

# Medallia



## Net Satisfaction Scores Increase: The Power of Real-Time Feedback

GE Healthcare knows that creating great experiences through its products and services is crucial for building lasting customer loyalty and supporting company growth. That's why the company partnered with Medallia to listen to customer feedback and quickly take action to improve experiences.

Today, GE Healthcare takes action on customer feedback immediately as it comes in; the process used to take 15 to 30 days. And with this real time approach, within one year, GE Healthcare's IT division has seen its net satisfaction score increase from 70 to 84—a world-class level in any industry, and especially impressive in healthcare. Based on this success, GE Healthcare is expanding Medallia across additional businesses to track customer satisfaction with the same precision and immediacy those customers have come to expect from the company's products.

### THE CHALLENGE

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. The company's broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services help its customers deliver better care to more people around the world at a lower cost. In addition, GE Healthcare partners with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

### GE HEALTH AT A GLANCE

- 84 Net Satisfaction Score
- 5 continents
- Text analytics
- Mobile

Over the years, GE Healthcare has used numerous vendors and methodologies to monitor the customer satisfaction of its many product lines. Within the various survey channels, questions and key customer experience metrics varied by region and product, which meant that GE Healthcare couldn't segment, benchmark, or compare data across the business.

Customers were typically surveyed 15 days after their interaction, and it took an additional 15 days for survey results to be shared. This 30-day time lapse between the initial customer interaction and survey results often meant it was too late to turn around negative customer experiences.

As an early adopter of NPS, GE Healthcare has always prioritized customer satisfaction feedback, but lacked the unified technical solution to deliver real-time data with the precision and speed its employees could rely on. GE Healthcare needed a holistic solution that would enable delivery of multiple surveys to the right customer at the right time. It needed a partner that could seamlessly handle GE Healthcare's organizational scale and complexity, unifying its multi-channel, multi-product, global program into one platform enabling centralized reporting and benchmarking. With its great volume of feedback, GE Healthcare also needed a solution that had in-house text analytics integrated into reporting so they could rapidly understand the root cause of customer issues. GE Healthcare needed to deliver insights and recovery actions via mobile to engage both its remote employees and its active, on-the-move customer base.

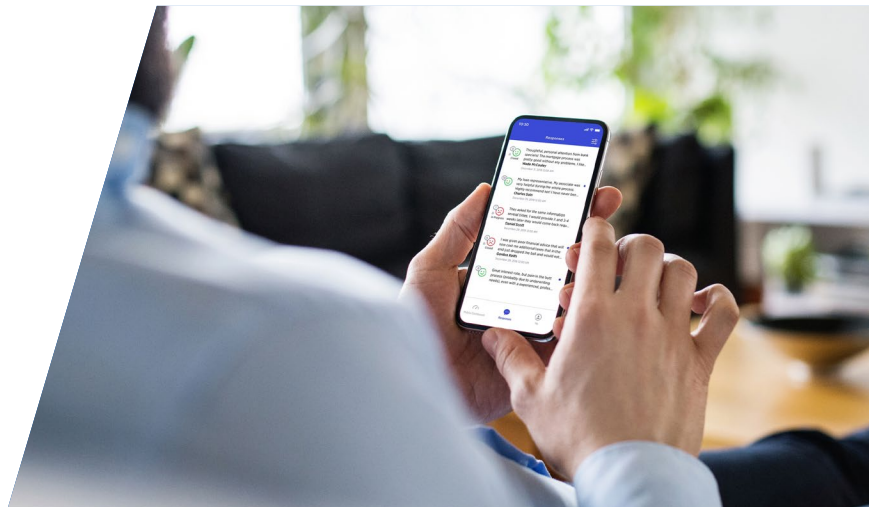
## THE SOLUTION

When faced with a complicated process that wasn't working well, GE Healthcare decided to conduct an in-depth survey of the Customer Experience Management space, evaluating all major vendors with criteria that included implementation time, capability to handle complex organization structures, ability to operationalize data, action management, automated text analytics, and more. Medallia ticked every single box. The decision was clear: GE Healthcare chose Medallia as the solution capable of handling its scale and complexity.

### GE Healthcare Has Gained A Holistic, Real-Time Picture Of Customer Health. The Program Is:

- Global, including US, Canada, Europe, Asia Pacific, India, and Latin America
- Multi-channel, collecting feedback from global contact centers, training teams, and field services
- Multi-touchpoint, monitoring five different transactional points, from sales to support
- Mobile, enabling on-the-move employees to receive and take action on customer feedback in the moment
- Seamlessly delivered with Text Analytics, allowing all 2,500 users the ability to analyze and act on text comments
- Updated in real time, enabling account managers to respond to incoming feedback immediately; previously, closing the loop with customers took as long as 30 days
- Analytically robust, allowing GE Healthcare to run reports in aggregate and down to specific product lines to understand performance across many different filters

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Now the entire organization, from the frontline to corporate levels, accesses and takes action on incoming feedback. And with all customer data on one platform, the GE Healthcare team is able to drill down by product, channel, or region to identify trends, benchmark data, and set clear action plans that can include everything from reaching out to a specific customer, to process and product changes.

### THE RESULTS

Early results are astounding. With organization-wide mobile access, engagement is up. Even the senior leadership checks feedback regularly on their phones. Additionally, with its unified solution, GE Healthcare IT has reduced the number of manual hours required to manage the program by 2,600 hours (from 3,000 to 400 each year.)

All of this is impacting overall customer experience health and happiness. Since rolling out Medallia, GE Healthcare IT has increased its net satisfaction score from 70 to 84.

### CHALLENGE

- GE Healthcare relied on multiple survey vendors and metrics; benchmarking data was complicated.
- Feedback was reported every 30 days—too late to recover at-risk customers.
- GE Healthcare's previous text analytics vendor limited access to a handful of people, restricting company engagement.

### SOLUTION

- Real-time platform from Medallia enables real-time follow-up.
- Unified platform allows GE Healthcare to compare data across regions, channels, touchpoints, and products.
- Integrated text analytics gives qualitative data synthesis to the masses.
- Mobile app enables employees to access and act on data immediately.

### RESULTS

- ✓ Net Satisfaction up from 70 to 84.
- ✓ Reduced manual hours required to manage the program by 2,600 hours annually.

## About Medallia

Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia's vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world's largest companies and organizations trust Medallia's cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at [www.medallia.com](http://www.medallia.com).

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