Amplif ing a e ice c l e

ADP is a comprehensive global provider of cloud-based
human capital management (HCM) solutions that unite HR,
payroll, talent, time, tax, and benefits administration. They
are also a leader in business outsourcing services, analytics,

Setting goals and acting on feedback

Continuous awareness of NPS trends drives the team's strategic initiatives.

The overall objective is to make it easy for clients to do business with ADP, which the company is accomplishing by setting goals and acting on feedback to continuously elevate the client experience. Quality standards emphasize key focus areas and metrics, encouraging associates to be efficient and easy collaborators. ADP's businesses work with internal client experience consultants to identify opportunities for operational enhancements, highlight key challenges, set measurable goals, and promote best practices.

Using NPS as an overall measurement and Medallia as a platform enables ADP's businesses and account teams to perform deeper analyses and get targeted views of the data relevant to their specific needs. Feedback and metrics are summarized for review with specific action plans to enhance client experiences. Automated and customized alerts quickly get urgent information to the right group to respond effectively.

Making the connection between survey scores and comments brings the voice of the client to life for associates, generating opportunities to coach and train with tangible, actionable feedback. Associates are empowered to track their own performance for real-time improvement or longer-term goal setting. Getting hands-on feedback data has also helped to pinpoint small changes that can have big impacts. Prompt adoption of these changes is adding up to significant results and continuing to elevate service quality.

Medallia fuels the emotion that drives action. We leverage ideas from our associates, operation metrics, and

Integrating Medallia with ADP's existing CRM systems brings deep insights into the flow of work and unlocks widespread and rapid attention to client experience, driving a culture of transparency and ownership across the organization.

comparing NPS results with comments, associates can better understand the behaviors, attitudes, and sentiments across different parts of the client's journey.

For example, ADP was able to gather insights on the new client onboarding journey from the point of signing a new