

**Medallia**

**experience 21**

# Experience Leaders

Gain practical advice, best practices, and inspiration from some of the most innovative experience leaders in manufacturing



# SAMSUNG

## Capturing Signals to Transform Customer Experiences



We are putting the customer at the heart of everything we do, using real-time insights and action.”

**GUILHERME KOGA,**  
Former Director of Care Analytics, CX and Strategy

### Challenge

Samsung Electronics of America has a long history of technology excellence. For decades, the company focused on product innovation and their relationships with the third-party carriers, dealers, and retailers that sold Samsung products to end customers. The customer care team at Samsung always had a close relationship with customers, handling support via contact centers and repairs of appliances in customers’ homes. In 2018, Samsung began to change their vision to connect more directly to customers. The customer care team led the way on this new path forward. The team’s focus was on elevating the entire Samsung customer care journey, serving customers through their preferred channels and feedback methods.

### Solution

With the goal of building a full voice of the customer program to gain insight and take action to improve the customer

experience, Samsung began by ensuring that every person who interacted with customers had access to Medallia: customer care agents, repair specialists, technicians, and so on. The company officially launched the Samsung Care Pulse program, which helped to put the customer at the heart of everything Samsung does. Since launch, Samsung has continued to expand the number of users with access to Medallia, as well

as the feedback channels and advanced quantitative and qualitative approaches such as Text Analytics. The program now includes signals such as digital online/offline channels (SMS, chat, service requests, etc), special programs, and employee feedback, with more signals on the roadmap. To drive action on what the company is learning from customers and employees, Samsung created

the Champions Council in 2019, which structures regular communication and decision-making among cross-functional stakeholders across lines of business.

### Results

Medallia provided the Champions Council with customer feedback and insights that helped the team solve issues and take positive action on behalf of its customers. In 2020, the Council identified more than 200 specific action items and process improvements, **resulting in a 10-point NPS increase for the year.** Customer insights also led Samsung to develop popular offerings such as their “We Come to You” program in which the company outfitted vans and trucks that technicians could use to provide walk-up or appointment-based service delivery for personal devices such as cell phones. Today, 6,000 employees and partners across the company use Medallia to understand and improve the customer experience.



# Using Video to Improve the Customer and Employee Experience



We use video feedback to create social media videos that reinforce our marketing claim that we have the most five-star reviews of any major window replacement company, which is a really fun way to use this feedback.”

**ADAM MAY,**  
Senior Communications Manager

## Solution

The company’s newest way of getting feedback from clients is via video feedback through the LivingLens platform. Customers can easily record and submit the video via their mobile devices, sharing feedback on both service delivery and product quality and craftsmanship. The video feedback is not only used to

learn and improve, but also to recognize employees who have created amazing experiences. The videos also create more connections for employees who don’t usually get to interact with the end customer, such as the team members manufacturing the windows and doors.

## Challenge

Renewal by Andersen, the full-service replacement window division of the Andersen Window Corporation, sells, manufactures, installs, and services the product with a goal of delivering on their brand promise of “The Best Home Improvement Experience You’ll Ever Have.” For several years, the company has been using Medallia to ensure team members are providing a consistent customer and employee experience across their hundreds of locations. Surveys are sent out along different touchpoints of the customer journey, such as after a design consultation or a completed installation. With about 200,000 survey responses per year, the customer experience team has found a wealth of insights to improve and innovate on their product and service delivery. But they knew there were more insights customers could share, if only the tools were at their fingertips.

## Results

Video feedback has enabled the Renewal by Andersen teams to easily understand customer sentiment while giving executive teams access to showreels of different video highlights. **The company has used video feedback in social media campaigns and on their website** so when customers are researching topics such as “window replacements,” they can easily search for videos that touch on that specific topic. The frequency of video feedback is so high that the marketing team updates this part of the website once a week. This has also helped to empower employees because they can tie video feedback to a specific job that someone worked on and reward employees in return. The company also uses video feedback to get employee testimonials to help them in recruiting efforts so they can hire the best talent.



