPACT

CAA has seen their response rates increase to 46%, enabling them to get more insights, make better business decisions and close the loop.



Our implementation was the most seamless SaaS implementation I have experienced in my career. For over 100 years we've been focused on serving our Members' needs, and Medallia helps us fuel this mission.

**Jeff Walker**

President & CEO, CAA North & East Ontario





“Our implementation was the most seamless SaaS implementation I have experienced in my career. For over 100 years we’ve been focused on serving our Members’ needs, and Medallia helps us fuel this mission.”

**Jeff Walker** President & CEO,  
CAA North & East Ontario



#### RESULTS

**46%+**

in response rates

**87%**

Overall satisfaction  
by response time

**5pt+**

in Roadside NPS  
during COVID-19



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#### RESULTS

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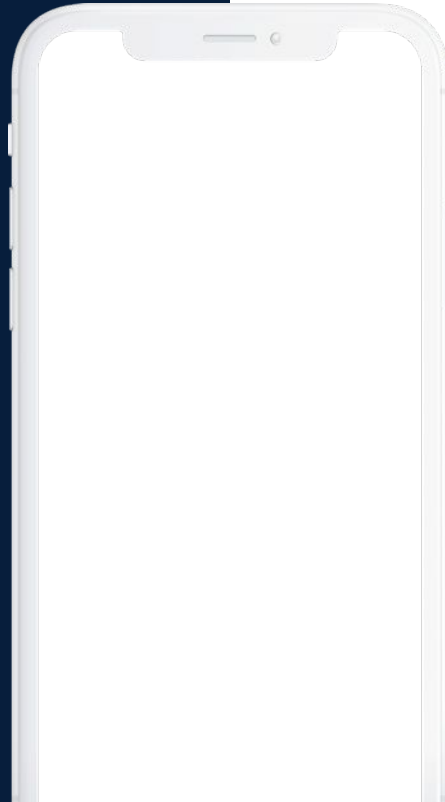
Overall satisfaction  
by response time

**5pt+**

in Roadside NPS  
during COVID-19

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## FEATURE ONE

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## FEATURE TWO

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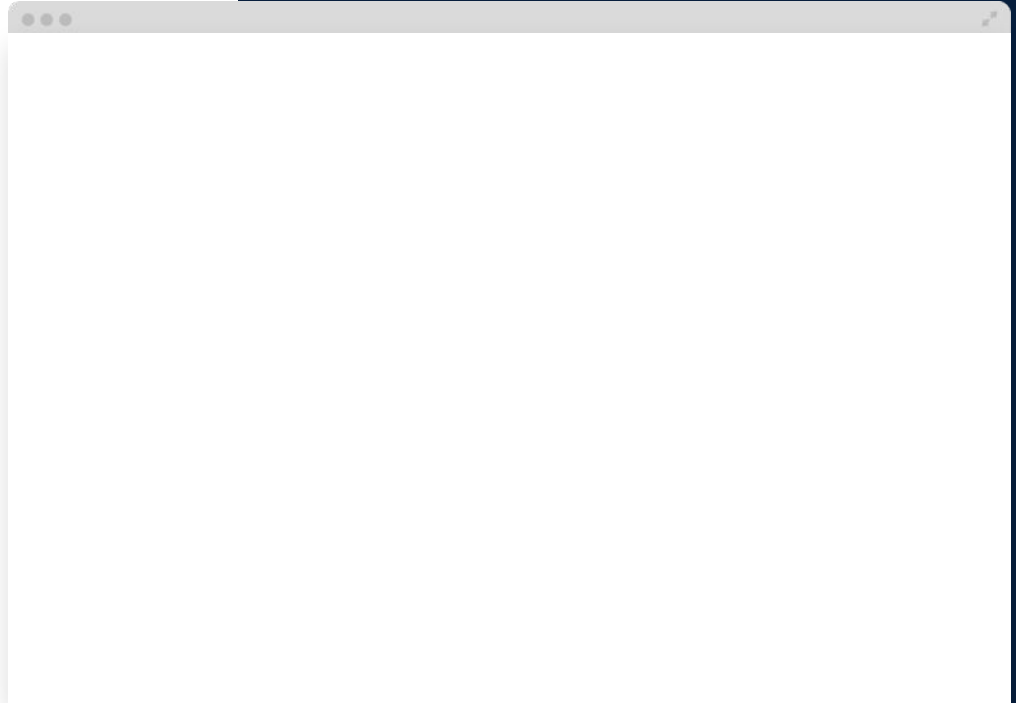
## FEATURE THREE

