

**Deloitte.**  
Digital

Medallia

# From disparate signals to transformative action.

Connect insights to action across the  
enterprise with Deloitte Digital and Medallia.





# Signals, signals—everywhere signals.

Today and every day, your customers are sending you signals across a dizzying array of channels and touch points. Those signals come in splashes and waves, words and stars, clicks and pings and ka-chings. They come from unhappy customers and curious browsers, front-line workers and upstream suppliers.

The diversity of opinions and reactions, complexity of customer actions, and unexpected sidesteps along customer journeys can be confounding in their seeming unpredictability. It can seem hard to know where to begin, what to connect and what actions you should take in order to generate quick wins and long-term sustainable change.

Yet the pressure to act is growing daily. Customers see what some brands are able to create by connecting and improving experiences—and they want the same from every brand.

They want the same from **your** brand. And if they don't get it, they'll find a competitor who gives them what they want.

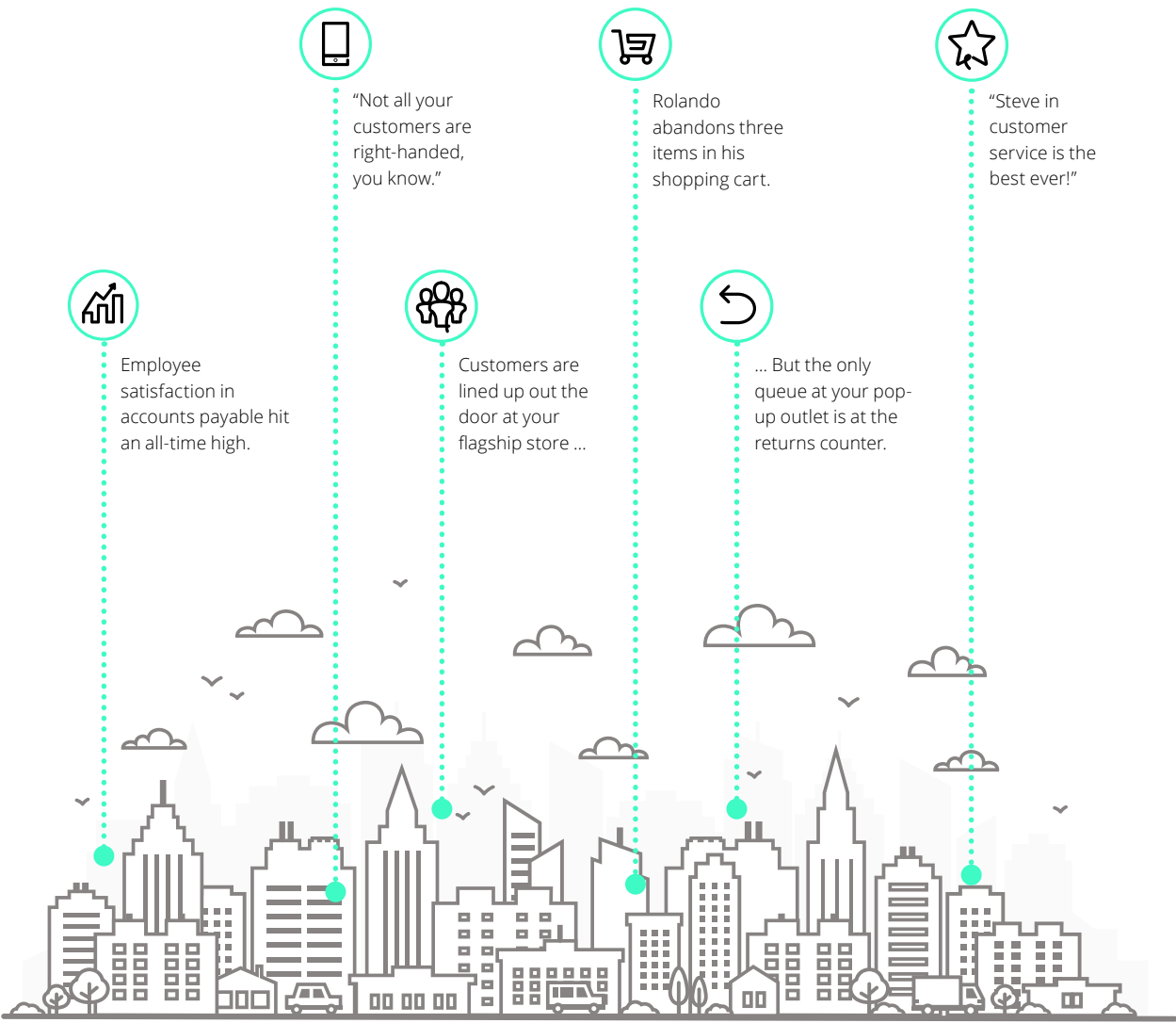
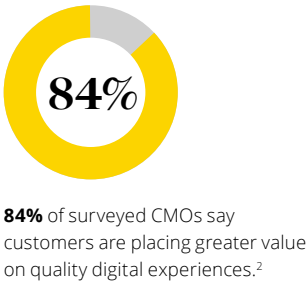
Deloitte Digital and Medallia can help you capture, connect, understand and act on every signal in ways that result in greater customer loyalty and growth for your business.

