# Intuitive, Engaging, and Personalized Online Experiences–at Scale

Medallia Digital Experience Analytics (DXA) gives you the tools to identify, prioritize, and act on your biggest opportunities for growth

Digital leaders rely on feedback as the lifeblood of their experience program. But what happens when customers leave confusing, inactionable feedback? Or when customers don't leave feedback at all?

Go beyond feedback and exceed customers expectations with Medallia Digital Experience Analytics (DXA). Medallia DXA contextualizes every piece of feedback with relevant behavioral insights, so teams can take action on what customers say and what they do, driving organization-wide impact.
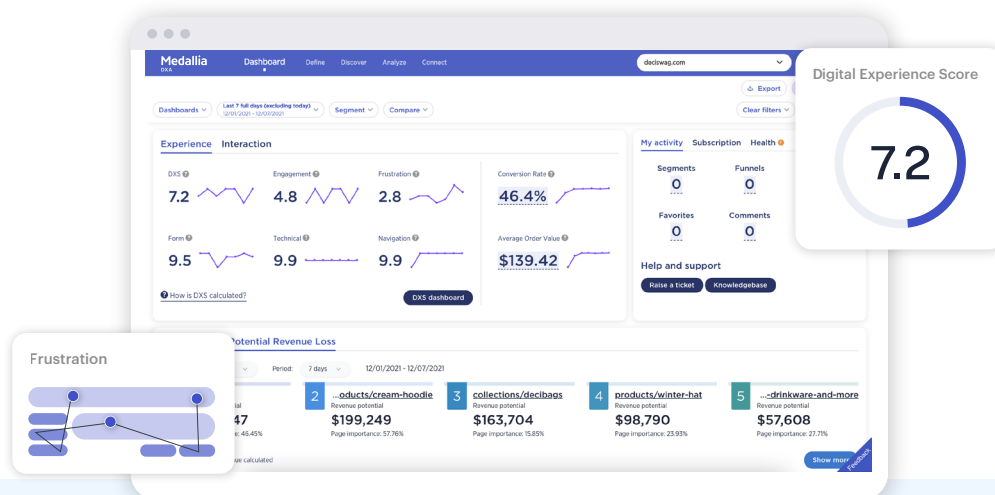
KEY MEDALLIA DXA USE CASES

Do more with feedback

Understand the actual experience behind feedback by accessing key behavioral data and session replays, before following up with your customer.

Vodafone increases sales opportunities by 331% by combining DXA and feedback

Increase conversions and revenue

Identify the biggest opportunities for growth across your digital properties and immediately create action plans to make it happen.

British Airways increases digital bookings by 13% with heatmaps & session replays

Empower digital self-service

Design digital properties that are so intuitive and engaging, anyone can complete their desired task online.

Ferguson decreases checkout time by 14% using DXA form analytics

Engage customers in real time

Automatically trigger strategic actions that are relevant to each customer's individual experience, like a survey, a live chat, or a promotional code.

Major Korean retailer increases conversion by 8% with real-time triggers

Medallia

Key Medallia DXA Functionality

Session Replay
Visualize every visitor's experience

Behavioral Intelligence
Understand what customers are doing

Real-Time Interactions
Trigger actions relevant to each visitor

Heatmaps
Analyze on-page trends on aggregate

Revenue Impact
Quantify your biggest opportunities

A trusted solution for every stakeholder

CX	Operations	Product	Marketing	Analyst
Empathize with customers and get ahead of emerging trends	Increase task completion and enable digital self-service	Create intuitive products that increase adoption and usage	Supercharge marketing efforts with customer insights	Optimize visitors experiences starting with high-impact items

"Medallia DXA really allowed us to see customer pain points in action. You can hear about it from customers, but to see them clicking, mis-clicking, moving back and forth between steps really brings it to life."

Billy Colonna
Mobile Product Owner, Ferguson

About Medallia

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. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. www.medallia.com

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