

A Medallia Study

# CUSTOMER ENGAGEMENT NOW

## Real Time is the Right Time



## *Methodology*

Medallia commissioned a panel survey of 3,000 consumers from three countries – the U.S. (1,000), the U.K. (1,000), and Australia (1,000).

The collected sample was matched to the census of each country on age and gender.

# Key Insights

## The connected consumer

The digital transformation has revolutionized the lives of consumers, who now use a variety of digital devices every day—from smartphones and virtual assistants, to messaging apps, connected TVs, and chat bots. Eighty-two percent of consumers currently have or use connected devices to the internet— younger generations (Gen Z and Millennials) at 92 percent—with an expected increase in smart technology usage in the next five years.

## Customer feedback goes multi-channel

While some consumers still communicate with brands in person or by mail, most prefer digital channels— such as email, social media, online chat, connected devices, messaging, and apps—and simultaneously demand an impressive set of capabilities across these mediums. Thirty-five percent of consumers want to be able to ask questions about a service or product through messaging apps or text, and the same proportion want to give product or service feedback through a brand’s mobile app, while about a fifth of consumers would like to live chat with a representative through a connected device.

## Traditional forms of collecting feedback are no longer effective

Consumers no longer respond to long customer surveys because they believe their feedback will not be read or acted upon. We found that 44 percent of consumers have abandoned a customer feedback survey without completing it, primarily because of its length. In fact, of those who abandoned a survey, 57 percent did so because it was too long. It is not just long surveys that are turning people away. Half of consumers reported ignoring a customer survey because the company didn’t make enough of an effort to resolve past issues.

## Connect in the moment: from post-experience communication to real-time conversation and action

Today’s consumers have become accustomed to the instantaneous nature of services and subscriptions, making real-time engagement the new industry

standard. Our study revealed three consumer expectations that are, or will soon, become the new norm.

### 1. REAL-TIME ENGAGEMENT ACROSS CHANNELS

To ensure great experiences, brands need to engage customers in meaningful real-time conversations and address customer problems the instant they arise. Seventy-eight percent of respondents expect the ability to contact a customer representative immediately when they need help. In addition, the majority of consumers expect an immediate response to their feedback across digital channels: 67 percent expect an immediate response from an online chat with a representative, 57 percent from a video/voice chat, half from an online chat with a bot, and 29 percent when texting with businesses.

### 2. A TWO-WAY CONVERSATIONAL DIALOGUE THAT INFLUENCES EXPERIENCES IN REAL TIME

Today, the ability to provide feedback to businesses after a transaction is complete is not good enough. Over half of consumers want to be able to provide immediate feedback about their interaction with a brand. Why? Because they want businesses to react instantaneously and improve their experiences in real time. Over half of consumers report that a bad experience they had in the past year could have been improved in the moment if they had the opportunity

to give real-time feedback and the company took immediate action. Consumers also seek a proactive and contextual engagement from brands. Half of respondents would like companies they interact with to offer to help (via chat, connected devices, messaging) before they have asked for it themselves.

### 3. ON-DEMAND CONVENIENCE IN AN OMNICHANNEL ENVIRONMENT

With the emergence of new communication channels, the need for companies to quickly master omnichannel interactions and reduce the gaps of communication becomes even more critical. Sixty-six percent of consumers expect the ability to provide feedback about products and services on the channel they are currently using. Companies need to also allow consumers to switch back and forth between touchpoints seamlessly without the loss of valuable information. Sixty-three percent of consumers expect easy transitions between channels when they engage with a business.

## Brands have room to improve digital experiences and their bottom line

With consumers adopting multiple technologies and engagement channels, companies should optimize digital experiences across all touchpoints. Brands are currently losing consumer interest because of a poor

digital experiences, with 82 percent of consumers reporting that they have abandoned a digital task without completing it. Why? Apart from finding unexpected costs, the most common reasons relate to technical issues, a complex user process, and security concerns. Companies that design first-class digital experiences are able to drive better business results by cutting operational and acquisition costs, and increasing revenue.

## Three strategies to engage consumers in the moment and improve experiences

Based on the key findings from this study, we have identified three strategies that are critical to building better customer engagement and experiences.

- Be everywhere your customers are
- Interact in real time
- Influence the experience while it is happening



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# New Era of Engagement with Consumers

Digital technology has fundamentally changed the way consumers interact with brands. The adoption of rapidly multiplying digital channels—mobile devices, apps, smart tech, automation, and much more—allows customers to get what they want in the moment they need it.

What's more, these new technologies have caused a shift in customer experience expectations, resulting in a new kind of modern consumer—a digital native who is constantly online and demands real-time communication and assistance from brands across channels.

This poses a new directive for businesses to redefine customer experience engagement. It is no longer enough to communicate with customers on a couple of channels and apologize when things go wrong.

*Today, experiences are won or lost  
in the moment they occur.*

Brands need to be able to engage every customer—at the right time, in the right channel, with the right message—in order to influence live experiences for the better and create opportunities to proactively solve customer problems.

To help companies better understand the new rules of engagement, Medallia conducted a survey of 3,000 consumers from the U.S., the U.K., and Australia. Our findings highlight current trends in consumer engagement and provide strategies for how to connect with and influence consumers in the moment.



*“Today, experiences are won or lost  
in the moment they occur.”*

# The Connected Consumer

The digital transformation has revolutionized the lives of consumers, who can now communicate with their preferred brands via multiple channels and devices. Today's consumers use an array of digital devices and technologies in their daily lives, from smartphones and virtual assistants, to messaging apps, connected TVs, and chat bots. The types of devices used often vary by geography, demographic, and customer segment, making it difficult to keep up with consumer preferences and changing expectations.

