

Deloitte.
Digital

Medallia

More personal. More powerful. More human.





In an ever more **digital world**, customer data is nearly limitless. But people are so **much more than data**. Their lives are driven by **dynamic** wants, needs, and **desires**—and they have more choices than ever before.

At Deloitte Digital, we get that. By combining Medallia's experience management platform with our industry-leading customer experience strategy and design experience, in-depth field research capabilities, and employee experience knowhow, we can help you go beyond the data to humanize the experience through individual relationships with your customers and employees on their terms, creating brand advocates for life.

That means knowing what people need before they need it, empowering your workforce, and proactively serving your customers' distinct stories in real time, at scale. Because at Deloitte Digital, we don't just help you see more.

We help you do more.

EXPERIENCES ARE THE new differentiators

Expectations are changing as customers look for more personalized and relevant experiences from companies. **Customers now have a powerful voice in sharing their preferences**, and expect you to act on feedback, which, when harnessed, can transform organizations through innovation, streamlined operating costs, and increased revenues.

62%

of consumers feel they have
a relationship with a brand

76%

have been loyal to
favorite brands for
more than four years

70%

say a brand relationship includes
providing feedback, and they
expect brands to use it

69%

of respondents note that
"reliable, great customer
service" is what makes a brand
their favorite to shop online

80%

of customers make purchasing
decisions based on an emotional
connection with the brand

Source: Deloitte research

Driving value from experience data

Operational customer experience is more than sending surveys and collecting feedback. It is about **elevating and humanizing** experience data, and it takes a unique approach and business discipline. It is about creating a **customer-centric** culture—driving change by **breaking down silos, sharing insights, and developing processes** that improve the customer experience and create business value.



INSIGHTS – Understand what makes your customers tick



OPERATIONS – Create processes to report and act on customer feedback



CUSTOMER – Define how customers interact with you and measure it



ENABLING CAPABILITIES – Empower a customer-centric culture through tools and data



FOUNDATION – Build a scalable infrastructure to support OpsCX

Set up **systems and operating models** to enable every part of the organization to be driven by deep customer insights.

Use these capabilities to **personalize** customer interactions, analyze **cross functional** experience data, and elevate the **end-to-end** experience.

Align supply chain, service, pricing, operations and marketing to **serve the customer real-time** across the full digital engagement environment.

Realizing value through operational customer experience



Combine Experience and Operational Data

To harness the power of integrating experience and operational data, creating a foundation to understand your customers' experiences and their drivers



Enable real-time actionable insights

From the underlying Experience and Operational data, enable real-time insights to your fingertips that can be actioned on – for a specific customer or enterprise-wide



Pull in the depth and breadth of Deloitte

To help you craft a winning and executable customer experience from initial strategy through ongoing operations



Provide flexible managed service options

Based on where you fall on the maturity spectrum in running CX operations, with our end goal of empowering you

Deloitte Digital is the leading experience provider that can help your organization orchestrate optimized experiences across all touchpoints, shifting your mindset from channel-driven and siloed to holistic and customer-centric

Helping organizations reshape their experience management capabilities

The companies that Deloitte Digital and Medallia work with are on different points of the maturity spectrum. We can help them grow their CX competency and run their CX operations on a short-term or long-term basis.



How we have delivered results in real time



Digital

Convert clicks into evangelists

Customers regularly start their journeys through digital channels, making digital their first interaction. Deloitte has collaborated with a variety of businesses to help measure and improve the holistic experience.

- Define and map the **customer journey**, identifying pain and delight points
- Determine **where and how to measure** customer experience
- Use CX to **influence and prioritize** the product and feature roadmap

Achieved **2.9X** click-through rate (CTR) goal

Improved **email open rates 4X**



Contact Center

Correlate Experience & Operational data

Simply measuring experiences is not enough. To be able to improve, organizations need to understand experience drivers through measuring and tracking operational metrics.

- Integrate Experience and Operational data in **common dashboards**
- Develop framework **tying operational metrics to experience impacts**
- Create a **prioritization framework** for experience improvements

Increased customer **self-service by 50%**

Reduced calls to care by 10% by identifying primary call drivers



B2B

Nurture value-based relationships

Organizations work with numerous suppliers and clients, yet frequently assess the relationship based on cost, rather than value. Shifting to a value-based mindset can result in a more beneficial relationship, often improving both parties' ROIs.

