

CUSTOMER SPOTLIGHT

COMMSCOPE®

Fueling digital transformation through engagement, collaboration, and optimization



Results

70% ↓

in process time to close alerts

47% ↓

in monthly issues related to the web product catalog

32% ↑

in users finding what they need via site search

COMMSCOPE
Industry: Telecommunications

Medallia

SUMMARY

- One acquisition brought two new web properties into the CommScope web portfolio, along with a varied customer set, including businesses, technology partners, and consumers.
- The company used Medallia to benchmark customer sentiment and gain feedback before merging the three websites into one.
- Since the site launch, CommScope has relied on Medallia Digital to gather feedback via targeted invitations and on-demand forms while reducing the time spent managing responses.
- The new, award-winning site has better scores across the board, by improving content management processes and workflows.

Embracing the 3-to-1 CommScope.com challenge

Telecommunications giant, CommScope, pushes the boundaries of technology to create the world's most advanced wired and wireless networks. Its global team of employees, innovators, and technologists work to empower customers to anticipate what's next and invent what's possible. In 2018, the company chose Medallia as an enterprise solution for Sales, Customer Service, Support Relationships, and a Digital program for CommScope.com. They selected Medallia to consolidate feedback across all of these channels in an effort to improve customer confidence, increase referrals and market share, decrease operational costs, and accelerate continuous innovation.

In 2019, CommScope acquired Arris International Limited (ARRIS) and Ruckus Networks (RUCKUS). For the Digital Marketing team at CommScope, this meant finding a way to serve a myriad of

customers—including businesses, technical operators, and partners as well as retail customers and employees—through three websites.

CommScope began to partner with Medallia and their service delivery partner LRW, to collect feedback from customers as well as employees across all three sites. Based on the new feedback, combined with existing ratings of the "Digital Experience" and "Find What You Need" on the three legacy sites, the team determined that a single site would be more effective, leading to their 3-to-1 website redesign. The team also used existing scores as a baseline to track progress after launching the new, integrated website.

Optimization and positive engagement

After the new site went live, the CommScope Digital Marketing team capitalized on the many tools available to them to drive a successful outcome. They used Medallia Digital in conjunction with Google Analytics and Crazy Egg to monitor and analyze the user experience.

Medallia Digital helped the team encourage user engagement and make rapid improvements to the site during the critical two-week period following the launch. For external users, two feedback methods were employed: a link to a site-intercept on the Get Help page and a time-delay popup form across the site. Internally, contact center agents submitted feedback through Medallia, generating an alert for the Webcare team, who triaged requests to the support and product teams for resolution. The team responded to more than 600 alerts during those first two weeks.

The main types of issues reported were product information requests and consumer queries, along with technical support. Ninety-eight percent of alerts were resolved or redirected to the support or sales teams and closed within a 48-hour timeframe, which is a 70% decrease in process time. The team found that the alerts sometimes brought their attention to technical issues before a formal IT ticket was submitted. For instance, during the initial launch, the site experienced a

performance issue. The alerts highlighted the issue that was then shared with the IT team who initiated a support ticket to resolve the problem.

After the launch phase, the Digital Marketing team used Medallia to implement ongoing site feedback and an automated alert and resolution process. During a six-month period, the team quickly resolved or redirected more than 870 feedback submissions, with fewer than 2% going overdue. This automated process saves the team an average of 5 hours each week and has improved the response time immensely. What used to take a week or more is now accomplished in less than 48 hours.

Laying a foundation for continuous innovation

The website consolidation combined with Medallia Digital has been a big success for CommScope. The site has garnered praise inside and outside the company, receiving several industry honors, including MarCom and DotComm Gold awards. The Digital Experience Score (DXS) has increased by 5% since launch, the Find What You Need score's positivity rating has increased by 14%, and there has been a 32% increase in users finding what they need via site search. Because user feedback is delivered quickly to the appropriate CommScope teams using Medallia Digital, the teams have resolved numerous product catalog issues with the volume of issues per month decreasing by 47% since launch.

In addition, data gathered by Medallia has helped the Digital Marketing team gain needed IT staffing and budget support for future projects. The team is now shifting its focus to differentiation, with more sophisticated targeting of user feedback along with the gathering of search query data so they can determine specific needs for key accounts. For instance, some customers would like to be able to purchase directly from the online catalog, making e-commerce functionality a priority. The team will also be sharing data with executives and stakeholders across the company so they can take informed action.

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Medallia and our agile methodology has helped us to build credibility within the broader CommScope organization. As we build our roadmap, we can get buy-in from IT, for instance, because they trust our data.

Anne Rogers

Vice President, Digital and Operations

Learn more at medallia.com

About Us

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. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

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