Transforming an organization with a customer-driven purpose

“Medallia is our primary listening platform for our customers and our central nervous system.”

DAYTON SEMERJIAN
GM, Global Customer Success
“It was Medallia that helped us get clarity on what was going on with our customer base. It was illuminating to get feedback that was not based on one or two customer meetings, but on very clear pattern recognition based on thousands and thousands of responses. It was this clarity that helped us define our purpose.”

DAYTON SEMERJIAN
GM, Global Customer Success
1. THE CHALLENGE

CA's challenge was to revitalize the growth of a large, 40-year enterprise software company — and to do so in the context of a radically changing market with rapidly changing customer expectations. CA knew it needed to get as close as possible to its customers to understand their needs. CA went back to its roots — to its first customer, its second customer, its third customer — and started listening to and connecting with their customers in a scalable way.

2. THE SOLUTION

In 2014, CA and Medallia embarked on its journey together to embed the customer throughout the company’s DNA.

“We needed to get as close as possible to our customers to understand their needs, where CA was doing a great job, and where we were not doing a great job. Medallia sits at the center of that.”

Specifically, CA relies on Medallia’s Text Analytics and Mobile application to engage its salesforce and customer-facing teams.

“Because we have a large global organization with a distributed salesforce, Medallia Mobile was a really big deal,” says Semerjian. “It’s getting into the heads and, essentially, the hearts of sales people because it’s useful and high impact, and it tells them things that are important to help them run their business.”

3. THE RESULTS

“We set up a closed loop system where we’re not just listening to our customers, but we’re deeply understanding root cause — and we’re taking action to solve them.”

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- Increased NPS steadily since 2014, quarter over quarter
- Improved Support customer satisfaction ratings, which are consistently greater than 9 out of 10
- Increased first-day Support issue close rate by more than 40%
- Improved Support issue-to-resolution mean time by over 60%
- 81% of all 11,000 employees have adopted a personal customer experience-related goal
About Medallia

Medallia’s mission is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world’s best-loved brands trust Medallia’s Software-as-a-Service application to help them capture customer feedback everywhere the customer is (on the phone, in store, online, mobile), understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve their performance. Founded in 2001, Medallia has offices in Silicon Valley, New York, London, Paris, Sydney, Buenos Aires, and Tel Aviv. Learn more at www.medallia.com.

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