## Connected devices

Eighty-two percent of consumers currently have or use connected devices to the internet—younger generations more so, with 92 percent of Gen Z and Millennials reporting to rely on these technologies—with an expected increase in usage for all devices in five years, except for smartphones.

American and British consumers have adopted digital technologies at a higher rate than their Australian counterparts, and so have younger consumers.

Younger consumers are more connected

# 40%

of both Gen Z and Millennial consumers, and 43% of Gen X, have a connected TV compared to 34% of Baby Boomers.

# 18%

of both Gen Z and Gen X, and 21% of Millennials, use wearables (e.g., Fitbit, Apple Watch) compared to only 12% of Baby Boomers.

# 12%

of Gen Z and 11% of Millennial consumers have connected home appliances (e.g., fridge, thermostat, washing machine) compared to 7% of Gen X and 5% of Baby Boomers.



## Expected increase in usage for all connected devices in 5 years, except for smartphones

- Do you have or use any of following connected devices to the internet?
- In 5 years, do you think you will have or use any of the following connected devices to the internet?

### SMARTPHONE



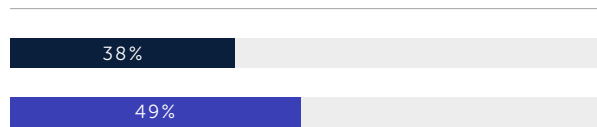
### CONNECTED CAR (130% INCREASE)



### OTHER



### CONNECTED TV (29% INCREASE)



### CONNECTED HOME SECURITY (225% INCREASE)



### NONE OF THE ABOVE



### WEARABLES (69% INCREASE)



### CONNECTED HOME APPLIANCES (229% INCREASE)



### SMART SPEAKER (88% INCREASE)



### CONNECTED LIGHTING (233% INCREASE)

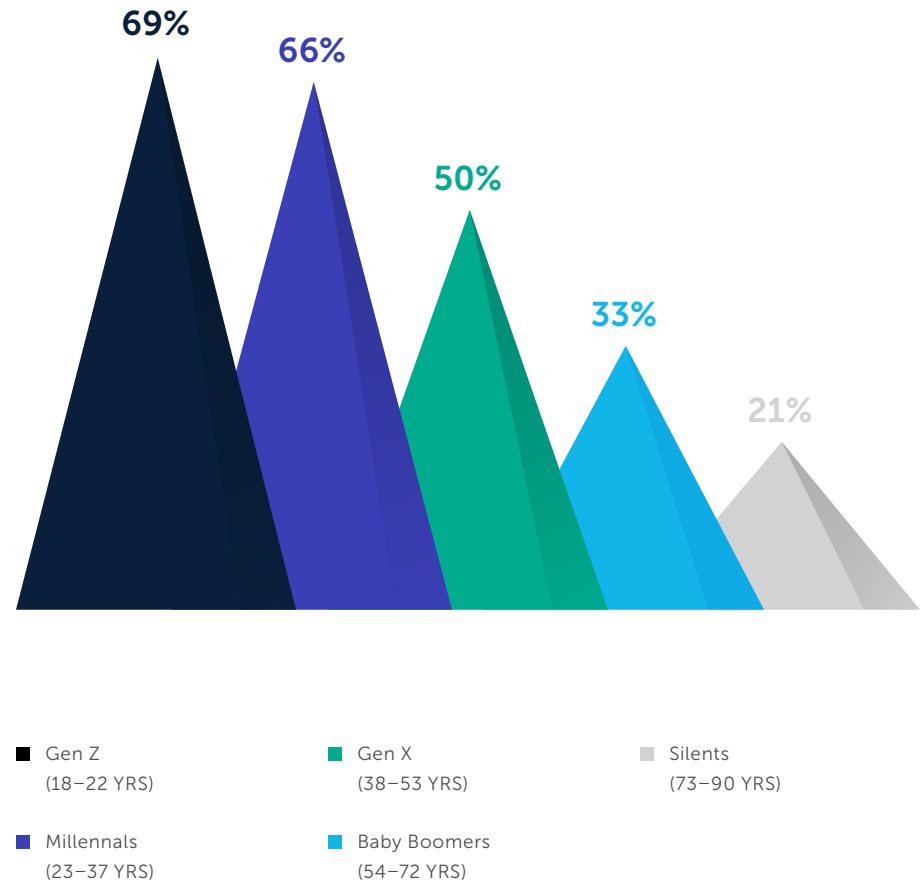


## Virtual assistants

Half (49%) of consumers use virtual assistants (e.g., Apple's Siri, Amazon's Alexa). The proportion of younger generations who have a virtual assistant is two times higher than that of older respondents.

A third (32%) of consumers use a virtual assistant at least once a month or more frequently. Again, younger generations are associated with more frequent usage. Forty-three percent of Gen Z consumers and 48 percent of Millennials use a virtual assistant at least once a month or more vs. 32 percent of Gen X and 21 percent of Baby Boomers. About a fifth (18%) of Millennials use a digital assistant at least once a day. Americans (18%) are 2.6 times more likely to use a virtual assistant at least once a day compared to Australians (7%), and 1.5 times more likely than UK consumers (12%).

