

Driving strategic  
business transformation.

**Deloitte.**  
**Digital**



**MEDALLIA**

# Re-imagine customer experience management.

To thrive in today's digital world, you need to manage customer experience in faster and smarter ways. It's important to have the proper insight into customer issues (and successes) and have the ability to act on them in real-time. If you want to adapt to meet customer needs, you need fast and clear visibility into how these customer experiences have impacted overall experience metrics.

The Deloitte Digital and Medallia alliance embrace a simple yet provocative vision. We empower our clients to re-imagine how they connect and engage with customers. Our goal is to not only help you improve customer experience but also to make customer experience management (CEM) an operational and focal part of your business. This means creating a real-time feedback loop that can drive change and deliver measurable results in terms of both customer experience and your organization's bottom line.

Medallia's CEM platform can assist you in managing all of your global customer feedback tracking programs in a single unified system that provides a corporate-wide view of customer health. It enables you to capture input from many sources, including solicited customer feedback, call center tools, social channels and SMS messages, and enables employees to close the loop with clients in real-time. The platform also provides roles-based reporting, so everyone, from executives to the front line, has access to real-time customer experience data relevant to their position in the organization.

**Deloitte.**  
**Digital**



 **MEDALLIA**

# Harnessing creative firepower.

Together, we combine Medallia's CEM platform with Deloitte Digital's strategic approach to business transformation to deliver a differentiated approach to customer experience management that can help our clients see themselves the way their customers do and drive change based on this visibility. Continuously innovating to improve customer experience can demand new approaches to the way the organization makes decisions, assigns accountability, and empowers employees to act quickly.

As a digital consulting agency, Deloitte Digital brings together all the creative and technology capabilities, business acumen, strategic focus, and industry insight needed to help our clients re-imagine and run the future of their brand. Our alliance with Medallia gives our teams the visibility to identify the key drivers behind customer experience ratings and the insights to identify the strategic and human capital changes required to improve the experience. Our teams bring the right skills and business insight to help you implement new approaches and business practices that will drive better ratings.

# Strategic focus.

Deloitte Digital has helped some of the world's largest companies redefine or refine their business strategy and implement organizational change. As we work with you to create a well defined and innovative customer experience strategy, we can draw on our experience in human capital management and business transformation to help you implement the business changes that may be needed to become more customer-centric.

Rather than just implementing the Medallia platform, we start by helping you define your customer experience ambitions and vision. Our creative teams then go to work designing a customer experience that matches your ambitions and business objectives. And, while technology implementation is important, we don't stop there. We can help you operationalize customer experience management by using real-time data to better understand customer feedback and take appropriate action.

Our strategic process is also backed by the broad range of Deloitte Consulting LLP's experience and skills that we can tap into through our global network of member firms. From change management to UX design and technology implementation, our teams bring the right skills needed to make your project a success.

# Strategic process for customer experience transformation.



Define the CX  
Ambition & Vision



Design the  
Experience



Gain Insights



Develop Roadmap  
& Execute



Monitor  
& Adapt

# Deep industry perspective.

Deloitte Digital offers practical insight from experienced industry practitioners. Our strategic clarity comes from a deep knowledge of the sectors and specific methodologies developed from years of solving real business problems for our clients. We've built dedicated teams around each industry we serve, tapping professionals who have spent years in senior positions with leading companies.

Analysts have also recognized Deloitte for industry leadership in a number of our industry focus areas.

# Making it operational.

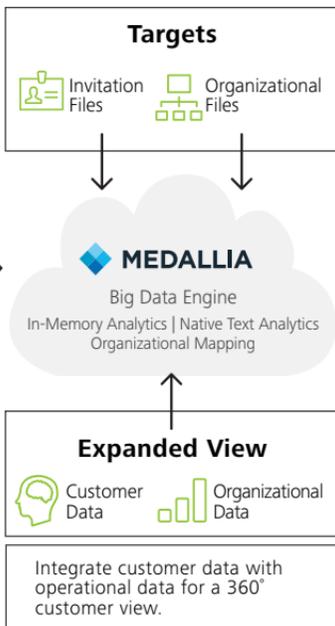
The Medallia platform brings new possibilities for managing customer experience. It enables you to capture more data from more channels, integrate your data with operational systems, and then act on it in real-time.

While the Medallia platform provides the technology to operationalize customer experience management, Deloitte Digital brings the applied knowledge for successfully transforming your business by implementing the right controls and management practices. Our seasoned professionals and industry veterans can also help you identify the right sources for collecting information and the right business rules for acting on your data. With years of experience in business transformation as well as information management and analytics, we understand the drivers for high quality customer experience and we know what it takes to become a customer-centric organization.

