

Medallia Is A Leader Among Customer Feedback Management Providers

Excerpted From The Forrester Wave™: Customer Feedback Management Platforms, Q4 2018

by [Faith Adams](#)

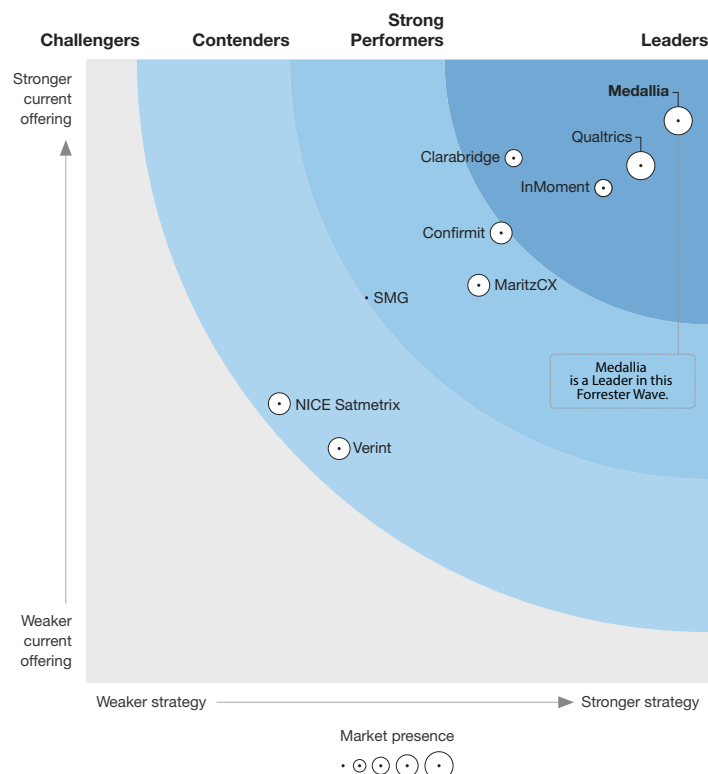
with [Harley Manning](#), Ben Salamin, and Shayna Neuburg

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Medallia Drives CX Improvement From The Top Down And The Bottom Up

Medallia clients rave about the way the vendor enables a culture of CX, democratizing insights by bringing the VoC to the frontlines and incorporating the voice of the employee. This year, the vendor updated its text analytics capabilities and introduced new features like Conversations, which lets customers provide real-time feedback across messaging platforms such as SMS and Facebook Messenger, and VoC Anywhere, which lets companies collect feedback natively through various internet-connected devices or platforms. Clients continue to praise Medallia for its partnership and thought leadership, as well as its ability to manage complex enterprise programs with what one reference client deemed “flawless execution.” That’s high praise because the vendor operates at scale: All its reference clients had complex enterprise-level programs, and some of its clients have over 100,000 active users.

FORRESTER WAVE™: Customer Feedback Management Scorecard, Q4 2018



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Medallia Evaluation Overview**CURRENT OFFERING**

Feedback collection	Medallia has extensive capabilities to collect feedback across a variety of locations and channels, incorporating structured, unstructured, solicited, and unsolicited feedback, and customers are actively engaged in an array of feedback collection methods.
Data sources	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Text analytics	Medallia has on-par capabilities relative to other vendors in this evaluation.
Basic and advanced statistical analyses	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Speech analytics	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Image and video mining	Medallia has on-par capabilities relative to other vendors in this evaluation.
Journey analytics	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Predictive analytics	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Alerting and closing the loop	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Enabling systemic changes	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Prioritization and governance	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Built-in business value calculations	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Dashboards and reporting	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Scalability	Medallia has best-in-class capabilities relative to other vendors in this evaluation.

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Security	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Professional service offerings	Medallia's professional services are best in class.
Engagement in services	Medallia has high engagement from clients in professional service offerings.
Thought leadership	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Platform usability	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Platform accessibility	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Access for users with disabilities	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Employee feedback collection	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Employee recognition	Medallia has best-in-class capabilities relative to other vendors in this evaluation.

STRATEGY

Target buyers	Medallia's target buyer strategy is best in class. Medallia's primary buyer is an enterprise and spreads across multiple business units, such as customer experience, customer insights, data and analytics, customer care/service, marketing, product, IT, and HR.
Customer understanding	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Customer retention	Medallia has on-par capabilities relative to other vendors in this evaluation.
Product vision and strategy	Medallia's product vision and strategy are best in class relative to other vendors in this evaluation; vision and strategy are extremely aligned with Forrester's vision for the CFM/VoC market. Executing on planned enhancements will allow Medallia differentiation from all competitors.

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Road map	Medallia's product road map is best in class. Medallia's plans include clear ecosystem integrations to support the broader enterprise.
Ongoing investment/R&D	Medallia's investment in R&D and technology is best in class relative to other vendors in this evaluation.
Past performance and execution	Medallia's execution plan is best in class relative to other vendors in this evaluation.
Global presence and support	Medallia has best-in-class presence and support relative to other vendors in this evaluation.
Data centers and storage	Medallia's data centers and storage are best in class relative to other vendors in this evaluation.
Enterprise strategy	Medallia's enterprise strategy is best in class relative to other vendors in this evaluation, having demonstrated great expertise enabling large, complex, end-to-end programs.
Partner ecosystem	Medallia has best-in-class capabilities relative to other vendors in this evaluation.
Employee ecosystem	Medallia either has more than 400 but less than 600 employees dedicated to CFM and VoC, or more than 600 employees but outsources or contracts employees.
Product pricing	Medallia's pricing is less clear/transparent.
Average sale price or contract value	Medallia's average sale price or contract value is \$500,000 or more.

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+1 617-613-6000 | Fax: +1 617-613-5000 | forrester.com

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