Percent of consumers who have or use virtual assistants



## Which virtual assistants do you use?

Percent of consumers who use virtual assistants

**43%**

APPLE'S  
SIRI

**31%**

AMAZON'S  
ALEXA

**10%**

MICROSOFT'S  
CORTANA

**33%**

GOOGLE  
ASSISTANT

**10%**

SAMSUNG'S  
BIXBY

**2%**

OTHER

## Messaging apps

*93% of consumers use messaging apps or text to communicate with their personal or professional network.*

Our study revealed that:

- The top five preferred messaging methods are: Text/SMS (68%), Facebook Messenger (58%), Whatsapp (34%), Instagram (27%), and Snapchat (19%).
- More women (74%) message than men (62%).
- The British (59%) are heavier users of Whatsapp compared to the Australians (27%) and Americans (16%).
- Younger generations rely on Instagram and Snapchat a lot more than their older counterparts. For example, 60% of Gen Z consumers use Instagram compared to Millennials (42%), Gen X (24%), Baby Boomers (10%), and Silents (6%).

## Advanced technologies

In addition to digital devices, consumers gravitate towards advanced technologies and say they would rely on them more in the future. There is an expected increase in usage for most of the new technologies we asked about. The highest increase in adoption is for driverless cars and robotics technology, although both are used by a very small portion of the population. The most commonly used advanced technologies are cloud-based services and [Internet of Things](#).

## Consumers will rely more on advanced technologies in the future

- Which of the following technologies have you used in the past month?
- Which of these technologies do you see yourself relying more on in the future?

### CLOUD-BASED SERVICES (11% INCREASE)



### VIRTUAL & AUGMENTED REALITY (100% INCREASE)



### BLOCKCHAIN (50% INCREASE)



### INTERNET OF THINGS / CONNECTED DEVICES (74% INCREASE)



### DRONES (100% INCREASE)



### DRIVERLESS CARS (367% INCREASE)



### CHATBOTS



### 3D PRINTING (125% INCREASE)



### ROBOTICS TECHNOLOGY (300% INCREASE)



# Customer Feedback Goes Multi-Channel

While some consumers still communicate with brands in person or by mail, most use a combination of digital channels such as email, social media, online chat, messaging, and apps. In fact, a quarter of consumers use messaging apps or text/SMS to communicate with businesses.

When providing product or service feedback to businesses, consumers rely on email the most (50%), followed by phone (32%), face-to-face (28%), and social media and online reviews (25%). They also utilize a variety of digital devices to engage with businesses. The two most common devices for feedback are mobile phones (65%) and desktop/laptop devices (59%). The same share of consumers use tablets and a landline (26%) to provide input to companies. A larger proportion of Millennials have adopted new platforms to provide feedback, compared to older consumers: mobile phones (76% Millennials vs. 56% older), tablets (30% Millennials vs. 23% older), virtual assistants (6% Millennials vs. 1% older), wearables (5% Millennials vs. 1% older), and other connected devices (5% Millennials vs. 1% older).



How do you currently provide feedback to the businesses you interact with?

**50%**

EMAIL

**16%**

ONLINE CHAT WITH A HUMAN

**11%**

BRAND'S MOBILE APP

**32%**

PHONE

**14%**

TEXT MESSAGE / SMS

**7%**

ONLINE CHAT WITH A BOT

**28%**

IN PERSON AT A PHYSICAL LOCATION

**14%**

MAIL

**5%**

VIDEO / VOICE CHAT

**25%**

POST ON SOCIAL MEDIA / ONLINE REVIEW SITE

**12%**

MESSAGING APP



## What devices do you use to provide feedback to businesses?

**65%**

MOBILE PHONE

**3%**

VIRTUAL ASSISTANT  
(E.G., AMAZON'S ALEXA, APPLE'S SIRI)

**59%**

DESKTOP / LAPTOP

**2%**

OTHER CONNECTED DEVICES (E.G.,  
CONNECTED CAR, SMART HOME APPLIANCES)

**26%**

TABLET

**2%**

WEARABLES  
(E.G., APPLE WATCH)

**26%**

LANDLINE

**1%**

OTHER



## What would you like to be able to do through the following channels when interacting with businesses?

■ Messaging
 ■ Brand's mobile app
 ■ Connected device

### ASK QUESTIONS ABOUT A SERVICE OR PRODUCT



### TAKE A CUSTOMER SURVEY



### LEARN ABOUT NEW PRODUCTS



### RECEIVE PROMOTIONS, DISCOUNTS, ETC.



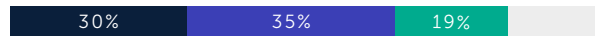
### GET UPDATES ON TRANSACTION OR FULFILLMENT DETAILS



### RECEIVE PERSONALIZED ALERTS (E.G., RECOMMENDATIONS FOR ACTIVITIES BASED ON YOUR LOCATION)



### LIVE CHAT WITH A REPRESENTATIVE



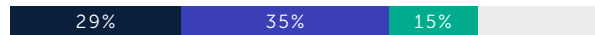
### MAKE UPDATES TO YOUR ACCOUNT (E.G., CHANGE YOUR MOBILE PLAN)



### NONE OF THE ABOVE



### GIVE PRODUCT OR SERVICE FEEDBACK



### BUY OR ORDER A PRODUCT / SERVICE



Medallia's research revealed that there is a substantial appetite from consumers to use digital channels—such as a brand's mobile app, messaging applications, and connected devices—to communicate with businesses. What's more,

respondents demand an impressive set of capabilities from these channels: thirty-five percent of consumers want to be able to ask questions about a service or product through messaging, the same proportion want to give product or service feedback through a

brand's mobile app, while about a fifth of consumers would like to live chat with a representative through a connected device.

# Traditional Forms of Collecting Feedback Are No Longer Effective

Consumers no longer respond to long, convoluted surveys that they perceive will never be read or acted upon. We found that forty-four percent of consumers have abandoned a customer feedback survey without completing it, with a higher proportion of U.K. consumers (46%) than U.S. (41%) respondents abandoning a survey.