## 1 Capture

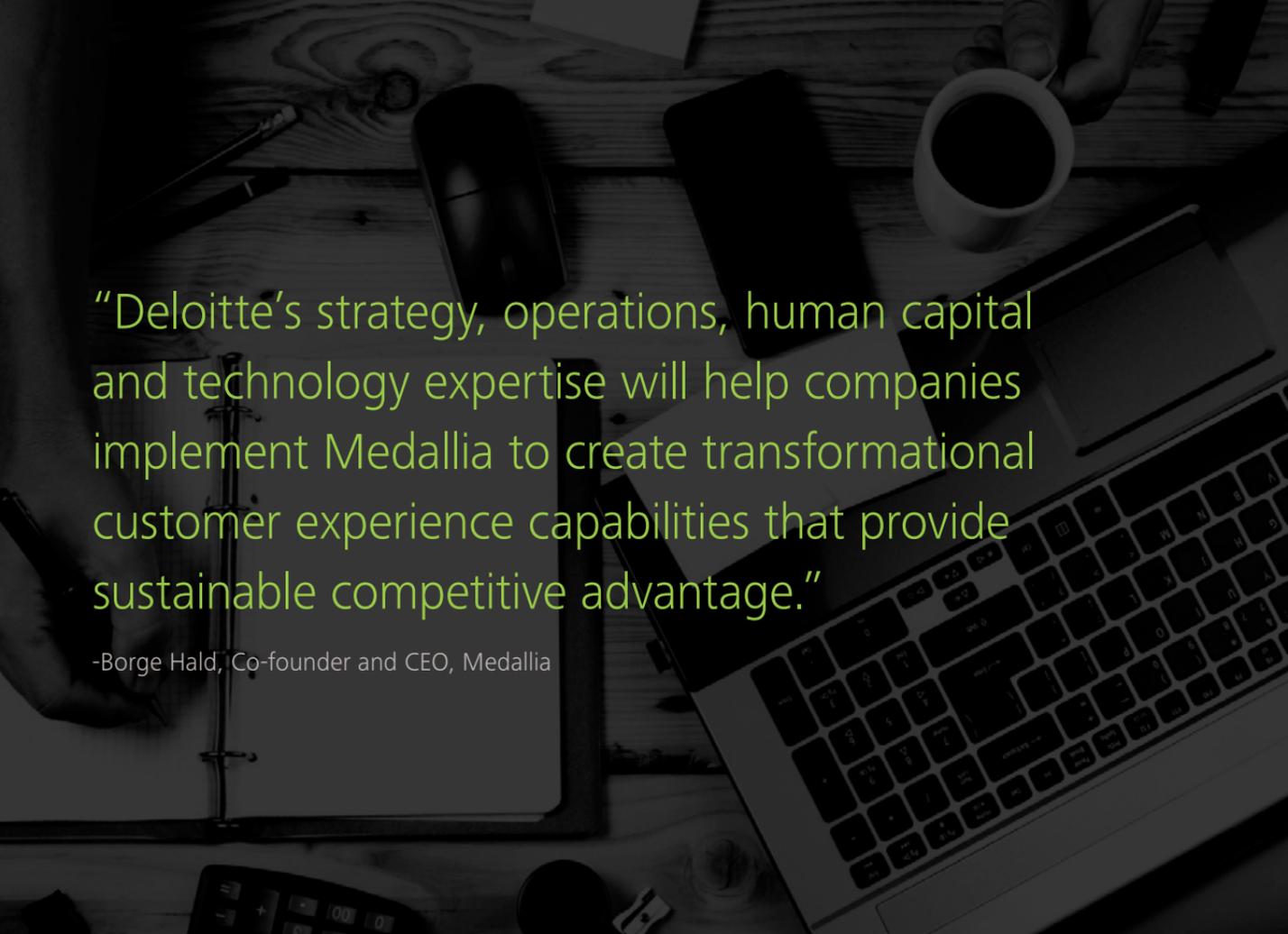
Data Collection	Channels
 Web Surveys	 Contact Centers
 WR Surveys	 Locations
 SMS and Mobile Feedback	 Key Accounts
 Social Feedback	 Employees
 Others	 Web Experience
Collect data from all customer touch points	

## 2 Integrate



## 3 Analyze/Act





“Deloitte’s strategy, operations, human capital and technology expertise will help companies implement Medallia to create transformational customer experience capabilities that provide sustainable competitive advantage.”

-Borge Hald, Co-founder and CEO, Medallia

# Investing in the future of customer experience management.

Our alliance is also investing in building tools and joint solutions to address our clients' biggest challenges. These offerings can address specific application areas such as customer experience for audit, ROI tools to quantify financial benefits, and dashboards for monitoring company health across customer experience, financials, and employee experience. These investments can help our project teams deliver client solutions faster while potentially reducing cost and risk.