# Doing it Right: Acting on Customer Feedback to Drive Systemic Change



At 3M, we set up listening posts across the company and showed momentum with the first deployment. ... We've got literally, systematically, hundreds of customer stories flowing through the company every day."

**HUGH MURPHY,**  
CX Lead, Enterprise Operations

## Solution

This brought life to a new Customer Experience Improvement System at 3M that is not just about collecting insights from customers; it's a new approach to acting on that feedback, responding to the customers who take the time to share it, and to making systemic and sometimes difficult changes to improve things every day. The company began their customer experience journey on their website called "bCom" so they

could collect, listen, and act on feedback. Using Medallia Digital, 3M is able to fix errors that they often don't even know about, and they can proactively monitor to identify issues before a customer tells them about it.

## Challenge

At The 3M Company, smart, curious, and motivated "3M-ers" in nearly 90 countries rally behind 3M's vision and seek to improve every life. The company produces over 60,000 products across several industries including worker safety, healthcare, and consumer goods. As a manufacturer, 3M relies on third-party distributors and partners (referred to as their "customers") to sell their products. But in the past, some of their customers expressed feedback that although they loved 3M products, they wished it was easier to buy them. The company knew it needed to make sure they were providing a consistent experience across all channels to ensure their distributors and partners were well taken care of and improvement areas were easily identified.

## Results

3M structured an enterprise-wide strategy for using Medallia to put the voice of the customer at the heart of every decision. With direct feedback and insight from their customers, **the company is now able to quickly identify problems and activate fixes** to improve the customer experiences that drive billions of dollars of transactions per year. The company has listening posts that give them strong signals across the entire customer journey, helping them wire customer feedback into all of the decision-making processes at 3M. Continued investment in customer experience improvements is supported by 3M's ability to demonstrate that their promoters are delivering stronger revenue growth and have a lower cost-to-serve than other customers.



# Powering up the Customer Experience Through Rituals and Ambassadors



By getting real-time customer feedback, the teams are more agile in testing, tweaking, and continuing to optimize channels while maintaining an exceptional customer experience.”

**KYLE HAMM,**  
VP, Customer Transformation  
North America Operations

to improve the customer experience. They also needed to implement technology where they could get close to real-time feedback to the right teams and people in the organization to build better partnerships and innovate quickly.

## Solution

Schneider began using Medallia globally to measure customer satisfaction across 6 touchpoints. They created a Customer Ambassadors Program, in which they have an army of people

in the organization getting feedback to ensure they are putting customers first and advocating on their behalf. Using Medallia Digital and Text Analytics, they are able to understand customer sentiment and read verbatim comments that help them put things into action. The Voices mobile app gives them easy access to the dashboard to find out what customers are saying across all 6 touchpoints. Detractors are followed up within 48 hours, and promoters who provide positive employee mentions help Schneider understand which team members deserve recognition or rewards for the great service they are providing.

## Challenge

As a global manufacturer and provider of energy and automation digital solutions for efficiency and sustainability, Schneider Electric’s purpose is very simple: to empower all to make the most of their energy and resources. At Schneider, they believe that technology allows them to bridge progress and sustainability for all, which is what they call “Life Is On.” Empowering more than 128,000 employees in over 100 countries to become fanatic about the customer experience was not an easy task. Schneider knew they needed to make bold changes to key digital channels to help drive adoption and

## Results

In two years, the North America Operations division of Schneider has seen an 8-fold increase in the number of employees who log into Medallia. The division’s survey response volume has increased 22% year over year, on track for an additional 25% in 2021 by focusing on digital. **Net Satisfaction Scores (NSS) for their online chat have increased 15 points**, and bold changes to the chat design in 2020 reduced the average chat length by over 20%.



“ Medallia’s DNA, our culture, our vision, our mission — what we are is a platform for change. We give people a voice, an outlet, a forum for discussion, a reason to take action, and a path to making meaningful progress.

— Leslie Stretch, President & CEO, Medallia

Request a demo at [medallia.com](https://medallia.com)



#### About Us

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

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