By far, the most common reason for not providing feedback is the length of the survey.

*57% of consumers who abandoned a survey, did so because it was too long*

(62% in the U.K. vs. 55% in the U.S., and 54% in Australia). This suggests that consumers do not want to spend too much time and effort responding to long-winded surveys. Feedback requests should require minimal effort from the customer—asking only the vital few, personalized questions—in the right time and in the right format (e.g., short survey, live dialogue, feedback form on the website). Surveys need to be more engaging, visual, and conversational in nature. In fact, when providing

feedback to companies about their experiences, 66 percent of consumers want to be able to include photos, 42 percent screenshots, 28 percent voice messages, and 19 percent videos, as part of their communication.

Unsurprisingly, consumers also only want to give feedback if it leads to action. Apart from asking for sensitive information, the third most frequent reason to abandon a survey is the lack of expected resolution, with more than one in five respondents (22%) claiming they did not expect an action to be taken by the business (26% in Australia, 24% in the U.S., and 16% in the U.K.).

*51% of consumers have ignored a survey because the company didn't make enough of an effort to resolve past issues*

and more than half (54%) because they believed the company would never look at their feedback. Younger consumers are more likely to say they have abandoned a survey because of these two reasons compared to older ones.



## Reasons for abandoning a customer feedback survey without completing it

**57%**

LONG SURVEY

**20%**

TOO IMPERSONAL (E.G., GENERIC SURVEY, THE QUESTIONS DIDN'T MATCH THE EXPERIENCE I HAD)

**14%**

SURVEY FATIGUE (E.G., I HAD JUST TAKEN ANOTHER SURVEY BY THE SAME BRAND)

**23%**

TOO PERSONAL (E.G., SURVEY ASKED FOR SENSITIVE INFORMATION)

**20%**

UNCLEAR PURPOSE (E.G., UNCERTAIN ABOUT THE GOAL OF THE SURVEY)

**12%**

SURVEY LINK HAD EXPIRED

**22%**

NO RESOLUTION (E.G., MY FEEDBACK WILL NOT BE ACTED UPON, WHY TAKE THE SURVEY?)

**14%**

NOT MOBILE FRIENDLY

**4%**

OTHER

# Connect in the moment:

## From post-experience communication to real-time conversation and action

Today's consumers have become accustomed to the instantaneous nature of services and subscriptions, making real-time engagement the new industry standard. Our study unearthed three expectations from consumers that are, or will soon, become the new norm.

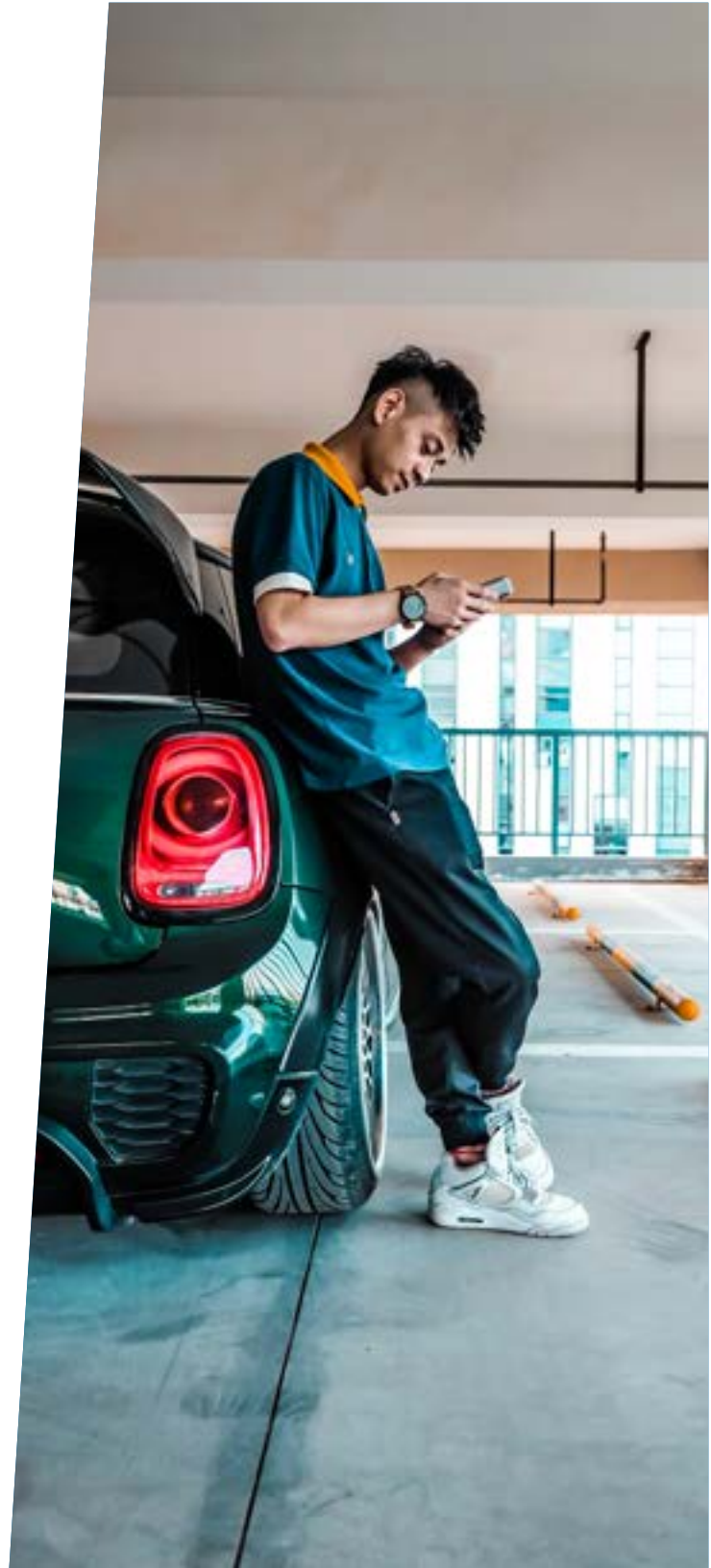
### 1. Real-time engagement across channels

