Medallia

3 Keys to Activating Every Employee

1

Give every employee access to feedback

All employees—from frontline to C-Suite—should have access to relevant, personal customer feedback that drives collaboration and accountability throughout your organization.

15%

increase in sales when more employees have access to customer feedback.

Medallia Institute, 2017 Benchmark

6 points higher Net Promoter Scores® (NPS) for companies that share customer feedback with executives vs. companies that do not.

Medallia Institute, 2017, "From Data to Action: Profiling the Modern Insights Team"

2

Listen to employees and provide training

Employees have unique perspectives on customer experience. Listen to their input and train your workforce on how to close the loop with customers.

Companies that listen to employee suggestions on how to improve CX are **7 percentage points** more likely to improve CX.

Accenture-Medallia Study, 2017, "Breaking the Code: Customer-Driven Learning and Innovation"

feedback

+13NPS

when companies provide training on how to effectively follow up with customers.

Medallia Institute, 2017 Benchmark

3

Empower every employee to take action

Empowering employees to take action is good for the employee, the customer, and the organization.

10 points higher customer NPS for employees who regularly dig into customer data compared to those who engage with the data less often.

+10PTS
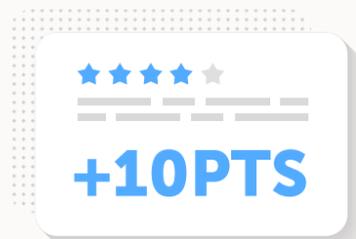
Medallia Institute, 2017, "The Missing Piece of the Customer Experience Puzzle: Customer-Centric Employees"

Companies that empower frontline employees to solve customer problems are **19 percentage points** more likely to improve CX.

Accenture-Medallia Study, 2017

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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