# Our recognized industry accolades.

## Deloitte Consulting LLP



**Deloitte named a global leader in Business Transformation Consulting by Forrester Research, Inc.**

*Source: The Forrester Wave™: Business Transformation Consultancies, Q3 2015.*



**Deloitte ranked #1 in Consulting in North America based on revenue by Kennedy**

*Source: Kennedy Consulting Research & Advisory; Geographic Consulting Market Outlook 2014: North America; Kennedy Consulting Research & Advisory estimates © 2014 Kennedy Information, LLC. Reproduced under license*



**Deloitte named a leader in the Americas in Business Consulting Services based on capability and strategy by IDC**

*Source: IDC MarketScape: Americas Business Consulting Services 2014 Vendor Assessment by Cushing Anderson and Jim Westcott, February 2014, IDC #246639*



**Deloitte ranked #1 globally in Management Consulting based on revenue and market share by Kennedy**

*Source: Kennedy Consulting Research & Advisory; Global Consulting market Index 2013; Kennedy Consulting Research & Advisory estimates © 2014 Kennedy Information, LLC. Reproduced under license*



**Deloitte ranked #1 globally in Consulting based on revenue by Gartner**

*Source: Gartner, Market Share Analysis: Consulting Services Worldwide, 2013, Jacqueline Heng, Dean Blackmore, Julie Short, May 8, 2014*



**Deloitte ranked #1 globally in Consulting based on revenue and market share by Kennedy**

*Source: Kennedy Consulting Research & Advisory; Global Consulting Market Index 2013; Kennedy Consulting Research & Advisory estimates © 2014 Kennedy Information, LLC. Reproduced under license*



**Deloitte named a worldwide leader in Business Consulting Services based on capability and strategy by IDC**

*Source: IDC MarketScape: Worldwide Business Consulting Services 2014 Vendor Assessment by Cushing Anderson, February 2014, IDC #246615*



**Deloitte named a worldwide leader, ranked #1 for Enterprise Performance Management Business Consulting based on capability and strategy by IDC**  
*Source: IDC MarketScape: Worldwide Enterprise Performance Management Business Consulting Services 2014 Vendor Assessment by Cushing Anderson, July 2014, IDC #249463*



**Deloitte named the global leader in Mobility IT Strategy Consulting based on capabilities by Kennedy**  
*Source: Kennedy Consulting Research & Advisory; IT Strategy Consulting: Mobile Technologies; Kennedy Consulting Research & Advisory estimates © 2013 Kennedy Information, LLC. Reproduced under license*



**Deloitte named a global leader in Digital Strategy Consulting based on capabilities by Kennedy**  
*Source: Kennedy Consulting Research & Advisory; Digital Strategy Consulting; Kennedy Consulting Research & Advisory estimate © 2013 Kennedy Information, LLC. Reproduced under license*



**Deloitte named a global leader in CRM Services based on completeness of vision and ability to execute by Gartner**  
*Source: Gartner, Magic Quadrant for CRM Service Providers, Worldwide, Patrick J. Sullivan, Ed Thompson, 10 November, 2014*



**Deloitte named the global leader in IT Customer Strategy in Retail Consulting based on capabilities by Kennedy**  
*Source: Kennedy Consulting Research & Advisory; IT Customer Strategy in Retail Consulting; Kennedy Consulting Research & Advisory estimates © 2014 Kennedy Information, LLC. Reproduced under license*



**Deloitte named a leader in B2C Global Commerce Services based on strategy and current offering by Forrester**  
*Source: Forrester Research, Forrester Wave™: B2C Global Commerce Service Providers, Q1 2015", Adam Silverman, Andy Hoar, February 9, 2015*

## Learn more

To learn more about how the Deloitte Digital and Medallia alliance can help you re-imagine customer experience management, please visit [www.deloittedigital.com](http://www.deloittedigital.com) or contact one of the following team members:

### Deloitte Digital:

#### Hilary Horn

*Director and Medallia Alliance Leader*

Deloitte Consulting LLP

[hhorn@deloitte.com](mailto:hhorn@deloitte.com)

#### Kim Peterson

*Director and Medallia Business Development Leader*

Deloitte Consulting LLP

[kimnpeterson8@deloitte.com](mailto:kimnpeterson8@deloitte.com)

### Medallia:

#### Fred Mondragon

*VP of Business Development*

Medallia

[fmondragon@medallia.com](mailto:fmondragon@medallia.com)

#### Phil Charm

*Deloitte Global Alliance Leader*

Medallia

[pcharm@medallia.com](mailto:pcharm@medallia.com)

This publication contains general information only, and none of the member firms of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collective, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2015 Deloitte Development LLC. All rights reserved. Member of Deloitte Touche Tohmatsu Limited.

**Deloitte.**  
**Digital**