No customer likes to call for a support question, only to be put on hold for half an hour. In fact,

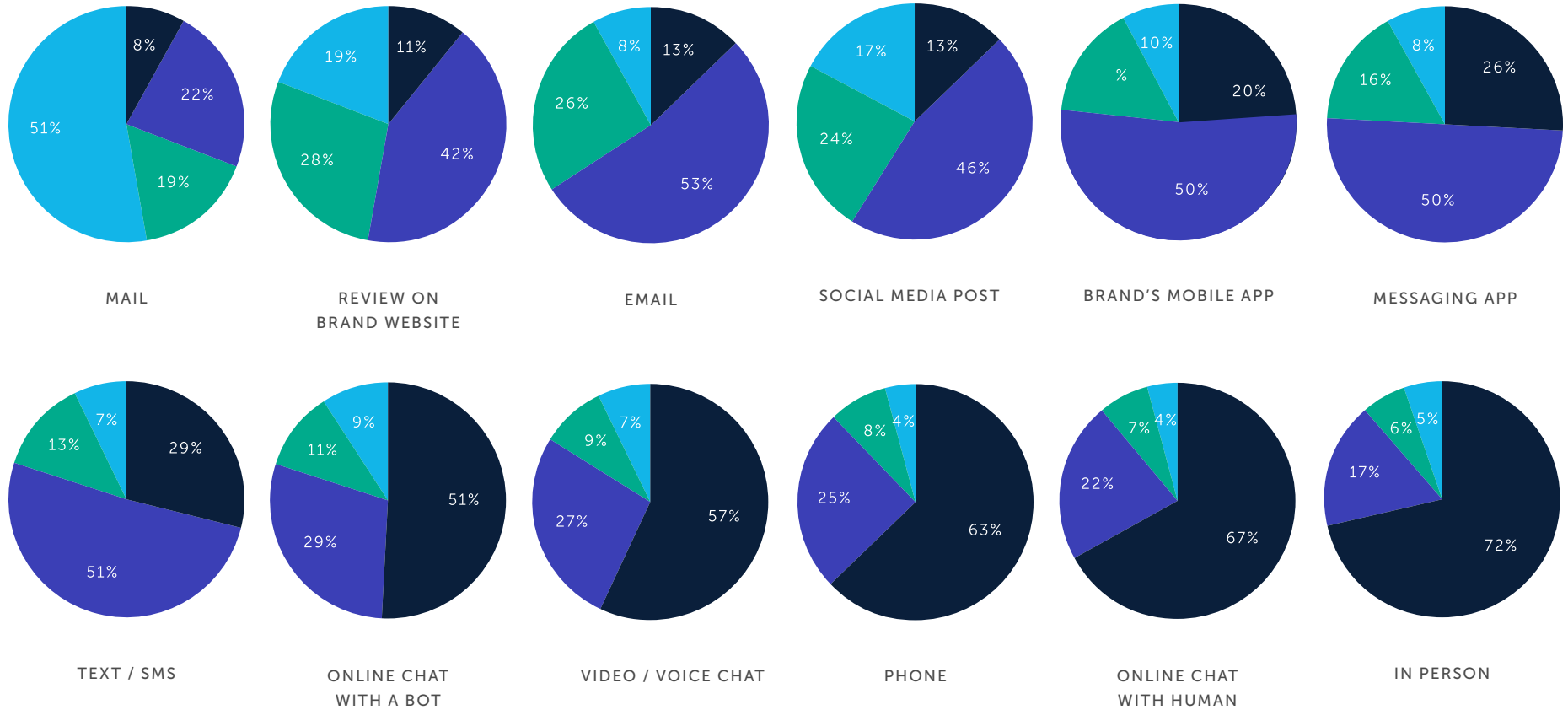
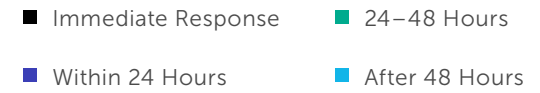
*78% of consumers expect the ability to contact a customer representative immediately when they need help.*

With dwindling attention spans, it's particularly important that brands engage customers in meaningful real-time conversations and address customer problems the instant they arise.

Our study revealed that the majority of consumers expect an immediate response to their feedback from brands across digital channels: 67% of consumers expect immediate response from an online chat with a representative, 57% from a video/voice chat, over half (51%) from an online chat with a bot, and 29% when texting with businesses. The same proportion expect an immediate response from an email and a social media post (13%). Across most channels, U.S. and U.K. consumers expect faster responses than Australian respondents. For example, 56 percent of British and 52 percent of American consumers expect an immediate response from chatbots, compared to 46 percent of Australians; 37 percent of US consumers demand immediate responses through text/sms vs. only 23 percent of Australians expecting the same.



## How soon would you expect to get a response to your feedback from businesses on each of these channels?



## What is the most important benefit of giving real-time product or service feedback to companies through digital channels?

