



Give customers
a reason to keep
coming back

Medallia for Retail

Leverage best practices from the world's CX leaders

Experience is the new brand. Delivering a differentiated experience that consistently wows customers will have them spending more and keep them coming back. To do this, retailers must engage in conversations in which customer feedback becomes a central part of the operating system, creates accountability to the customer, and enables constant innovation.

Medallia turns customer feedback into great customer experiences. We capture feedback everywhere your customers are, connect it to everything else you know about them, and deliver insights and enable action in real time. This fosters an environment where everyone in your organization, from the C-suite to the frontline, can deliver excellence with every customer interaction.

That's why Medallia is used by some of the most successful retail brands in the world. Medallia makes it easy for your organization to deliver winning experiences — now and in the ever-changing future.

Drive customer loyalty and sales

Delivering excellent customer experience is critical for driving customer loyalty and sales. Medallia helps retailers identify key drivers of customer loyalty, ensure consistent employee training, and determine points of friction in the customer journey. With Medallia, retailers can diagnose these issues and deliver customer experience that increases customer loyalty and average order value.

Convert single-channel shoppers to multi-channel shoppers

Medallia collects feedback from all your shoppers across every touchpoint to give you a unified view of the physical and digital customer experience in one platform. This ensures that you are delivering a consistent brand experience across the customer journey, which helps to convert single-channel shoppers to multi-channel shoppers, who are more loyal and likely to spend more with your brand.

“Medallia has become a part of the culture at Sephora USA. Every member of our staff uses the Medallia system, which is integral to our continued success.”

Kahla Broussard, Sephora
VP of Retail



Best Practice Package for Retail

Get a best-in-class Retail program

Jumpstart your CX program with our Best Practice Package for Retail. This package brings together preconfigured software, best practices, and services that meet your retail needs.

Increase employee retention and productivity

Positive customer feedback helps frontline employees feel validated and find meaning in their work. Customer feedback also enables store associates to understand, empathize, and handle customer issues in real time. Medallia's mobile app is particularly effective at helping busy associates stay informed, receive timely alerts, and close the loop on mobile devices. Medallia helps to increase employee engagement, which improves employee retention and productivity.

Outperform your competition through agile innovation testing

Retailers must innovate on the in-store experience so that their physical locations remain relevant to shoppers. With Medallia, retailers have a solution that enables rapid testing and innovation so that they can differentiate on customer experience rather than price.

Medallia by the numbers

3 Million

users log in to Medallia regularly

100,000+

store locations partner with Medallia

500+

brands partner with Medallia

42%

of Medallia Mobile users log in daily

“The biggest win for us has been the increased level of customer-centricity at all levels of the organization. It's based on having incredible data and incredible insights, and the ability to actually use the information. Medallia has given us a dynamic, living, breathing CX strategy.”

Matt Marcotte, Tory Burch
SVP, Head of Global Retail

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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