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## FEATURE FOUR

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**NEW IMPORTER** RETURN TO PROGRAM

**Untitled**

Importer Details and Settings

Import Method

Data Mapping

**Data Mapping**  
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import-file.xlsx  
Surveys, 3 columns (File expires in 30 days.) Remove

Import Column	Transform	Medallia Field	Attributes
			2 more

Choose column → None **Add** → Map data

**FPO - Replace Image**

CLEAR CHANGES SAVE

ALL PROGRAMS

# CONTACT CENTER


CLOSE

Get Started

- Survey and Brand
- Email Invitations
- Contact and Event Data
- Data Import Methods
- Program Summary


**THIS IS THE PLACE TO SET UP OR MANAGE A FEEDBACK PROGRAM**

Build surveys, create invitations, set up triggering events – everything you need to build a successful program is right here.




### SURVEY AND BRAND

Add or change questions in your Program's survey, select designs to match your brand, etc.




### EMAIL INVITATIONS

Edit Program invitations, set up "from" names and addresses, select expiration and reminder settings, and preview emails for accuracy.




### CONTACT AND EVENT DATA

Choose the Medallia fields you need for collecting contact and event data for your survey emails, survey questions, and program reporting, then map those fields to columns in your data file.



### DATA IMPORT METHODS

Set up how you'll send data to Medallia for your Program. You can turn your preferred methods on or off whenever you like.



### SUMMARY

Review a summary of your Program, go to any step to complete unfinished tasks, and activate it when it's ready. Later, you can deactivate it to edit it.

