Medallia

Harness the power of Net Promoter Score

Net Promoter Score

Net Promoter Score (NPS)® is a powerful tool in gauging customer loyalty and, by extension, company health. It's founded on a simple question: "How likely are you to recommend this business to a friend or colleague?" Medallia's solution lets you operationalize the resulting data and drive your company to act. You can dig into the "why" behind the NPS score, prioritize investment, and distribute actionable data across your organization to drive engagement and improvement.

For NPS data to be truly actionable, it needs to be in a form that every member of your team can understand. That's why Medallia delivers it in a simple, accessible way. Unlike other platforms, Medallia's solution is designed for universal use—from the C-suite to the frontline—with minimal training and technical support. Our intuitive reporting, which complements the intuitiveness of the NPS metric itself, allows you to focus on taking action, not on wrestling with data.

What the Medallia NPS solution helps you do

Medallia's solution is perfect for maximizing your company's efforts to monitor NPS, operationalize it across your organization, and drive improvement. From our ability to handle high-volume surveying to our action-driving functions such as goal setting, we provide the capabilities and tools to ensure success.

Wire and integrate. To operationalize NPS, you need a wired organization. Medallia offers a system configured to your user groups, your hierarchical structure, and your workflow. A system that also integrates your NPS data with your CRM, contact management, or other databases. And one that can handle high-volume surveying and deliver real-time reporting. Simply put: a live, complete picture of your customers' journey. That's Medallia NPS.

Access, share, and learn. Your NPS data is least useful in a silo. Medallia helps you distribute it broadly—throughout your organization, across the globe, and in all browser-supported languages. Its intuitive interface facilitates learning at all levels of your hierarchy, with minimal training and even less support. This reach and simplicity are key to driving addictive engagement, creating a customer-centric employee culture, and empowering organizational improvement.

Plan and execute. The true power of NPS lies in its ability to drive action. Through Medallia, you can monitor all touchpoints and hold teams across the organization accountable for their parts in the customer experience. Follow up with dissatisfied customers, resolve their problems, and turn them into promoters. Using our Action Planner module, identify and prioritize actions that will drive improvement, boost your NPS scores, and contribute directly to your organization's bottom line.

Track and measure. How are your business decisions affecting NPS? How effective are your customer experience improvements? What impact are they having on your revenue? By tying your financial and operational data to the Medallia system, you gain a clear picture of results—and the ROI of your actions.

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Creating customer-centricity and revenue through NPS

Led by its CEO, a Medallia customer—one of the largest retailers in the world—wanted to rededicate itself to the customer. How? Through fostering a customer-centric employee culture. To track and operationalize this effort across the company, it implemented a Medallia NPS program. Prior to using Medallia, the voice of the customer was confined to 200,000 mailed paper surveys, which a dedicated (and siloed) team read and responded to individually. With Medallia, the team could now engage with customers through means like email and mobile—and listen to customers across each touchpoint, such as e-commerce, in-store shopping, and delivery.

By tying NPS and the accompanying feedback to spending behavior, the company has been able to identify pain points and opportunities that have real effects on revenue. For example:

- ✔ Customers who are greeted by a sales associate spend 18% more than those who are not greeted.

- ✔ Customers who are assisted by a sales associate spend an average of 28% more than customers who are not assisted.

- ✔ Promoters visit 9% more frequently and spend more per visit than detractors.

With data like this, it's easy to see why customer experience has become part of the company's business strategy. For example, it used feedback to develop an entirely new selling framework, centered on engaging the customer. This was far from a minor investment. In a six-week period, the company retrained over 130,000 associates across nearly 1,000 stores—all based on customer feedback.

Since the rollout of this new program, results have been remarkable. Overall NPS is up 10 points. Topline sales have increased by more than $1 billion for each of the past three years. Earnings per share have skyrocketed by more than 300%. And the company's stock price more than doubled from 2009 to 2012.

Having a Medallia-powered NPS program enables teams to go beyond just tracking NPS and take action that truly drives results.

About Medallia

Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia's vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world's largest companies and organizations trust Medallia's cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at www.medallia.com.

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