

Customer Experience Secrets from 5 Brands You Love



Introduction

Have you ever wondered what's behind a brand you love?
Or how certain companies seem to foster a customer-centric culture?

It's not easy to do this—but there are a few secrets.

We've curated a list of proven industry leaders who are famous for the amazing experiences they create. Each of these companies is obsessed with customer feedback and self-improvement. They listen to their customers, hardwire customer insights everywhere in the organization, and make improvements based on what their customers say are most important. Ultimately, they inspire customer love by continually making their products, services, and overall experiences better and better.

Want proof? Here's a closer look at how five industry leaders continually inspire customer love.

NORDSTROM





Nordstrom: Continually Setting the Bar in Customer Experience

Customer experience has been the foundation of Nordstrom's business strategy; since 1901, the company has committed to creating outstanding experiences and improving them every day. Nordstrom's customer commitment has fueled its success, taking the company from a small Seattle shoe shop to global retail leader.

While Nordstrom was already collecting customer feedback through comment cards, thank-you letters, and customer calls, it realized that real-time feedback would provide higher vol-

At a Glance

117 full-line stores

124 Nordstrom Rack locations

50,000+ employees

umes and more actionable insights across the business. To this end, Nordstrom partnered with Medallia to integrate real-time customer feedback into the daily operations of all Nordstrom full-line and Rack stores. Today, employees gather at morning meetings to review feedback and daily goals, and corporate offices regularly share customer feedback and key metrics. Nordstrom also uses Medallia for in-store innovation testing.

For example, Nordstrom HQ kept hearing a recurring theme through customer feedback at Nordstrom Rack locations: customers had difficulty locating employees, who sported street clothes and nametags rather than uniforms. Turning insight into action, Nordstrom piloted an initiative in a few test locations where salespeople wore branded, brightly-colored t-shirts so that customers could easily spot them. Within just two days of launching the test, Nordstrom Rack saw an immediate 30-point jump in its primary salesperson metric! The results spoke for themselves—Nordstrom Rack soon rolled out the initiative in all stores across the country.

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“It’s not just data for us, it’s the closed-loop feedback system that our stores use every single day. We also use Medallia to gauge some of our in-store testing, and that’s been really successful for us.”

Lynda-Oldroyd

VP, Consumer Insights
NORDSTROM



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Reducing Customer Pain Points Boosts Billions

“Just PayPal me!” Whether splitting a bill with friends or shopping online, PayPal has become a digital wallet for millions of people and businesses around the world. PayPal understands that keeping things easy for its customers is key to the company’s continued success: easy to set up an account, easy to transfer money, and easy to resolve an issue. Ease of use helps build customer loyalty and maintain PayPal’s market share.

To keep things “easy” for customers, the company monitors customer experiences with all global service channels and transac-

At a Glance

26 languages

10,000 users

2.2M surveys
collected per year

tions. Through Medallia, PayPal solicits feedback in 27 different languages from service transactions across a variety of channels. This feedback is then delivered in real-time to the right service center agents to take action. Now equipped with customized customer data, each of these 20+ service centers and nearly 9,000 agents have the right information to drive improvement. Clear, tailored actions have significantly boosted engagement with the CEM platform.

At the strategic level, PayPal's Global Operations team uses Medallia to identify and reduce top customer pain points. For example, based on merchant feedback, the team identified that there was merchant dissatisfaction with fees, a need for stronger protection policies, and a strong desire to talk to a relationship manager every month. Armed with these insights, the team worked with the relevant teams to build changes in those areas.

And turns out, improvements like these have a massive impact on revenue: PayPal has driven an increase of \$2 billion in transactional volume directly due to the reduction in pain points.

“Since partnering with Medallia... we drove \$2 billion in additional payment volume, as well as helped to enhance over 90 million customer experiences.”

Elle Diaz

VP, Customer Engagement

PAYPAL



Global Meets Local: How a Global Insurance Company Builds Local Loyalty

The general insurance market is one of the most competitive in the world, given the ease with which customers can switch providers. Zurich Insurance—the biggest player in the space—wanted to find ways to build retention and loyalty among its customers. The first step in this process? A customer experience management (CEM) system to measure, understand, and take action to improve its customer experiences.

Zurich previously relied on a market research solution but it wasn't driving action across the organization. Instead, the com-

At a Glance

40+ countries

26 languages

1,000 users

pany wanted to empower its employees with real-time information to make improvements—requiring a system that offers both aggregated reporting and the ability to drill down to the individual level.

A Fortune 100 enterprise with distinct local market needs but still requiring a unified view, Zurich chose Medallia as its partner to build a global customer experience program.