**FPO - Replace Image**







## Sponsorships

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# Timeline Title

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## Human Resources

People Analytics, Shared Services, Talent Management, Recruiting

## Service Delivery

IT, Facilities, Security and HR HelpDesks

## Training Ops

Learning & Development Academies and Teams

## Managers

Front Line Managers, Department and Executive Teams

## Customer Experience

CX Leaders, Customer Marketing, Account Management

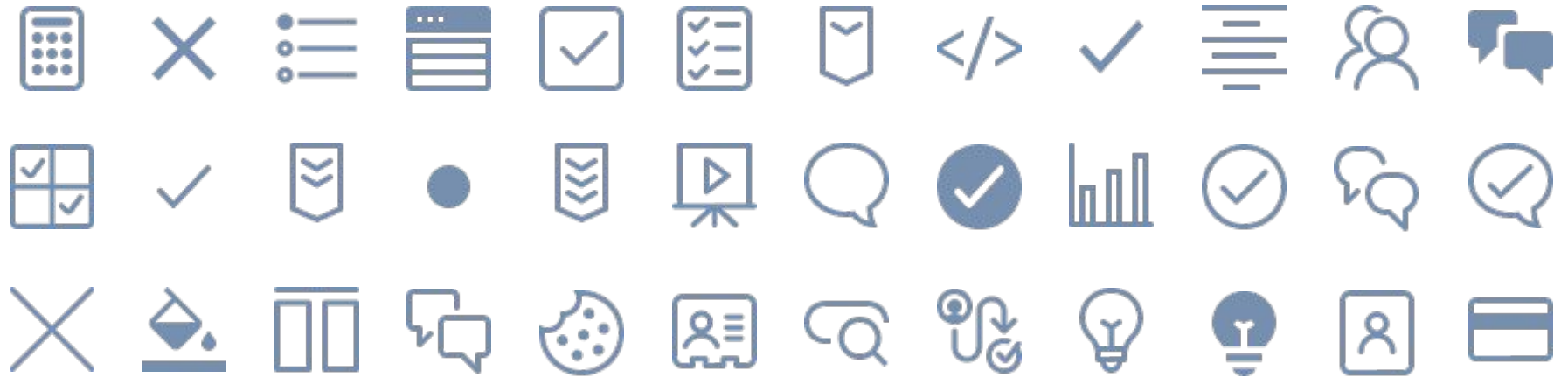
# Icons



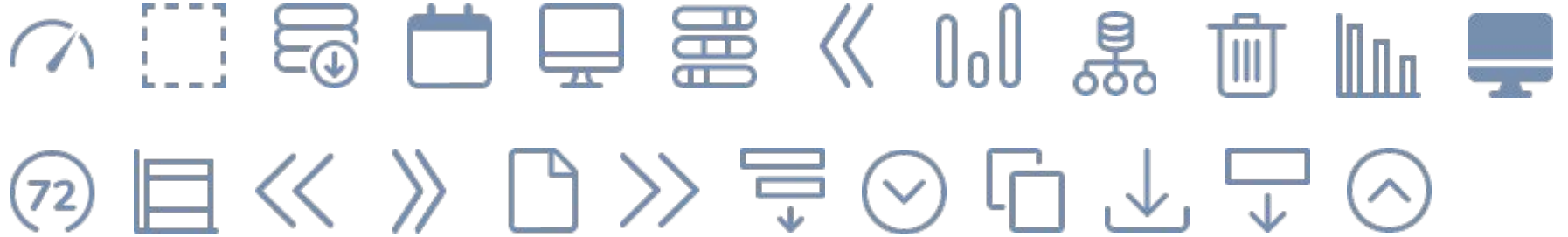
## Icons (A-B)



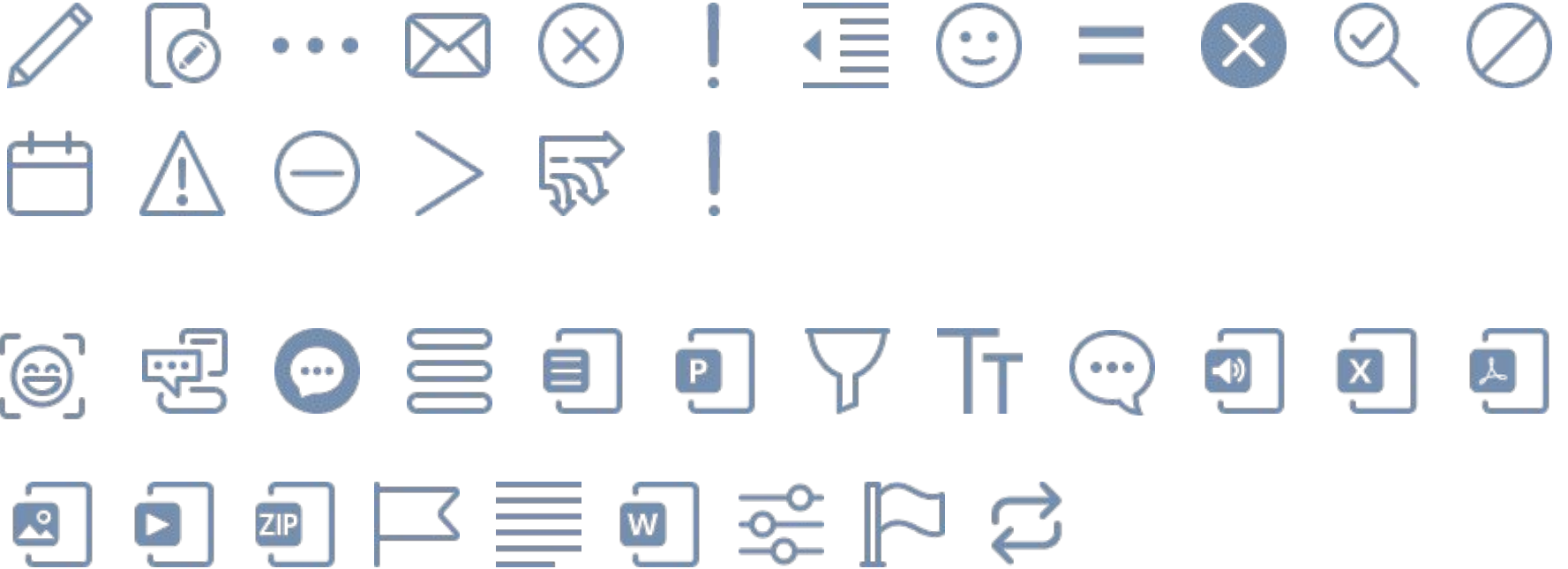
# Icons (C)



