Medallia

Medallia for Utilities

Technology and choice have increased customer expectations across every industry—and the Utilities sector is no exception.

Whether you need to improve your service to residents, businesses, or your own employees, Medallia understands the importance of each interaction in your daily operations and service delivery. Customer Experience (CX) isn't just about feedback surveys. Our CX solutions are designed to help you deliver powerful, engaging experiences that dramatically increase satisfaction for your residential end consumers, B2B customers, and employees alike.

Once you understand what matters most to your customers and employees, you're ready to act with confidence to drive demonstrable impacts in operating efficiencies, risk reduction, issue resolution, and more. But how do you get there?

Medallia provides your employees with real-time, actionable insights that empower them to act. When armed with the right information at the right time, your organization can serve your residential and B2B customers in a responsive, knowledgeable manner that reduces frustration and instills trust.

Leaders in every industry rely on Medallia to build a culture of empowerment and action while boosting the productivity and innovation so crucial to your organization's reputation and success.

Capture Every Signal
Integrate all of your data—from digital, contact centers, touchpoint feedback (outage, PSPS, etc.) social, videos, emails, and more—within a complete, single view to enable faster actionable insights.

Analyze and Predict
Make sense of experience data with our machine learning models. Let AI do the work to prioritize the biggest opportunities, understand preferences and intent, to drive action in performance improvement and service recovery.

Route and Empower
Take action, every time, with tailored data and real time insights. Empower your team through our unique organization mapping, personalized reports and real-time alerts.

Timely and Proactive Action
Improve and enhance service delivery for customers and employees in real time.

At a Glance
- Founded in 2001
- 1000+ Leading Brands
- Award-Winning Experience Platform
- 1B+ Experience Signals Processed Quarterly

Select Utilities Customers
- Sales
- Operations
- Field Service
- Support
- Digital
- Employee

Medallia: The CX Leader
- Named a Leader in The Forrester Wave™: Customer Feedback Management Platforms, Q2 2021
- Named a Leader in Gartner Magic Quadrant for Voice of the Customer (December, 2020)
- IDC: Business Value of Medallia Experience Cloud - 732% ROI average over 3 years (June, 2021)
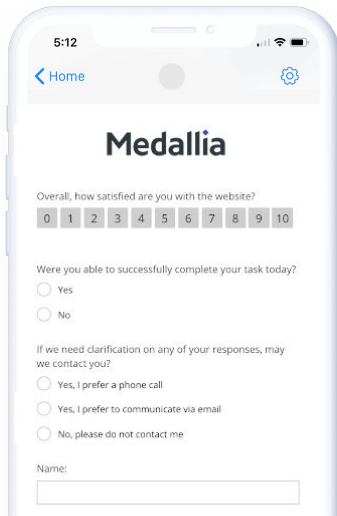
Elevate the experience of utilities customers

Drive change across your organization through listening and understanding

- Elevate the customer's voice with richer feedback and robust action management across many touchpoints.

- Quickly identify pain points and rapidly capture feedback to implement solutions to address them continuously.

- Generate alerts for service teams when an issue arises and allow you to close the loop with individuals rapidly.

- Build loyal customers who can bolster your company's image and reputation.

Empower employees to act

Engage and empower employees to provide better service for your business and residential customers.

- Drive organizational efficiency by designing, managing, and scaling world-class customer experience programs.

- Establish a culture of empowerment and action, foster innovation and creativity.

- Improve organizational productivity, and elevate customer experience as a strategic pillar central to your companies' success.
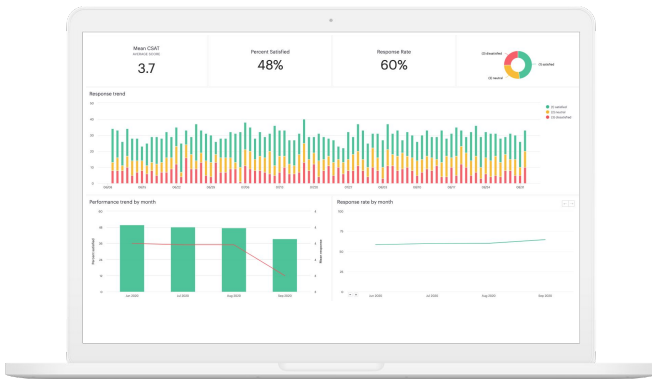
Demonstrate empathy and instill trust

Improve communication and increase confidence in your services.

- Identify and act quickly on the appropriate signals.

- Enhance customer trust through knowledgeable, efficient interactions.

- Deliver dependable service and faster time to resolution (ie. call center interactions, field service, outage events, PSPS, etc).

- Bolster customer and community perceptions by delivering on promises.

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To learn more, visit us on the web at Medallia.com

Meet with a Medallia Expert →