



## CASE STUDY

# Using Video to Improve the Customer and Employee Experience



We use video feedback to create social media videos that reinforce our marketing claim that we have the most five-star reviews of any major window replacement company, which is a really fun way to use this feedback.

**Adam May,**  
Senior Communications Manager

**Medallia**

## Challenge

Renewal by Andersen, the full-service replacement window division of the Andersen Window Corporation, sells, manufactures, installs, and services the product with a goal of delivering on their brand promise of “The Best Home Improvement Experience You’ll Ever Have.” For several years, the company has been using Medallia to ensure team members are providing a consistent customer and employee experience across their hundreds of locations. Surveys are sent out along different touchpoints of the customer journey, such as after a design consultation or a completed installation. With about 200,000 survey responses per year, the customer experience team has found a wealth of insights to improve and innovate on their product and service delivery. But they knew there were more insights customers could share, if only the tools were at their fingertips.

## Solution

The company’s newest way of getting feedback from clients is via video feedback through the Medallia Video platform. Customers can easily record and submit the video via their mobile devices, sharing feedback on both service delivery and product quality and craftsmanship. The video feedback is not only used to learn and improve, but also to recognize employees who

have created amazing experiences.

The videos also create more connections for employees who don’t usually get to interact with the end customer, such as the team members manufacturing the windows and doors.

## Results

Video feedback has enabled the Renewal by Andersen teams to easily understand customer sentiment while giving executive teams access to showreels of different video highlights.

**The company has used video feedback in social media campaigns and on their website** so

when customers are researching topics such as “window replacements,” they can easily search for videos that touch on that specific topic. The frequency of video feedback is so high that the marketing team updates this part of the website once a week. This has also helped to empower employees because they can tie video feedback to a specific job that someone worked on and reward employees in return. The company also uses video feedback to get employee testimonials to help them in recruiting efforts so they can hire the best talent.

### 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://www.medallia.com)