# Icons (D)



## Icons (E-F)

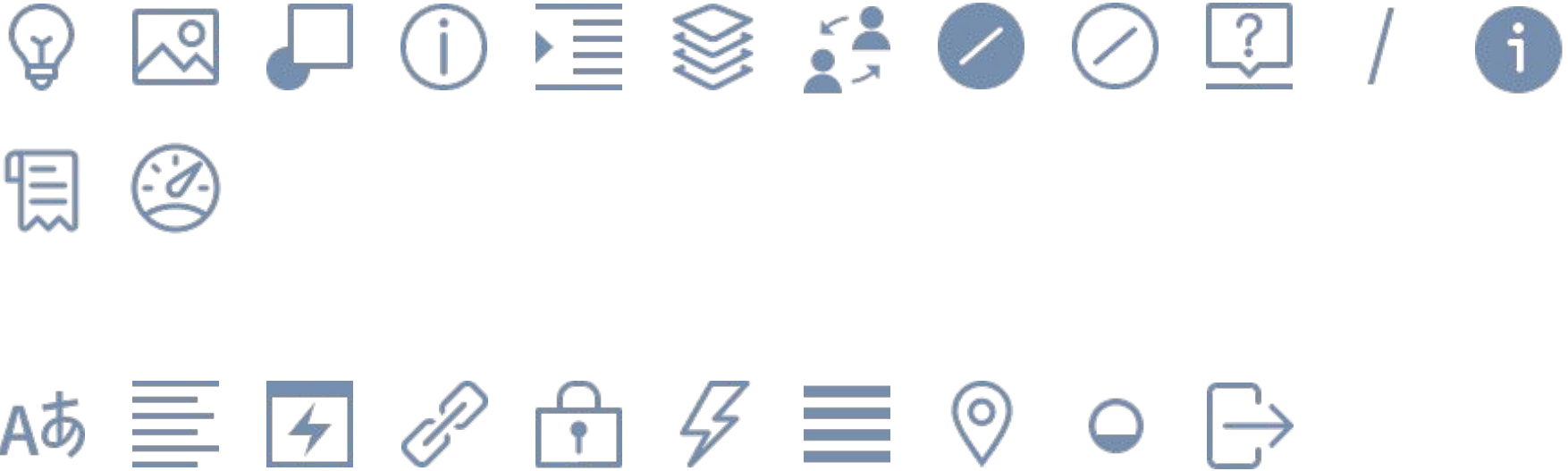


# Icons (G-H)





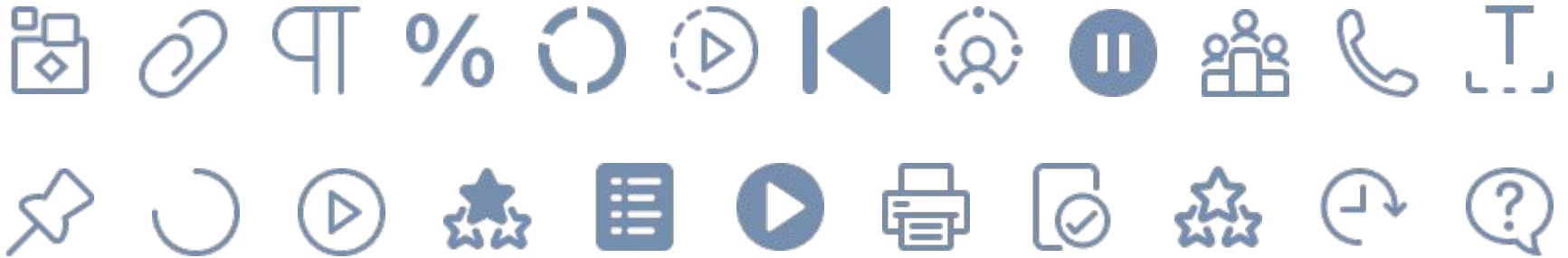
## Icons (I-K-L)