## EXPERIENCE IS THE NEW DIFFERENTIATOR.

Our research shows that expectations are changing as customers look for more personalized and relevant experiences from companies:



This is especially true since the emergence of the global COVID-19 epidemic:



# Becoming a better listener.

Translating diverse customer signals into coherent and satisfying customer experiences at scale is a balancing act that can be hard for organizations to get right consistently. It demands a shift in the orientation of your entire organization—toward a more insight-driven, experience-led, human-centric approach. **We call that discipline operationalized human experience, or OpHX.**

By adopting and activating OpHX, you are better able to ...

## GENERATE CROSS-CHANNEL INSIGHTS

Identify experience-based insights by measuring feedback and sentiment at key points along the journey. Use findings to identify where and how to improve your operations and experiences.

## BECOME HUMAN CENTRIC

Develop the organizational capability and discipline to listen, engage and take action on experience data—driving loyalty and human connections.

## INTEGRATE INTERNAL SILOS AND DRIVE EFFICIENCIES

Shift your brand's mindset from channel-focused to experience-focused by breaking down communication, bringing customer experience data together and eliminating barriers to drive operational efficiencies.

## MAKE ITERATIVE IMPROVEMENTS

Make smaller, more tactical improvements to customer experiences in order to bring changes to market faster. Along the way, capture real-time feedback to help your brand learn and evolve.

## CULTIVATE EMOTIONAL CONNECTIONS

Create stickiness with your customers, workforce and partners by creating strong emotional connections. Great experiences allow brands to differentiate themselves in a crowded landscape.

All of which can help to make your brand more relevant, more efficient, more responsive ... more human.