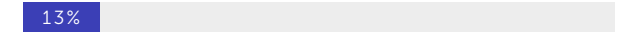
HUMAN RESPONSE (E.G., COMMUNICATE WITH A HUMAN, NOT A BOT)



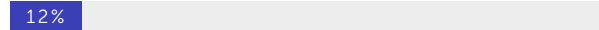
FAST COMMUNICATION



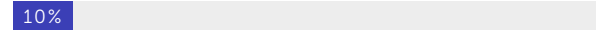
GETTING AN INSTANT RESPONSE



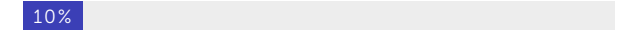
COMPLAINTS RESOLVED IN REAL TIME



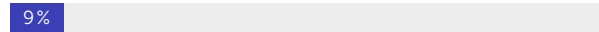
24 HOUR SERVICE



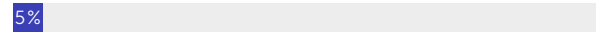
CONVENIENCE (E.G., ABILITY TO PROVIDE FEEDBACK AT YOUR OWN TIME/PACE)



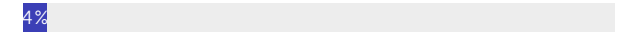
EASY-TO-USE INTERFACE



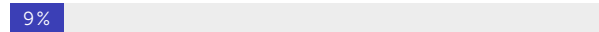
PERSONALIZED RESPONSE/SERVICE (E.G., BASED ON CURRENT AND PAST INTERACTIONS)



CONVERSATIONAL INTERACTION



NONE OF THE ABOVE

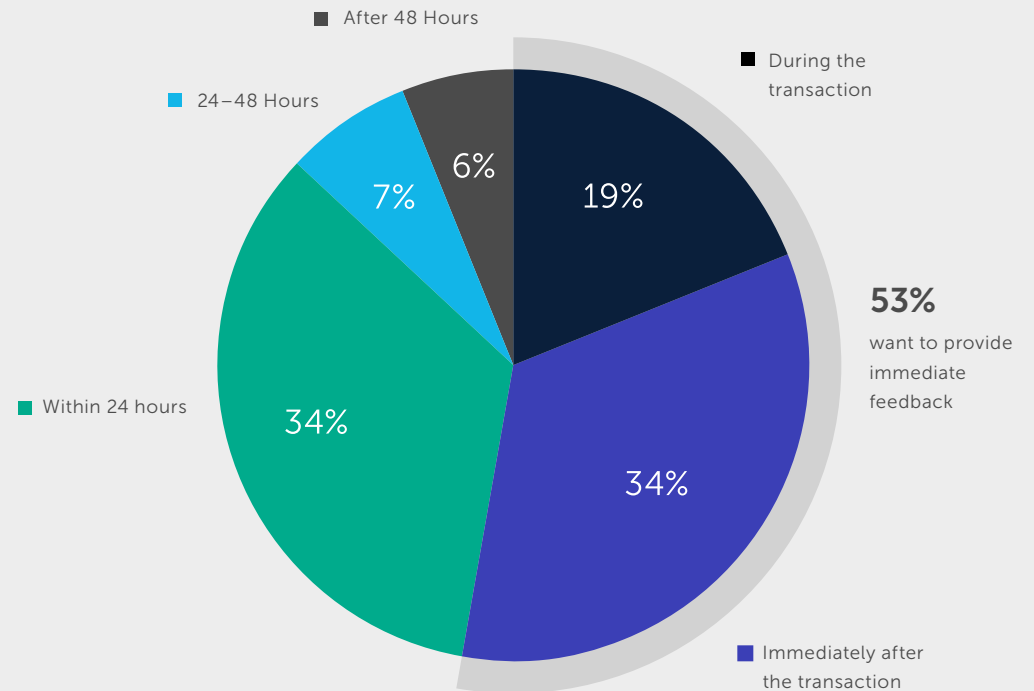


One crucial ingredient of great engagement is the ability to collect customer feedback in the moment and simultaneously add value. By going digital, consumers expect fast communication, instant responses, and real-time resolution of complaints.

## 2. A two-way conversational dialogue that influences experiences in real time

Today, providing feedback to businesses after a transaction is not soon enough. Over half of consumers (53%) want to be able to provide immediate feedback about their interaction with a brand, and more importantly, one-in-five respondents want to give feedback while the experience is still happening. Why? Because they want businesses to take action instantaneously and improve the experience in the moment. Consumers expect to converse with brands in real time, the same way they now converse with friends and family. They want to share their experiences, provide context, and receive value in return before the interaction is over.

Think of a recent experience you had with a business. When would you have liked to provide feedback about your experience?



In addition to listening to customers, taking action in the moment has the potential to transform experiences. When brands engage customers while experiences are happening, they can understand when there is a need to proactively take action and influence the outcome. Over half of consumers (52%) report that a negative experience they had in the past year could have been improved in the moment if they had the opportunity to give real-time feedback and the company took immediate action. Millennials (59%) and Americans (56%) are more likely to say their experiences could have been improved in the moment compared to older generations (47%), British (48%), and Australian (51%) consumers.

Finally, consumers look for a proactive and meaningful engagement with brands. When requesting feedback, consumers expect brands to also bring value as part of the interaction by providing helpful information or assistance. They would like brands to anticipate their needs based on what they already know about them, and deliver value in the right context before they feel the need to request help. Half (49%) of respondents would like the companies they interact with to offer to help (via chat, connected devices, messaging) before they have asked for it themselves. Again, younger consumers and Americans are more demanding in this respect: Gen Z (57%), Millennials (56%), Gen X (54%) vs. Baby Boomers (39%) and Silents (37%); the U.S. (54%) compared to the U.K. (46%) and Australia (47%).