## Icons (M-N-O)



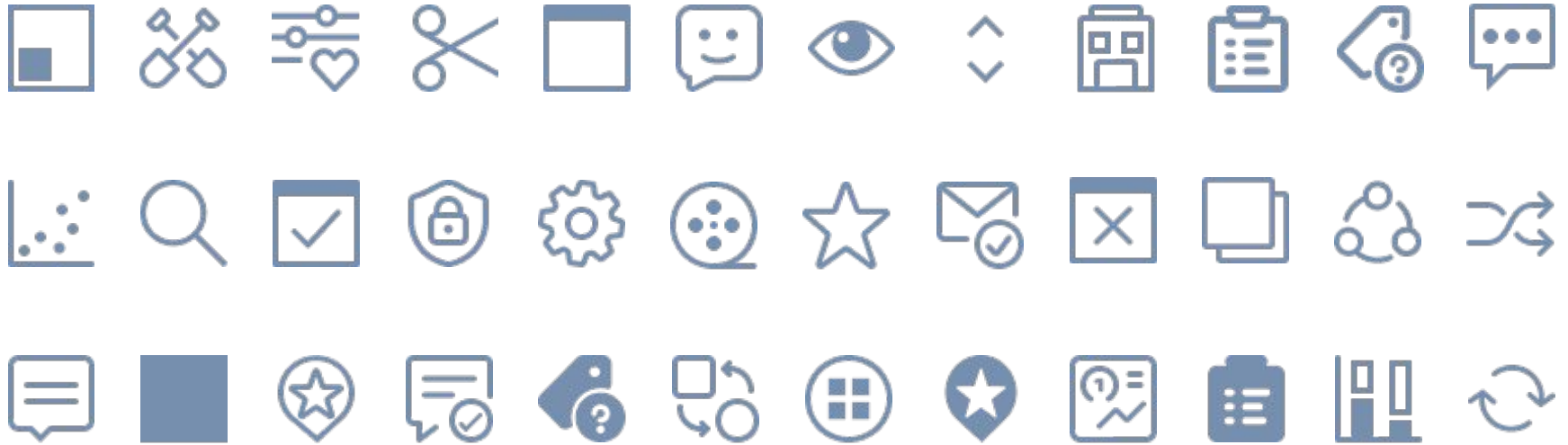
## Icons (P-Q)



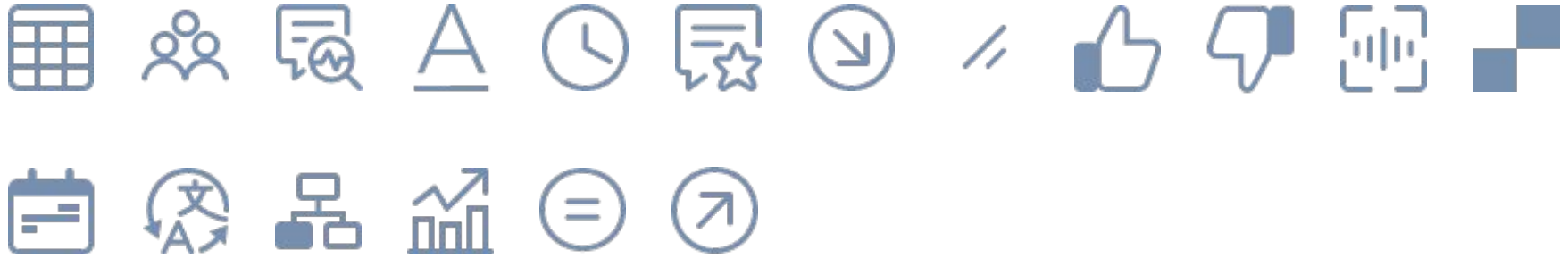
# Icons (R)