### From apparent contradictions to powerful connections.

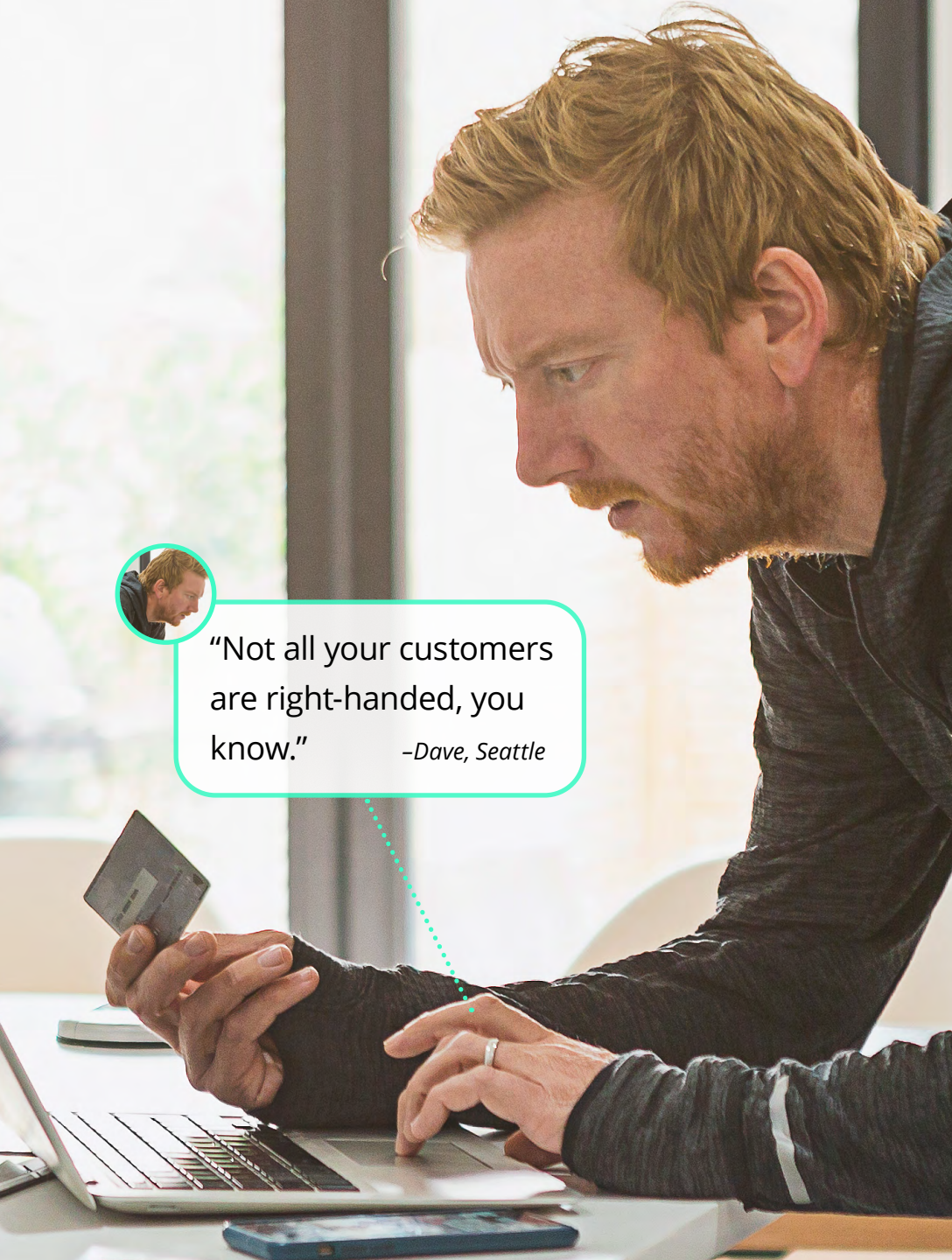
People are complex—and no two are the same. **One out of four** consumers said they would be *unlikely* to purchase from their favorite brand again after receiving daily communication from the brand; yet **most** consumers said they are *neutral or perfectly fine* with daily contacts.<sup>3</sup> OpHX discipline enables you to connect individual customer preferences to the actions you take—at scale.

OpHX discipline allows you to hear and act on customer signals across the full engagement cycle.



### THE RESULT

**12%** average net promoter score (NPS) increase for Deloitte clients across industries.



"Not all your customers are right-handed, you know."

—Dave, Seattle

## Are you leaving experience insights on the table?

When you apply OpHX discipline, a single piece of data can have implications across your enterprise. Take, for example, a complaint from Dave, a left-handed customer who finds your products difficult to use.

### CUSTOMER CARE

**Action:** Immediately reach out and offer a replacement product better suited to Dave's needs.

**Result:** He feels heard and appreciated—and raves about it on social media.

### MARKETING

**Action:** Build audience segments based on handedness and create messaging for each segment.

**Result:** Repeat customer sales jump as awareness and confidence grow.

### SALES

**Action:** Educate in-store representatives to watch for left-handers and steer them toward suitable products.

**Result:** Satisfaction scores from customer intercepts rise.

### R&D

**Action:** Test all products for right-handed bias and develop new designs where needed.

**Result:** Average customer reviews increase across key e-commerce platforms.

### ALL OF THIS FROM ONE DATAPOINT.

... All generating new insights, new actions, new opportunity for your business.

... And all compounding with other insights from other data to help shape a new, more responsive and dynamic, more human culture across your organization.

### Experience is the new *value generator*.

When brands get it right, customers and employees alike are willing to reward them with a level of enduring loyalty that money can't buy. Eighty-seven percent of surveyed consumers have been loyal to their favorite brand for three or more years, and they lavished these brands with their most powerful emotional language—words like *love* and *adore*.<sup>4</sup>

That loyalty has a direct connection to business results. Customer experience-leading companies experience five times greater revenue growth than customer experience laggards.<sup>5</sup>



# Tame complexity while elevating experiences.

Trying to elevate human experiences across the enterprise can be like letting a genie out of a bottle: Magic is possible ... and so is a mess.

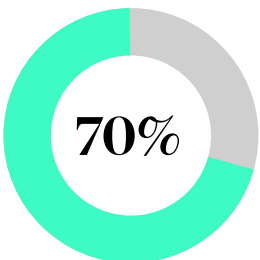
Many companies struggle with figuring out where to begin, how to work with the plethora of customer and employee data, and how to pace initiatives in ways that seize quick wins while also setting their people, processes and technologies on a path toward long-term, sustainable change.

