



## Making Customer Centricity a Necessity



“At Western Union, we believe that our brand stands for customer trust, reliability and delivering on a promise. Focusing on our customer experience across the organization reinforces that brand promise and, ultimately we can deliver better business results. It’s that simple.”

**DAVID THOMPSON**

Chief Technology Officer, Western Union





## MEET WESTERN UNION

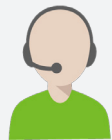
Since 1871, Western Union has provided consumers the means to send financial support to their loved ones. Today, it serves a global audience through:



100K+ ATMS AND KIOSKS



\$85B+ PRINCIPAL BETWEEN CONSUMERS



500K GLOBAL AGENT LOCATIONS



\$255M GLOBAL CONSUMER-TO-CONSUMER TRANSACTIONS



33 LOCALIZED TRANSACTIONAL WEBSITES



\$484M BUSINESS PAYMENTS



# MEDALLIA & WESTERN UNION

## 1. BACKGROUND

**Western Union's Cross-Border Platform:** Millions of individual consumers and businesses trust Western Union for worldwide money transfers and payment services that span across borders and currencies.



Leveraging a comprehensive platform, the company sends and pays out across retail locations (ATMs, store locations and agent locations), consumer accounts (banks, wallets and social media), and commercial accounts (billers, corporations and NGOs).

“More and more Western Union employees are embracing the power of customer feedback — and acting on it. They are experiencing first-hand how that feedback directly impacts business objectives across different departments of Western Union. It’s becoming a universal language.”

**STEPHANIE PENDOLINO**

Director of Customer & Agent Insights, Western Union

## 2. WHY MEDALLIA

**Getting Down Into the Data:** With the Medallia platform, Western Union employees receive feedback from customers about the entire customer journey. What’s more important, however, is that they can tie each piece of feedback back to a specific interaction, no matter the channel. Regular data combined with such precision provides Western Union with the clarity they need to make informed decisions to improve the customer experience — and the tools to measure the impact of those improvements.

## 3. SOLUTION

**Developing a Universal Language:** Armed with data from multiple channels and multiple touchpoints across the customer journey, Western Union needed the ability to make quick sense of the customer picture so that they could take quick action. Leveraging Medallia’s multi-channel platform and text analytics capabilities, the Western Union team now has a centralized dashboard with a single, actionable view of feedback from all channels — from their website to call centers to agent interactions. On average, the dashboard collects and reports 30,000 pieces of feedback per month.



## 4. RAISING THE BAR

**Higher Customer Satisfaction & Smarter Investments:** Two years ago, Western Union began a multi-year journey to transform the Customer Care Experience, a critical touchpoint in the typical customer lifecycle. Leveraging insights from customers, it focused on improving the experience when calling, emailing or chatting with a customer service representative. Through an investment in people, process and technology, the collective impact was significant — leading to a 23% increase in customer satisfaction in 2015.<sup>1</sup>



Through an even deeper analysis of feedback from customers interacting in all channels (with Customer Care, at retail or online), the team has been able to pinpoint root causes of customer concerns and develop targeted solutions to address them. Such insight has enabled Western Union to make more informed decisions and investments across the business, including effective allocation of resources.

“The progress is exciting but it’s only the beginning of our journey with Medallia. We have our sights set on using these insights to propel the customer experience.”

**REBECCA LOEVENGUTH**

VP Customer Operations, Western Union

“Working with Medallia has helped measure how the decisions we make impact our customer experience goals, and provides the insights to make informed decisions.”

**REBECCA LOEVENGUTH**

VP Customer Operations, Western Union

## 5. WHAT’S NEXT

**Increased Customer Engagement Pays Off:** What difference does a good or bad customer experience make? Western Union was determined to find out. In collaboration with Medallia, they discovered that customers with the highest satisfaction scores transacted more often than customers with the lowest scores.<sup>2</sup> With evidence of transactional impact, Western Union can prioritize future programs to push the envelope of its customer experience. And they’re just getting started.



### ENDNOTES:

1: Percent improvement in Customer Care CSAT from 4Q 2014 to 4Q 2015.

2: After taking into account differences from geography and channel.

## About Medallia

Medallia® is the Customer Experience Management company that is trusted by hundreds of the world's leading brands. Medallia's Software-as-a-Service application enables companies to capture customer feedback everywhere the customer is (including web, social, mobile, and contact center channels), understand it in real time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve their performance. Founded in 2001, Medallia has offices in Silicon Valley, New York, London, Paris, Hong Kong, Sydney and Buenos Aires. Learn more at [www.medallia.com](http://www.medallia.com).

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