# Icons (S)



# Icons (T)



# Icons (U)



## Icons (V-Z)





# Icons (others)

## Messaging

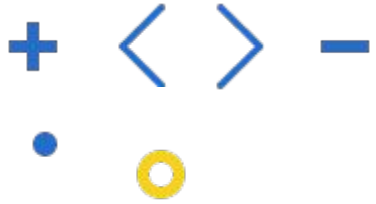


## Error



## Website Components



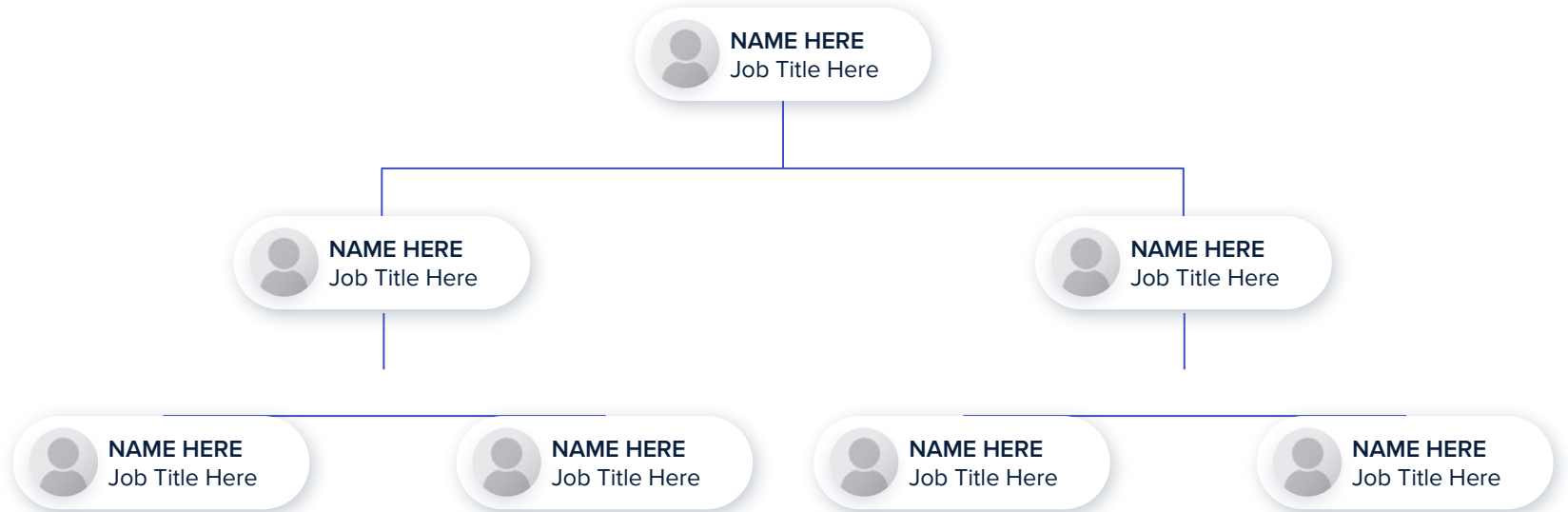


“Large Quote Here”