## Deloitte Digital and Medallia can help.

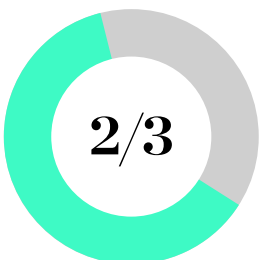
Medallia's experience management platform is purpose-built to connect insights to actions across your organization. As a premier Medallia implementation

and managed services partner, Deloitte Digital brings the skills to enrich and operationalize the insights that Medallia provides—while helping your organization identify and realize the potential of OpHX discipline across your organization.

Deloitte's strengths across technology integration and operation, human resource transformation, data management, and customer strategy and applied design—combined with our knowledge and experience across industries and global markets—can help you realize what's possible with Medallia. And our global technology resources and strong alliance partnerships allow us to rapidly connect and amplify Medallia's capabilities within your broader data and technology ecosystem.



**70%** of surveyed consumers say a brand relationship includes providing feedback.<sup>6</sup>



**2/3** expect companies to integrate their feedback into future product and service design, and to provide special offers based on loyalty.<sup>6</sup>

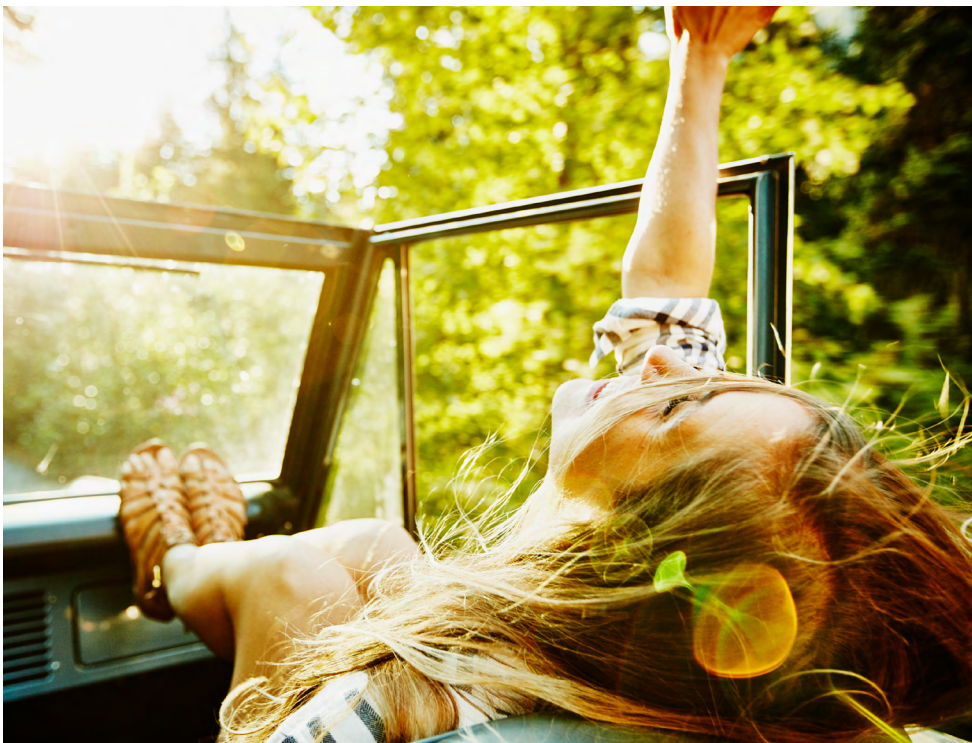
## THE DELOITTE DIGITAL-MEDALLIA DIFFERENCE.

Together, we can help you:

**UNDERSTAND  
EVERY JOURNEY.**

**ANTICIPATE  
NEEDS, PREDICT  
BEHAVIOR.**

**TRANSFORM  
EXPERIENCES.**



# Understand every journey.

## WHAT WE DO:

Digest and connect a wide range of inputs—including unsolicited and solicited feedback, operational data, and observed behavior such as IoT signals, visit patterns and event data.

## HOW WE DO IT:

We begin by helping you **sift through the mountains of structured and unstructured data** that you collect through digital channels—from website usage patterns and sales data, to email and text responses, to engagement inputs across social media, apps and IoT devices.

Through Deloitte's Brand Operations Services, we layer in offline customer inputs and front-line operational data collected through market research and customer intercepts, large-scale crowdsourcing and "mystery shopping" platforms, site inspections, and other field resources.