### 3. On-demand convenience in an omnichannel environment

With the emergence of new communication channels, the need for companies to quickly master omnichannel interactions and reduce the gaps of communication becomes even more pressing. Our study revealed that sixty-six percent of consumers expect the ability to provide feedback about products and services on the channel they are currently using. Again, Australians (63%) have lower expectations in this respect, compared to their U.S. counterparts (71%).

## Evolving consumer expectations

# 52%

of consumers report that a negative experience they had in the past year could have been improved if they had the opportunity to give real-time feedback for the company to take immediate action on.

# 49%

of consumers would like companies they interact with to offer to help (via chat, connected devices, messaging) before they have asked for it themselves.

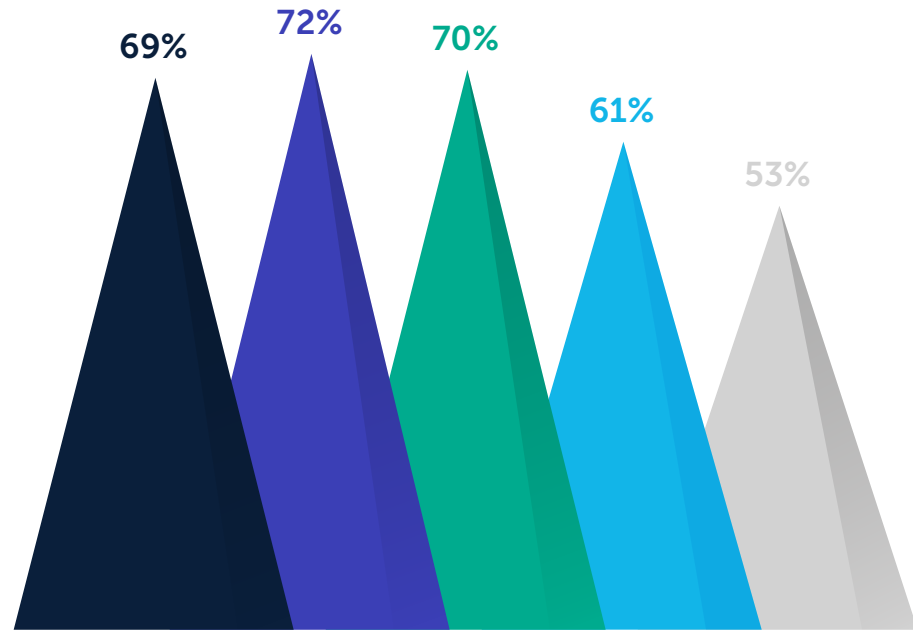
# 66%

of consumers expect the ability to provide feedback about products and services on the channel they are currently using.





Percent of consumers who expect the ability to provide feedback on the channel they are currently using



■ Gen Z  
(18–22 YRS)

■ Gen X  
(38–53 YRS)

■ Silents  
(73–90 YRS)

■ Millennials  
(23–37 YRS)

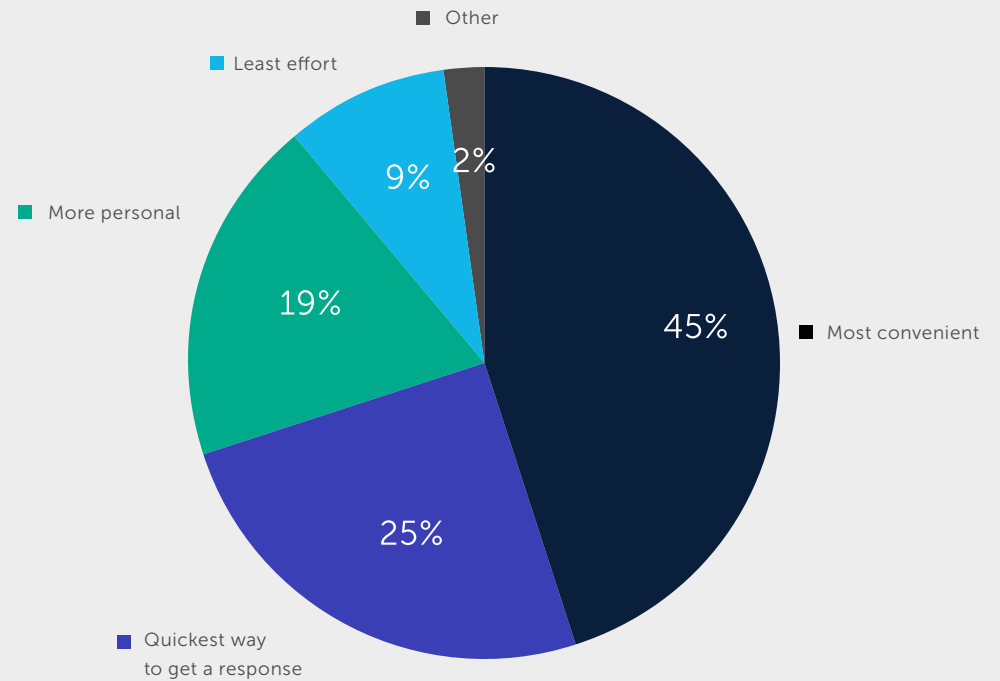
■ Baby Boomers  
(54–72 YRS)

To improve customer experiences, brands need to minimize consumer effort and friction, offering on-demand convenience on the consumer's preferred channel. By far the most important reason for using a particular feedback channel is convenience.

This means that companies need to have effective feedback mechanisms across every channel, but also allow consumers to switch back and forth between physical and digital touchpoints seamlessly without the loss of valuable information. The majority of consumers (63%) expect easy transitions between channels when they engage with a business.