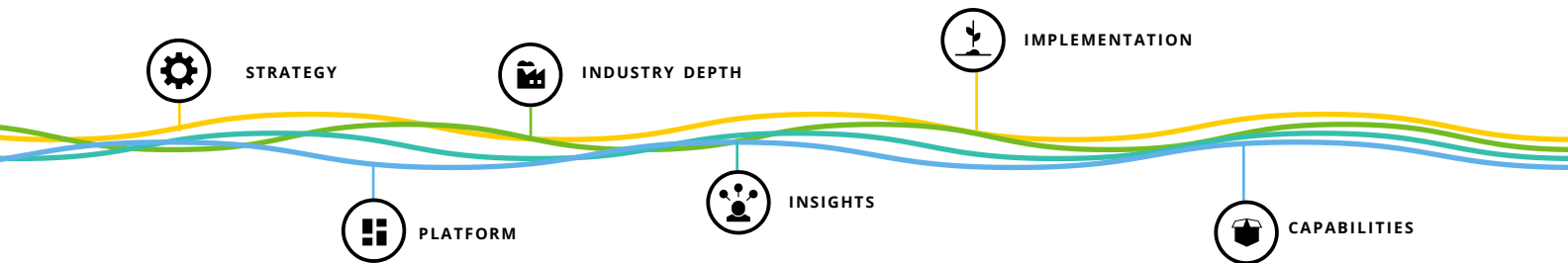
- **Map the journeys**, defining where to capture feedback most effectively
- Create a framework **measuring total value** to better understand relationships
- Develop a **prioritization framework** to understand which relationships to nurture

Achieved **7-9% sales uplift** using machine learning-driven personalization models

Increased sales by \$7M in one market

Turning customer feedback to business advantage

Deloitte Digital and Medallia together help companies maximize their customer feedback opportunities, wire customer insights into every decision and drive transformation from the customer perspective.



Deloitte.
Digital

Strategy. Industry Depth. Implementation.

- ✓ #1 consultancy across CX transformation as recognized by analyst firms
- ✓ Cross-industry experience, depth and breadth
- ✓ Global delivery model
- ✓ Premier Medallia implementation and managed services partner with the skills to operationalize the insights

Medallia

Platform. Insights. Capabilities.

- ✓ Best-in-class, real-time Customer Experience Management platform
- ✓ Proven return for companies across industries
- ✓ Innovation leader in OCEM and text analytics
- ✓ Industry pioneer in automating, simplifying, and educating companies on responding to and acting on customer feedback

ANALYSTS AGREE:

We are the leader in CX transformation

Deloitte Digital is the recognized market leader in Experience Management and Transformation



Global Leader
in CRM and Customer Experience
Implementation Services¹



Worldwide Leader
in Digital Customer Strategy
& Experience Consulting
– ALM Intelligence²



Global Leader in Employee
Experience Consulting
– ALM Intelligence³



Top 50 Market Research
Firm in the 2017 AMA
Gold Report⁴



Global Leader in
Business Consulting
Services
– IDC⁵



Global Leader in
Customer-Facing Service
Operations Consulting
– ALM Intelligence⁶



Worldwide Leader
in Digital Strategy
Consulting Services
– IDC⁷



Global Leader in
Digital Innovation
Consulting Services
– ALM Intelligence⁸



Global Leader in
Mobility IT Strategy
Consulting
– ALM Intelligence⁹



Global Leader in
Customer Experience
Consulting
– ALM Intelligence¹⁰

1. Based on completeness of vision and ability to execute. Source: Gartner, Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide, Patrick J. Sullivan, Ed Thompson, 8 January 2018.
2. Based on capabilities. Source: ALM Intelligence, Digital Customer Strategy & Experience Consulting, ALM Intelligence estimates © 2017 ALM Media Properties, LLC. Reproduced under license.
3. Based on capabilities by ALM Intelligence, Employee Experience Consulting 2017, ALM Intelligence estimates © 2017 ALM Media Properties, LLC.
4. Source: <http://www.ama.org/publications/MarketingNewsPages/the-ama-gold-report-2017>, ALM top 50 market research firms, ALM Intelligence estimates © 2017 ALM Media Properties, LLC.
5. Based on capability and strategy. Source: IDC, MarketScape: Worldwide Business Consulting ALM Services, 2017 Vendor Assessment by Cushing Anderson, March 2017, IDC #US41569617.
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Want to talk about how to get started?

Deloitte Digital and Medallia together help companies maximize their experience management capabilities through growing their CX competencies.

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