



CASE STUDY

Mercedes-Benz USA, LLC

The Best or Nothing: Driving Improvements into the Enterprise Through Customer Feedback

“I am 100% serious about this customer experience program. It’s going to be my legacy—to create a customer experience that fits with our tag line ‘The Best or Nothing.’” —Stephen Cannon, President & CEO, Mercedes-Benz USA, LLC

Driven by the philosophy “the best or nothing,” Mercedes-Benz USA, LLC (MBUSA) relentlessly strives for excellence in every part of its business. Customer experience is no exception. As one of the world’s most admired brands, Mercedes-Benz is dedicated to creating memorable, delightful experiences through its customer-focused dealership sales and service teams.

Mercedes-Benz knows that outstanding customer experiences are central to building customer loyalty and retention at the dealership and brand levels. And the keys ultimately rest in the hands of dealers, who continually focus on delivering outstanding experiences with speed and responsiveness. That is why Mercedes-Benz selected Medallia... to empower both dealers and corporate with the right tools to better understand customer experiences and act to improve them, thereby solidifying relationships and increasing loyalty.

The Challenge

Before deploying Medallia, Mercedes-Benz identified an opportunity to make customer data more accessible, relevant, and appealing to its dealerships. Its Customer Experience Management (CEM) solution functioned mainly as an issue management and escalation system. Although neces-



Challenge

- Without dynamic real-time feedback, dealerships couldn’t rescue at-risk customers as quickly as desired
- Mercedes-Benz wanted an easy-to-understand, “one-stop-shopping” CEM enterprise solution to drive operational improvements

Solution

- Two listening programs created: sales and service
- Two-step closed-loop program ensures that no customer falls through the cracks
- Mobile solution boosts dealership engagement and responsiveness

Results

- ✓ MBUSA Corporate relies upon Medallia to make strategic decisions and operational improvements within the Mercedes-Benz customer experience survey program
- ✓ NPS for service and sales combined increased significantly

sary at the time, the system lacked robust reporting capabilities and did not deliver enough actionable customer intelligence. Dealership utilization of customer data was a bit skewed towards being reactive to customer situations, instead of being proactive based upon customer experience data trends. In an attempt to better support dealers, MBUSA developed in-house reports, which overly consumed internal IT resources.

With the previous CEM program, dealers requested a more comprehensive way to close the loop with customers following a sales or service interaction, fully supported by a multipurpose application suite. A priority was to find a way to systematically rescue those customers whose experiences at the dealerships were not truly exceptional. Mercedes-Benz was interested in cultivating a relationship with a customer experience expert that would help the brand continue to retain loyal customers, and at the same time measure the high-touch experiences the brand prides itself upon.

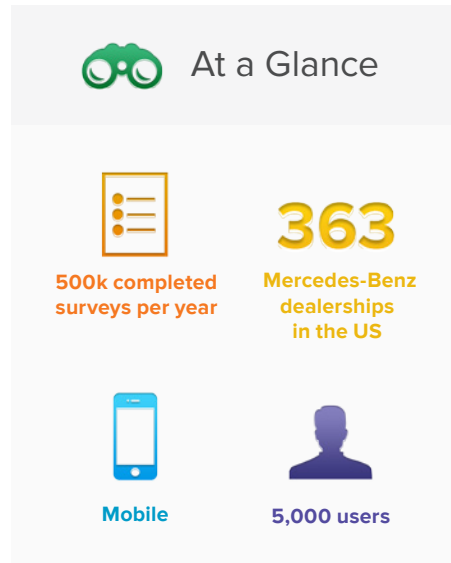
Mercedes-Benz needed a solution with core “off-the-shelf” business intelligence capabilities, but also flexible enough to develop and map to the unique organization of a dealership model. Furthermore, the company wanted a true enterprise solution and a team willing to creatively tackle the specific requirements of the automotive industry. MBUSA sought to build an industry-leading program that encouraged dealers to understand, act, and improve customer experiences.

The Solution

With the President & CEO spearheading efforts to evolve the Mercedes-Benz customer experience, MBUSA scoured the market looking for a CEM ally to build an engaging, intelligent, and real-time Voice of the Customer (VoC) program. The company selected Medallia.

Together, MBUSA and Medallia built a customer experience management program that aligns the unique business needs of both corporate and dealerships. With Medallia, MBUSA has two listening programs covering their three brands: Mercedes-Benz, smart, and Sprinter. One program collects feedback about customer experiences with purchasing and leasing, while the other program concentrates on vehicle servicing. A single platform collects overall feedback in real-time.

Customized dashboards engage dealers by presenting them with the right and relevant information to manage experiences and to close the loop immediately with customers. According to Michael Dougherty, Department Manager, Customer Experience Metrics and Insights, “Medallia has empowered departments and users with business intelligence to get to the root causes of issues.”



With mobile reporting, dealers can connect with actionable customer data on the go, crucial for a proactive dealer who is rarely bound to a desktop. Medallia's mobile app immediately alerts dealership managers when a customer leaves an actionable reply, allowing that manager to directly follow-up on the phone without leaving the app.

Medallia also worked with Mercedes-Benz to develop a multi-step, closed-loop program designed to engage with customers about issues before it's too late. Shortly after the transaction, Mercedes-Benz sends an initial correspondence email, which indicates that a survey will be sent several days later and provides an open textbox for customers to communicate any possible unresolved issues. Customers then have the ability to submit those issues back to the applicable Mercedes-Benz dealership for an immediate response. In addition, users of the Medallia application can also choose to trigger a secondary alert cycle to re-engage employees to completely ensure the loop was closed on any singular customer situation.

The Results

Both MBUSA corporate and Mercedes-Benz dealerships are now fully engaged with customer data, building a heightened culture of customer centricity. As Dougherty notes, "The biggest impact is using the Medallia scores to 'sell' the ROI of initiatives to internal departments and dealers. We take Medallia scores and slice the data to try to triangulate cause-and-effect relationships between CEI scores and initiatives."

With real-time feedback, dealers are able to respond to customers instantly. MBUSA corporate frequently collaborates with Medallia to decide on how to grow the Mercedes-Benz customer experience program, uncover blind spots, and drive strategies. For example, Mercedes-Benz tested a new express service model, named Premier Express, at selected dealerships that provided an efficient scheduled maintenance service option to customers. The Medallia application was effectively utilized to measure the results of the pilot program through the corresponding survey intelligence. MBUSA is now rolling the service out nation-wide!

Medallia is proud of its successful relationship with Mercedes-Benz. "Medallia is very passionate about the CE space and walks with you through the experience," says Michael Dougherty. "They're not selling a product, they're selling a journey."

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MICHAEL DOUGHERTY

Department Manager, Customer Experience Metrics and Insights, Mercedes-Benz USA, LLC

About Medallia

Medallia® is the Customer Experience Management (CEM) company that is trusted by hundreds of the world's leading brands, including Four Seasons, GE, Gold's Gym, Sephora, Verizon, and Zurich Insurance. We enable companies to survey and capture customer feedback across Web, social, mobile, and contact center channels, understand it in real-time, and take action to improve the customer experience (CX). We offer world-class engineering, technology innovation, a customer-centric services organization, and a Software-as-a-Service (SaaS) application that is accessed by all your employees, from the C-suite through to the frontline. Medallia helps companies create customers who love your business. Founded in 2001, Medallia has regional headquarters in Silicon Valley, London, and Buenos Aires. Learn more at www.Medallia.com.

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