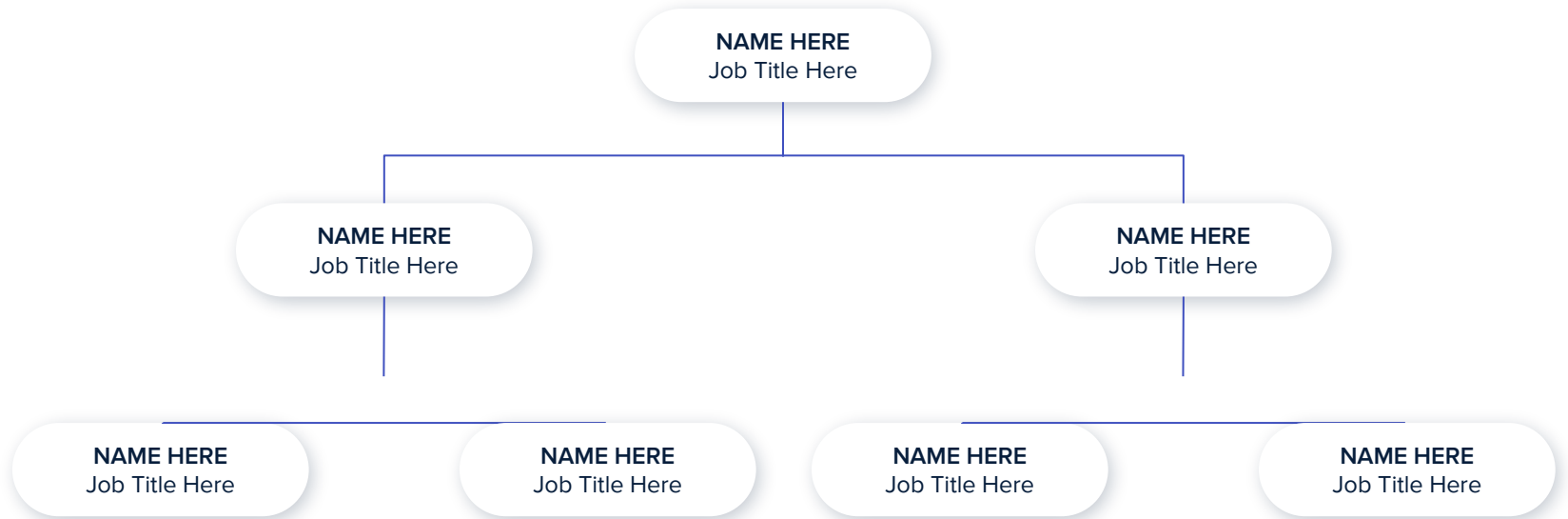
FIRST NAME LAST NAME

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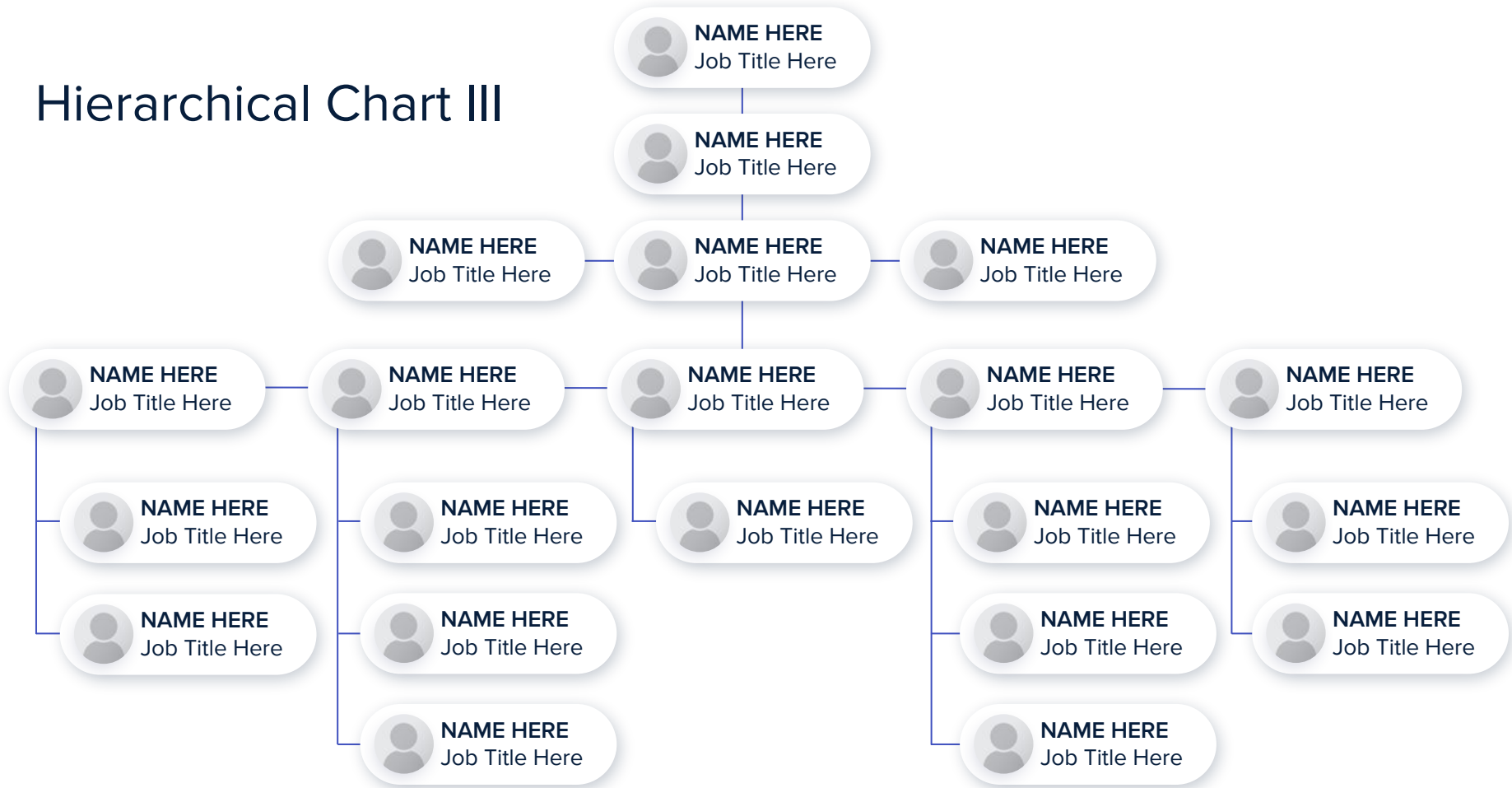
# Hierarchical Chart