And we integrate all of that with operational data from other mission-critical platforms and applications including customer resource management, enterprise resource planning, human resource information and point-of-sale systems.

### Know me, love me.

We asked consumers what they think their favorite brands know about them personally, and what they are okay with those brands knowing. Respondents said that they are okay with brands knowing more about them than they think the brands already know—by an average margin of **22%**. And **82%** wanted brands to use personal information to provide better and/or more unique experiences.<sup>7</sup>



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## WE HELP CONNECT THE SIGNALS.



Unsolicited feedback  
**Voice | Messaging | Employee | Social**



Solicited feedback  
**Structured | Unstructured**



Operational data  
**CRM | ERP | HRIS | Point of sale**



Observed data  
**IoT signals | Visit patterns | Event data**

# Anticipate needs and predict behavior.

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## WHAT WE DO:

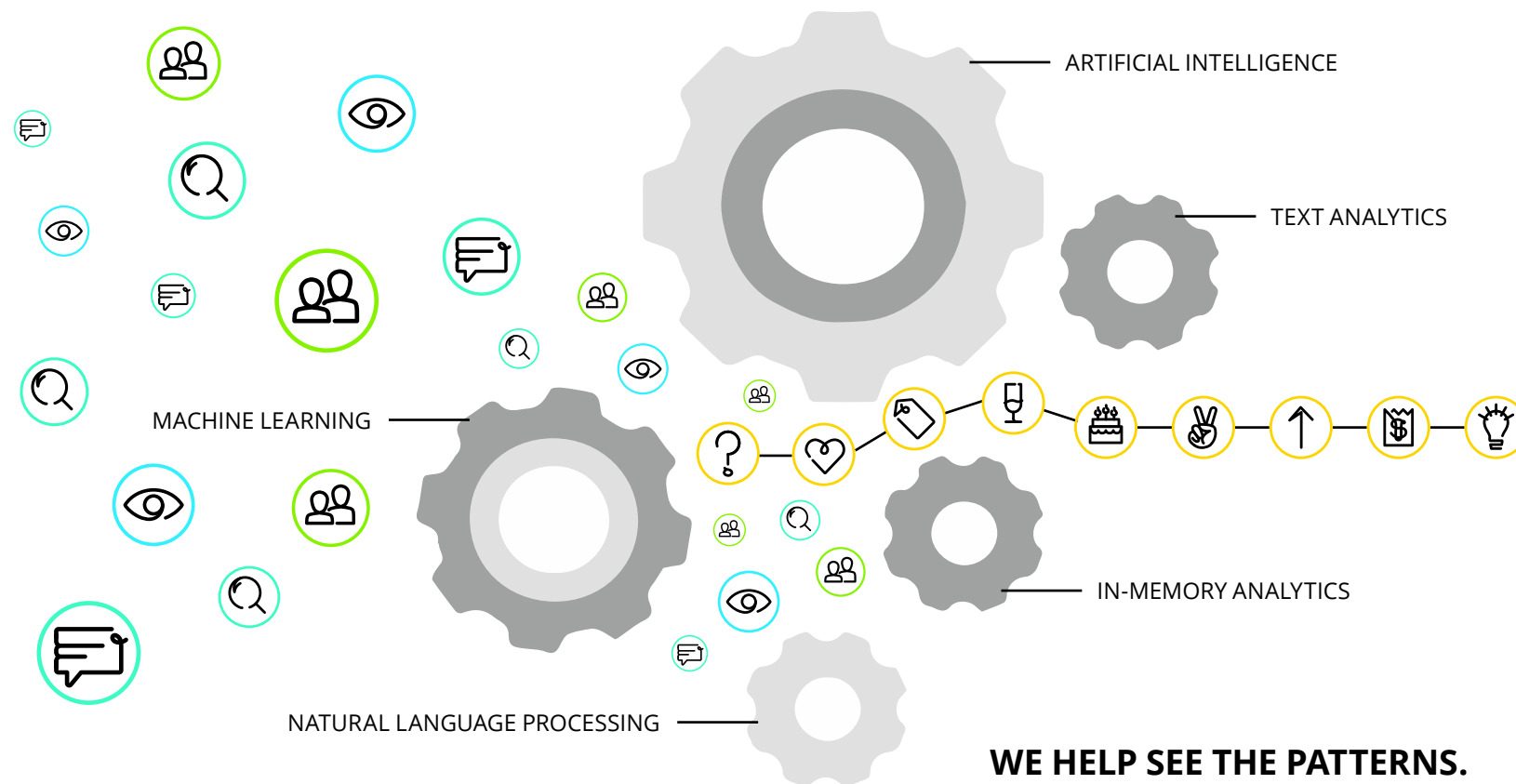
Analyze customer signals in real time using in-memory analytics, natural language processing and text analytics, artificial intelligence, and machine learning.

