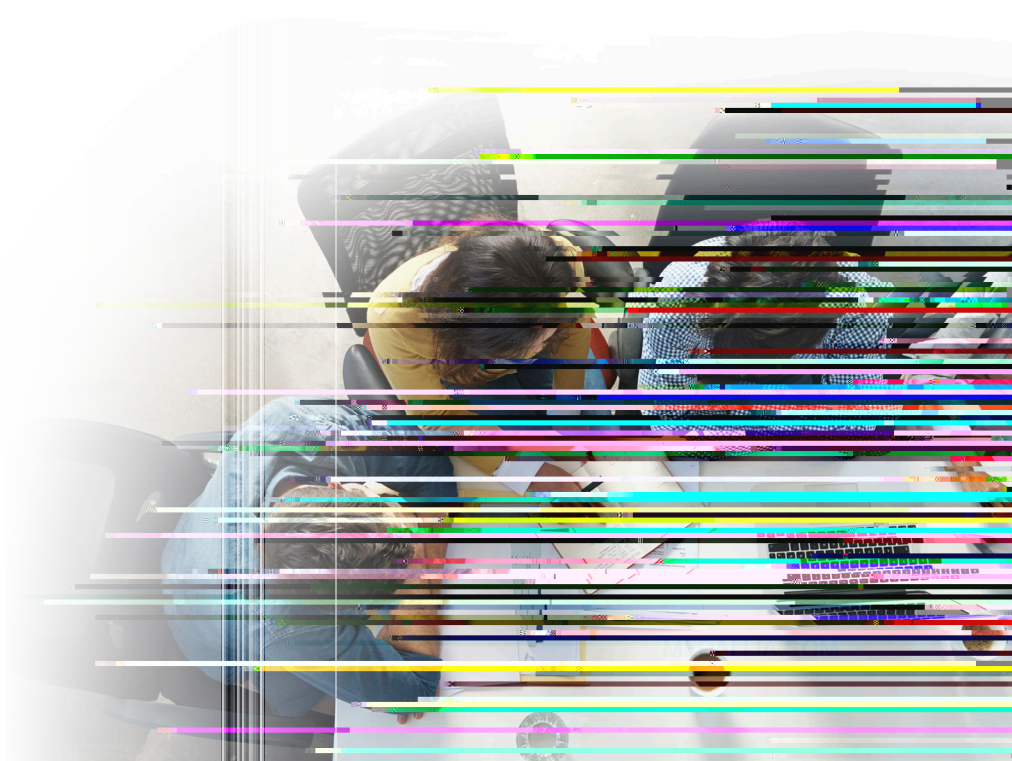


mation they needed to resolve issues promptly. Closing the loop with customers, identifying larger trends, and drawing insights from large amounts of written comments were equally difficult. Feedback was collected inconsistently, making it stale and often out-of-date by the time someone had time to analyze it and put it into a spreadsheet. As Bill Mutschler, manager of the customer experience analytics team at Windstream noted, "Without an effective closed loop system, our ability to affect change was limited. Too much time is taken to manage spreadsheets and not drive improvements to the customer experience."



About Medallia

Medallia® is the Customer Experience Management company that is trusted by hundreds of the world's leading brands, including Four Seasons, GE, Marriott International, Nordstrom, Sephora, and Zurich Insurance. Medallia's Software-as-a-Service (SaaS) application enables companies to capture customer feedback everywhere the customer is (Web, social, mobile, and contact center channels), understand it in real time, and deliver insights and actions everywhere—from the C-suite to the frontline—to improve the customer experience. Founded in 2001, Medallia headquarters are in Silicon Valley. Medallia has offices in New York City, London, Sydney, Melbourne, Hong Kong, and Buenos Aires. Learn more at www.medallia.com.

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