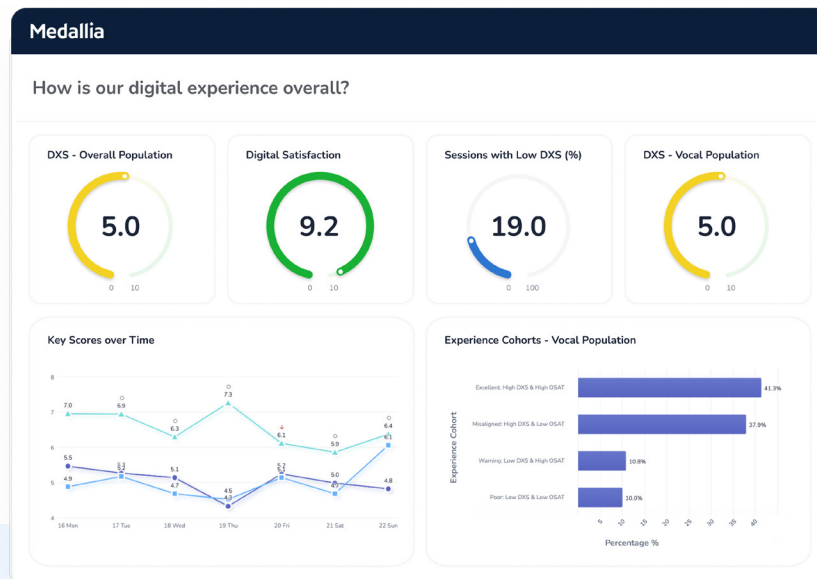


# Understand & act on the experience of every digital visitor

## How Medallia's digital experience solutions give you the tools to understand your online visitors and realize their needs in real time

The digital channel is the first and central touchpoint of almost every customer experience. Whether visitors want to research your product, pay a bill, or update their subscription, the digital channel is the primary place they interact with your brand, making it the battleground for acquiring and retaining customers.

Elevate your digital presence to drive loyalty and growth with Medallia. Our digital experience solutions capture direct feedback from vocal customers while measuring the experience of every customer, so you can proactively surface actionable insights and empower impact at scale.



## WHY MEDALLIA FOR DIGITAL EXPERIENCE?

### Leverage rich insights into every customer experience

Gather and aggregate direct feedback from customers who want to create a dialogue with your brand, while capturing the behaviors and activity of all customers who visit you online.

### Focus resources on Impact

Leverage our AI-driven scoring and prioritization model to uncover the opportunities that will have a real impact on how customers interact with your brand.

### Activate digital insights for omnichannel impact

Equip your entire organization with digital insights – from your contact center and in-store teams to your executive leadership – to create more personalized omnichannel experiences.

## Key Digital Capabilities



### Real-Time Interactions

Trigger actions relevant to each visitor



### Behavioral Intelligence

Understand what visitors are doing



### Text Analytics

Aggregate insights from direct feedback



### Session Replay & Heatmaps

Visualize every visitor's experience



### Revenue Impact

Quantify your biggest growth opportunities



### Robust Integrations

Push data in and out of the tools you use all day

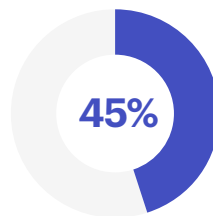
“Our Medallia program is central to Fidelity’s culture of customer obsession. It allows us to understand client journeys and use that insight to connect directly with customers and better meet their needs.”

**Stella Creasey**

Global Voice of Client Director, Fidelity International



increase in net new sales where client feedback is informing improvements



increase in relationship NPS since the launch of Medallia



ROI in one week of deploying Medallia

## About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. Medallia Experience Cloud captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. For more information visit [www.medallia.com](http://www.medallia.com).

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**Medallia**

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