## HOW WE DO IT:

As that data is ingested, digested and connected in the Medallia Experience Cloud, we help **glean powerful insights** at an individual and an audience level. Medallia's built-in natural language processing and artificial intelligence, combined with Deloitte's own capabilities in business intelligence, analytics and modeling, help you not only see the words and actions but understand the emotional responses and rational needs of customers.

By connecting those signals to those of other customers, we help generate and drive transformative insights across your organization.

And we apply those same capabilities to better understand the employee experience—what's motivating and what's frustrating them, where they need to develop new skills, and where they can offload old, repetitive tasks through automation.



**WE HELP SEE THE PATTERNS.**



# Transform experiences.

## WHAT WE DO:

Drive actions that serve the human needs of customers through personal dashboards, reports and dynamic organizational synchronization, while informing broader organizational strategies.

## HOW WE DO IT:










All along the way, we help **identify and orchestrate effective, tangible actions** that can elevate the customer and employee experience—in real time, across every touch point, at scale.

Building on the foundation of Medallia's omnichannel orchestration engine, we help align your supply chain, service, pricing, operations and marketing to serve your customer in real time—whether through new product designs, personalized offers, proactive service calls or simply a well-timed thank you.

And, recognizing that long-term, profitable employee relationships ultimately drive bottom-line results, we apply our Simply Irresistible Framework to help you engage employees as creative contributors and collaborators in your business.




## WE HELP BUILD EMOTIONAL CONNECTIONS.

-  Product idea
-  Discount
-  Congratulations
-  Birthday e-card
-  Apology
-  Escalation
-  Refund
-  Loyalty reward
-  Service follow-up







"Steve in customer service is the best ever! He really took ownership of my issue."

# Make every experience a “best-ever” experience.

A better understanding of your customers and employees. Experiences that are resonant and relevant, connected in context, and respectful of personal privacy and preferences. A more action-oriented, emotionally intelligent enterprise.

Getting there takes a strategic approach and business discipline. And it takes the right tools and partners.

By connecting Medallia’s powerful customer experience management platform with Deloitte’s global strengths across industries in strategy and advisory, technology

implementation, and operation and automation, you can integrate CX management while accelerating organizational innovation. You can help your workforce and customers feel more known, more respected, more valued. And you can strengthen loyalty, drive growth and fuel innovation.

One “best-ever” at a time.

One loyal customer at a time.

**One powerful transformation at a time.**

## DRIVING TANGIBLE OUTCOMES IS CORE TO OUR DNA.

Deloitte’s Medallia practice has helped a wide range of global organizations achieve tangible business results at scale.



GLOBAL BREADTH  
AND DEPTH

**50+** Deloitte  
implementations

**100+** trained  
practitioners

**1,000+** Deloitte HX  
practitioners



MARKETPLACE  
RECOGNITION

- Named a global **Leader in CRM and CX Implementation Services** by Gartner<sup>8</sup>
- Named a global **Leader in Digital Experience Agencies** by Forrester<sup>9</sup>
- Named the *undisputed* global **Leader in Employee Experience Consulting** by ALM<sup>10</sup>

# Ready to put OpHX into action?

Deloitte Digital and Medallia together can help you elevate the human experience of customers and employees. Just give us the signal.

## TIM GREULICH

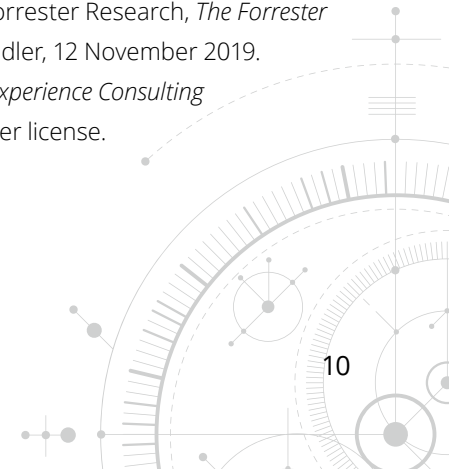
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