Create Seamless and Personalized Experiences Online
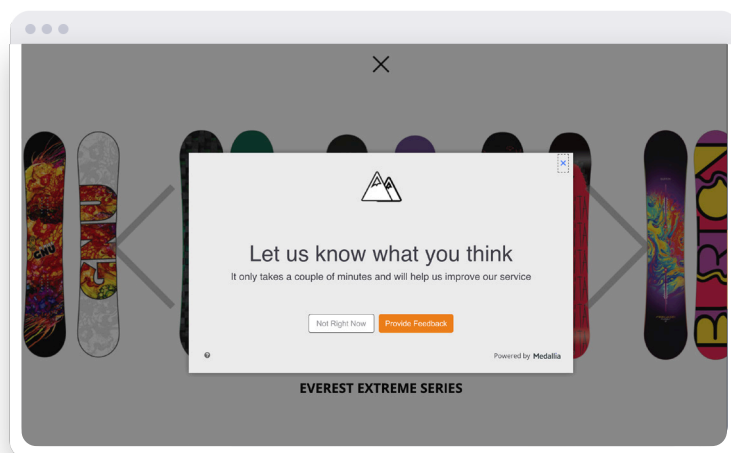
Digital Feedback

The marketplace has gone digital. Since March of 2020 alone, digital properties have seen a 70% increase in traffic. To keep up with this new influx of customers, companies must transform their entire way of operating, establishing strong digital relationships with every visitor, every time.

Medallia's digital feedback solution helps create these relationships by comprehensively capturing customer feedback signals and empowering immediate action, driving loyalty, retention, and growth.

"The only way we know whether we succeed in our endeavors is by listening to our customers and acting on their feedback."

Ginni Rometty
CEO, IBM

Target & Engage

Segment customers and personalize engagements across strategic touch points to capture in the moment feedback.
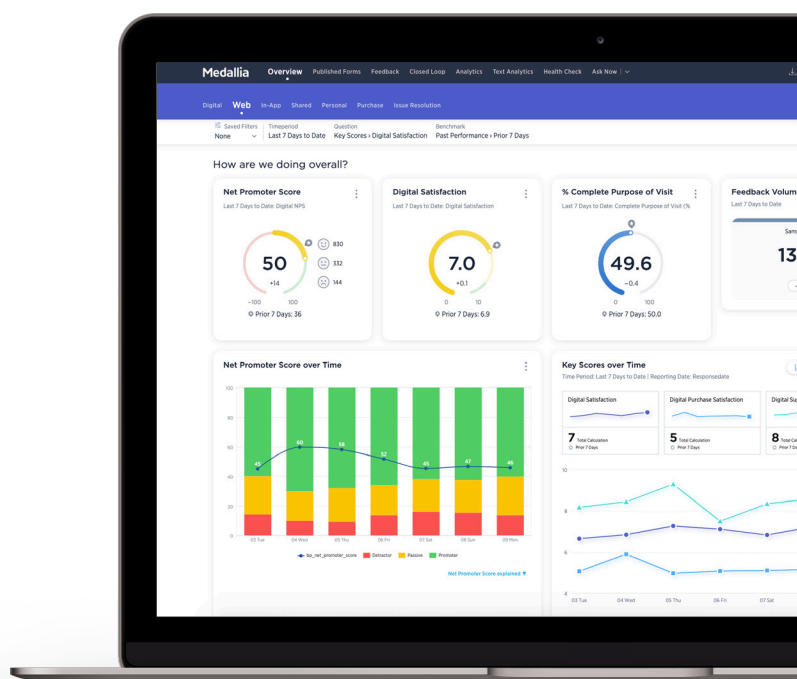
Understand the Journey

Reach customers on all digital channels, including web, mobile apps, and web-based software applications. Then review feedback by activity to get a complete understanding of each customer's journey.

Investigate & Innovate

Segment data, identify trends, and continuously improve performance. By analyzing feedback on aggregate you can identify, prioritize and resolve urgent CX issues quickly, driving impact at scale.

Activate Every Employee

Empower every employee to take action and drive change. Create personalized alerts based on feedback so every employee can receive the information they need to close the loop effectively, in real time.

Administer & Test

Build and launch programs in as soon as 7 business days. Our pre-packaged solutions allow you to get a program up and running, then scale and adjust as needed, with built-in training and ongoing support.

Delivering Real, Measurable Results

Leading brands choose Medallia to optimize their web, mobile and in-app experiences, while still upholding their traditional OCEM channels, to drive true business impact.

Aaron's	COMMSCOPE®	IBM	BANORTE
226% increase in total feedback	**70% decrease in response time**	**95% analytics accuracy**	**155% increase in digital transactions**
Accelerated digital transformation by capturing omnichannel feedback	Strategic feedback collection led to 48-hour timeframe to close the loop	Identified detractor accounts with 95% accuracy and combatted churn	Leveraging online feedback streamlined checkout process for customers

Medallia