# Hierarchical Chart II



# Hierarchical Chart III



# Hierarchical Chart IV

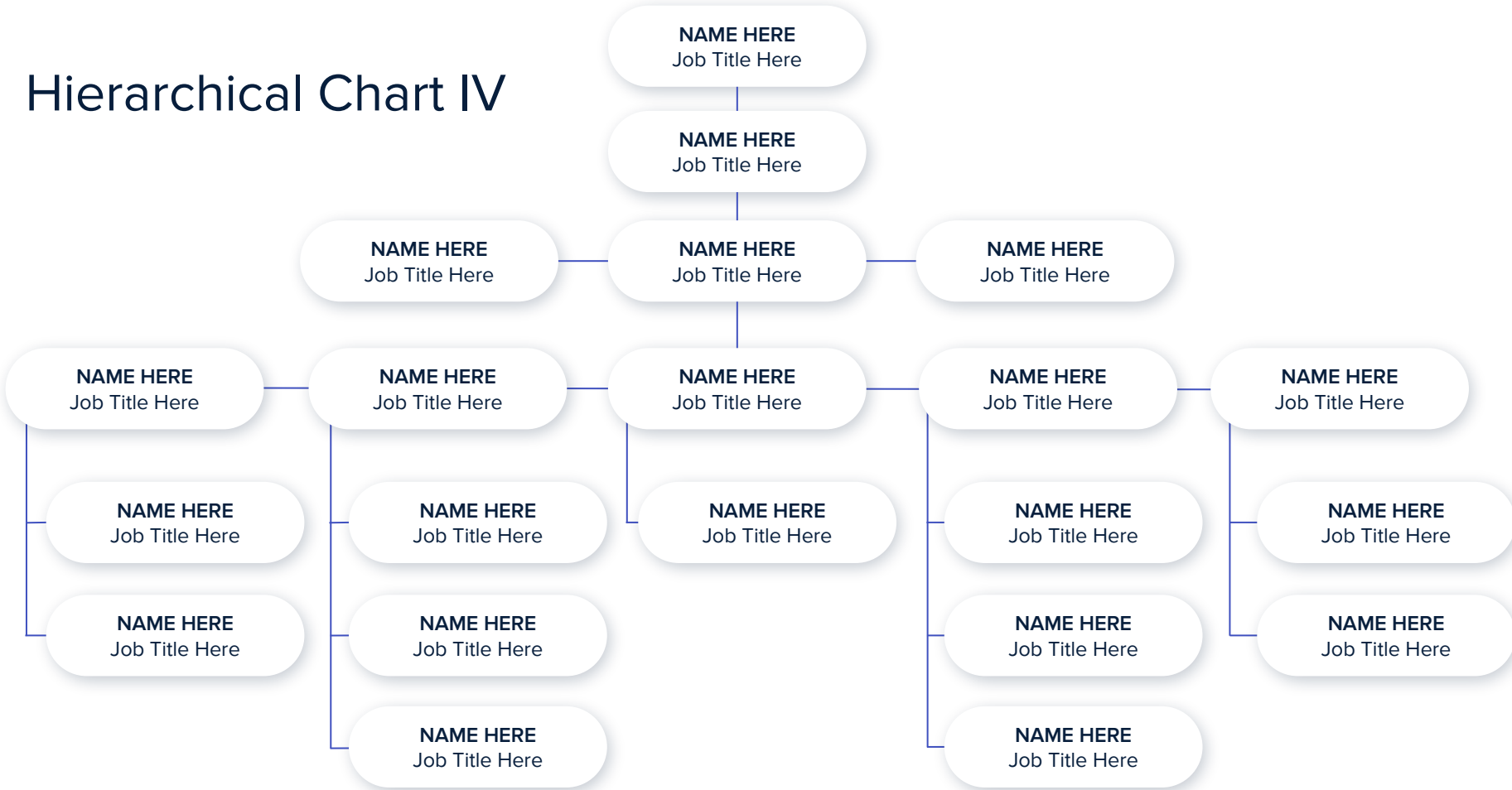


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**TABLE TITLE**

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Thank you