Finally, tailoring engagement across channels based on past customer interactions is very important to winning new business. Three-in-five consumers (58%) would like companies to personalize communications (e.g., emails, messages) based on what they know about their past experiences with the brand.

## Reasons for providing product or service feedback via preferred channel



# Brands Have Room to Improve Digital Experiences and Their Bottom Line

With the increasing consumer adoption of digital technologies, brands need to ensure that they are engaging their customers on their preferred channels of communication and interaction. In general, businesses have implemented the right feedback channels, but there's still room to improve. Our study revealed that one-in-eight consumers across industries, on average, say that the businesses they interact with do not offer their preferred feedback method.

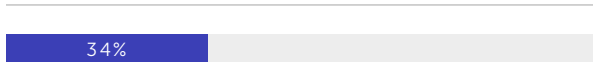
Once brands invest in new digital channels of consumer engagement, they need to optimize the digital experience across these touchpoints. Medallia's research showed that companies are falling short in this respect, with

Why? Apart from unexpected costs, the most common reasons relate to technical issues, a complex user process, and security concerns. These results highlight the tremendous opportunity to improve digital experiences by focusing on removing technical difficulties (e.g., error messages, slow page loading times), simplifying user processes (e.g. easy-to-navigate digital journeys, intuitive interface), and ensuring that consumers feel their private information is held securely. Companies that design superior digital experiences are able to drive meaningful business results by cutting operational and acquisition costs, and increasing revenue.

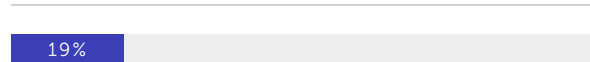
*82% of consumers reporting that they have abandoned a digital task without completing it.*

## Think of a time when you abandoned a task in a digital experience. Why did you abandon it?

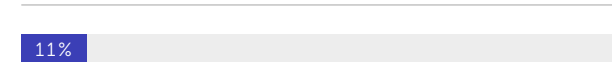
UNEXPECTED COSTS



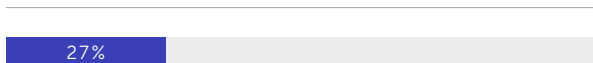
SECURITY CONCERNS



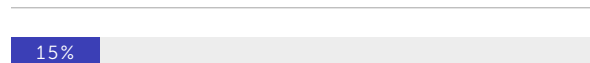
INABILITY TO GET REAL-TIME ASSISTANCE



TECHNICAL DIFFICULTIES



EXPERIENCE DID NOT FULFILL MY NEEDS / WAS NOT WHAT I WANTED



INABILITY TO GIVE FEEDBACK (E.G., FILL OUT A FEEDBACK FORM ON THE WEBSITE)



THE TASK WAS TOO TIME CONSUMING



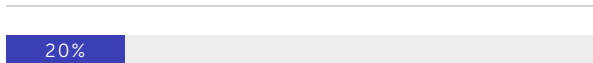
LACK OF GUIDANCE OR DETAILS



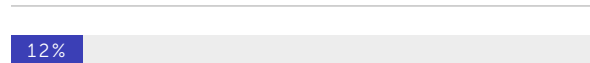
OTHER



COMPLICATED USER PROCESS



WAS CONDUCTING RESEARCH TO COMPLETE TASK LATER



# Three Strategies to Engage Consumers in the Moment and Improve Experiences

## Be everywhere your customers are

Keep up with customer expectations and adopt new channels to engage with customers (e.g. mobile apps, messaging channels, connected devices). Use a combination of communication channels and interaction modes (e.g. live dialogue on a messaging app, short-format feedback intercept on your website) that fit different customer preferences and make it easy to provide real-time feedback. Transform lengthy feedback collection (e.g., long post-transaction surveys) into engaging, visual, and conversational interactions with your customers at different touchpoints on their journey.



### Be everywhere your customers are

A bank with low email survey responses from younger customers can use text messaging to request feedback. This demographic does most of their banking on mobile devices, so the adjustment is wise. Opening up a new feedback channel through a messaging service enables the bank to tap into a previously hard to reach segment of its customer base and discover their unique needs.

## Interact in real time

Requesting feedback after an interaction is not quick enough, as it is usually too late to save a negative customer experience. Instead, engage customers as experiences are happening in order to understand when there is a need to proactively take action. Reaching your customers during their experience arms you with timely and useful feedback, which can be used to inform your next best action.



### Interact in real time

A hotel can request guest feedback via its mobile app right after the check-in process is complete to isolate and measure the impact of this part of the customer journey on the overall guest experience. Getting feedback early will also allow the hotel to gather additional information that can improve and personalize the rest of the guest's stay.

## Influence the experience while it is happening

Bring value to customers as part of their interactions with your brand. Do not just ask for feedback during a transaction, but provide relevant information or assistance to improve the experience in the moment.



### Influence the experience while it is happening

An airline can solicit feedback about different aspects of its customers' in-flight experiences (e.g., quality of service, seat comfort, food and beverage selection) through the built-in entertainment console while they are still in the air. Routing this feedback to the cabin crew in real-time will arm them with the necessary information to resolve any issues before the flight is over.



## Emma Sopadjieva

Emma Sopadjieva leads Medallia's Research Practice responsible for developing insights and frameworks that define how companies will win in the future through customer experience. Prior to coming to Medallia, she was a consultant for over five years in Deloitte's Financial Advisory practices in the US, the UK, and Spain. She has an MA in international economics and management from the School of Global Policy and Strategy at UCSD, and a BS in business administration and management from Bucknell University.



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