The Medallia program spans multiple business lines, brands, and across its global reach, enabling a worldwide view and benchmarking at an aggregate level. At the same time, each of its 20+ markets builds and manages its own program according to its specific business needs, collection channels, customer journey, key touchpoints, organizational structure, and local language.

And the results? Zurich has found that happier customers spend more and churn less: Zurich's promoters spend 27% more, are 5x less likely to leave, and even bring in new business.

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GE Healthcare



GE Healthcare IT: The Power of Real-Time Feedback

GE Healthcare IT provides transformational medical technologies and services that are shaping a new age of patient care. As an early adopter of NPS, GE Healthcare IT has always prioritized customer satisfaction feedback, but lacked the unified technical solution to deliver real-time data with the precision and speed its employees could rely on.

GE Healthcare IT decided to conduct an in-depth survey of the Customer Experience Management space, evaluating all major

At a Glance

+15 NPS

2,500 users

5 continents

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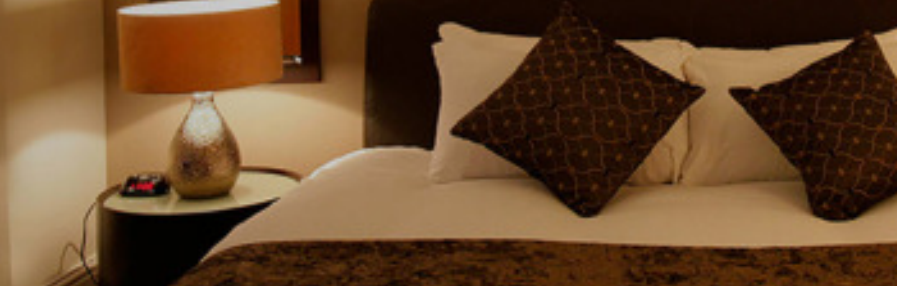
vendors with criteria that included implementation time, capability to handle complex organization structures, ability to operationalize data, action management, automated text analytics, and more. Medallia ticked every single box.

Today, GE Healthcare IT has gained a holistic, real-time picture of customer health. They take action on customer feedback immediately as it comes in; the process used to take 15 to 30 days. And with this real-time approach, within one year, GE Healthcare IT has seen its net satisfaction score increase from 70 to 84—a world-class level in any industry, and especially impressive in healthcare.

Based on this success, GE Healthcare IT is expanding Medallia across additional businesses to track customer satisfaction with the same precision and immediacy those customers have come to expect from the company's products.



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How Best Western Drives Multi-Channel Customer Engagement

Best Western knows that today's customer is multi-channel, multi-device, and multi-platform. She checks in online, fills out experience surveys on a smartphone, and shares feedback on social sites like Facebook, Twitter, and TripAdvisor. That's why Best Western partners with Medallia to engage with customers through multiple channels, including email, web, mobile, and social. This lets the company connect with each customer in the way he or she desires, collect feedback, and take action to improve experiences. After all, the way you engage is part of a customer's overall experience with your company.

At a Glance

4100+ total properties

30% response rate

1.2M+ surveys collected per year

Best Western collects and acts on millions of pieces of feedback: property managers log into Medallia daily to review feedback from customers, identify opportunities for hotel maintenance or operational improvements, and to compare that hotel's performance within the brand. This continual flood of feedback allows hotel staff to make informed decisions and actions for better operating their hotels and improving guest experiences.

The results of online engagement are staggering. Best Western's socially engaged properties score 30% higher on TripAdvisor; score two-tenths of a point higher on TripAdvisor's five-point scale, an advantage that often means the difference between a first- and second-page placement. They generate 64% more reviews, reducing the impact of the occasional "squeaky-wheel" post. In addition, more than 1,200 Best Western hotels—31% of the global portfolio—received TripAdvisor's Certificate of Excellence, an honor reserved for the top 10% of hotels listed on the site.



“It’s extremely important to manage our social media channels because of their impact on our revenues.”

Michael Morton

VP, Member Services

BEST WESTERN



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About Medallia

Medallia® is the Customer Experience Management company that is trusted by hundreds of the world's leading brands, including Four Seasons, GE, Marriott International, Nordstrom, Sephora, and Zurich Insurance. Medallia's

Software-as-a-Service (SaaS) application enables companies to capture customer feedback everywhere the customer is (Web, social, mobile, and contact center channels), understand it in real time, and deliver insights and actions everywhere—from the C-suite to the frontline—to improve the customer experience. Founded in 2001, Medallia headquarters are in Silicon Valley. Medallia has offices in New York City, London, Sydney, Melbourne, Hong Kong, and Buenos Aires. Learn more at www.medallia.com.

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