

RSM's Medallia services

Supercharge the No. 1 enterprise experience platform with RSM

Customer and employee expectations are constantly changing. However, creating great experiences requires a deep and current understanding of people and behaviors, then leveraging those insights through a human-centered design approach.

From video and voice to digital and IoT, Medallia captures billions of signals across every channel, then applies AI and machine learning to reveal what people care about, predict their behavior and prioritize actions.

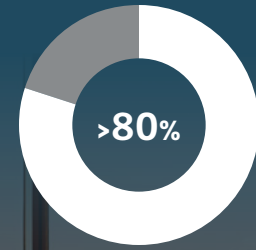
RSM's experienced Medallia advisors specialize in helping mid-market clients maximize the solution and drive powerful business outcomes. They understand your CX pain points and can help you leverage Medallia to outpace the competition.

MEDALLIA INTEGRATIONS WITH SYSTEMS OF ACTION

- > Dynamics 365
- > ServiceNow
- > NetSuite
- > Salesforce
- > NICE CXone
- > Genesys
- > Cisco

Plus, industry-themed taxonomies for financial services, insurance, retail, B2C e-commerce and health care delivery.

WHY MEDALLIA?



> Over 80% of customer feedback is unstructured data.

> **Mobilize Medallia's 1+ billion signals processed every month**

to know more about your greatest asset.

MEDALLIA + RSM BENEFITS

As the market leader in customer, employee, citizen and patient experience, Medallia helps its customers reduce churn, turn detractors into promoters, create in-the-moment cross-sell and upsell opportunities and drive revenue-impacting business decisions. With RSM as your implementation partner, you can harness Medallia's proven track record of providing robust ROI by:



Improving customer loyalty



Decreasing employee turnover through engagement



Increasing sales/revenue



Identifying poor internal processes

THE RSM DIFFERENCE

- > RSM's unique approach addresses CX from three distinct disciplines:
 - > Human-centered design
 - > Organizational change management
 - > Digital implementation of CX management technology
- > With RSM and Medallia, you can:
 - > Reduce customer churn
 - > Increase e-commerce sales
 - > Boost customer service quality and reduce resolution times

To talk with a certified RSM advisor and see a Medallia demo,

call us at 800.274.3978 or visit rsmus.com/contact to send us a message.



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