

# The Total Economic Impact™ Of Medallia Experience Cloud

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Through six customer interviews and data aggregation, Forrester concluded that Medallia Experience Cloud has the following three-year financial impact.

## VOICE OF THE CUSTOMER

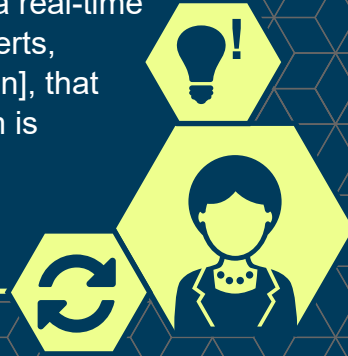
“When we looked at the brands Medallia was working with at the time, it was clear: if you want to learn from the best, you have to go with the best.”

*Director of consumer research, insurance industry*



“Medallia had the best workflow capabilities that we saw in terms of putting insights into the hands of the right people on a real-time basis. [And with the alerts, tracking, and escalation], that whole backend system is the catalyst to action.”

*VP of market insights, technology industry*



## MEDALLIA EXPERIENCE CLOUD BY THE NUMBERS



**\$20.1 Million**  
Net income due to improved customer experience



**\$13.8 Million**  
Operational efficiencies



**\$1.7 Million**  
Previous solution cost avoidance

## FINANCIAL SUMMARY (THREE-YEAR)



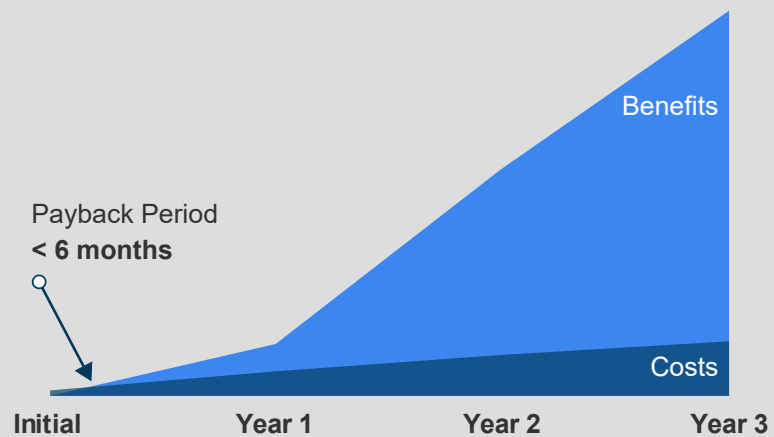
**BENEFITS**  
**\$35.6M**



**COSTS**  
**\$5.1M**



**PAYBACK**  
**< 6 months**



Read the full study

This document is an abridged version of a case study commissioned by Medallia titled: The Total Economic Impact Of Medallia Experience Cloud, April 2018.

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