

Modern IT: Going from Cost Center to Innovation Hub

As organizations continue to advance their digital transformation initiatives, CIOs are increasingly shifting their focus from IT support services management to leading innovative change with technology and data at the forefront to drive better decision making and boost employee productivity. In fact, a Deloitte study indicated that CEOs are turning to CIOs as strategic business partners, empowering them to lead organizations through ongoing cycles of accelerated transformation and disruption.

However, without a complete end-to-end view of the enterprise, CIOs lack the ability to translate the needs of their stakeholders into strategic technology investments that will contribute to revenue and customer growth.

Take charge of the IT footprint and demonstrate value

Medallia helps IT leaders deliver value and become sought-after business partners through effective application and infrastructure rationalization, ongoing commitment to service excellence, and the ability to meet changing employee needs. By capturing the voice of users across business units and technologies and analyzing them at scale, IT leaders can impact the organization's bottom line by identifying the right actions to optimize business operations and performance.

“The right listening platform is critical for any IT team to stay close to their stakeholders... Medallia enables powerful feedback and faster adaptation to evolving expectations.”

Milind Wagle
CIO at Equinix¹

Solutions to reduce costs, improve employee productivity, and fuel innovation

Save millions through IT rationalization

Reduce licensing, maintenance, and infrastructure costs by using employee feedback to uncover which tools are mission-critical and which are more headache than they're worth. Leverage these insights to guide consolidation and eliminate application and infrastructure redundancies across the organization — resulting in a streamlined portfolio that better meets the needs of your employees.

Drive revenue and fuel innovation

Anticipate and respond to employee needs by unifying employee surveys, feedback, idea collection, and performance management into one complete view. Use these insights to make the right trade-offs between day-to-day service delivery enhancements and strategic business initiatives that drive revenue and innovation while effectively communicating the team's positive impact on company results.

Improve employee productivity and engagement

Identify and resolve friction in the employee journey by surfacing common pain points, areas of inefficiencies, and suggestions for improvements. Use these insights to coach IT professionals for delivering a better employee experience, addressing gaps in content, and ensuring every service issue is quickly resolved.

Strengthen partnerships across the organization

Enhance project management and IT delivery with timely, relevant feedback from employees. Use role-based reporting dashboards to give frontline IT professionals real-time insights needed to address recurring service issues and project inefficiencies and managers the ability to close the loop with dissatisfied stakeholders with alert and action management workflows.

¹ <https://hrexecutive.com/hres-number-of-the-day-employee-experience/>

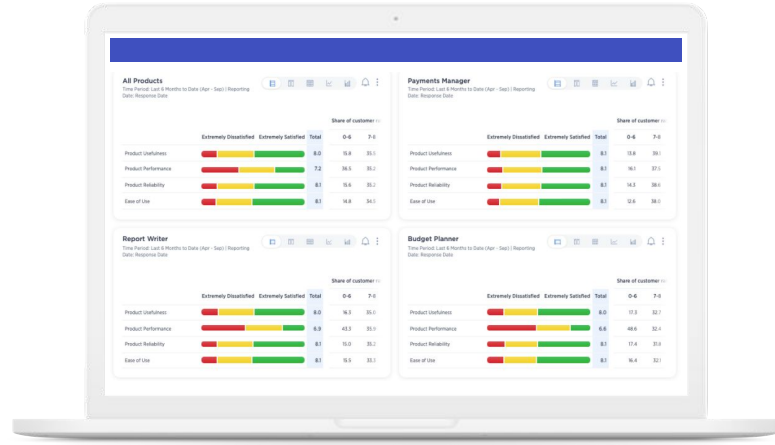
² <https://www.insurancebusinessmag.com/us/opinion/navigating-the-talent-crisis-104286.aspx>

How Medallia powers modern IT

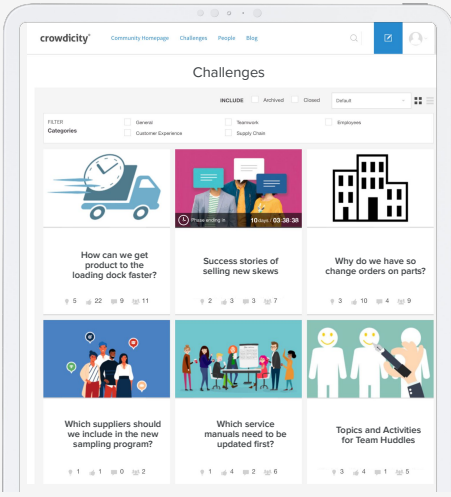
Rationalize technologies and develop strategic IT roadmap

Leverage qualitative insights insight into business objectives and use cases across teams to proactively evaluate vendors and consolidate the tech stack

- Consolidate and eliminate application and infrastructure redundancies greatly reducing licensing and maintenance costs.
- Supplement network and functional performance with stakeholder feedback to uncover which technologies drive productivity and employee satisfaction
- Prioritize IT resources to maintain the applications and infrastructure that are most impactful to delivering employee productivity.



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Ideate and co-create with stakeholders

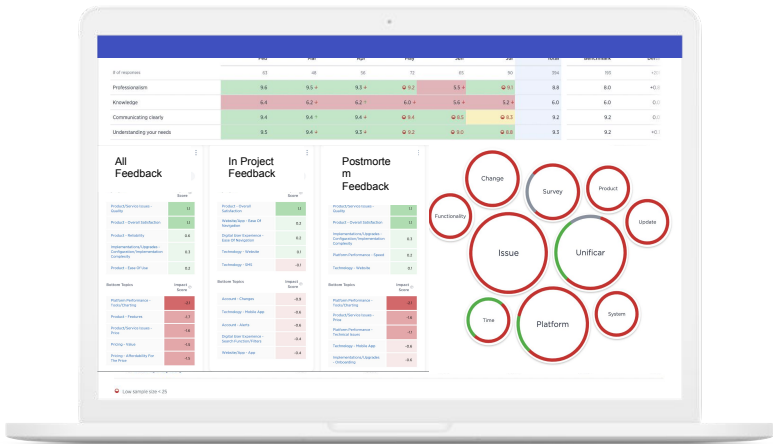
Fast-track innovation by sourcing ideas from user groups across the organization and using them to buy or build multi-functional solutions

- Get input from users on how to introduce new tools or sunset old ones without disrupting day-to-day operations in their business units
- Create a vision for the future by hearing what great could look like through the eyes of users and challenging IT teams to share their ideas to make the vision a reality
- Quickly gather ideas for fixing pain points surfaced through employee feedback and find which ones are the most popular with community voting and comments

Get in-the-moment user insights

Embed listening posts throughout the technologies employees use most to get the freshest, most relevant insights into how well the tool suits their needs

- Trigger feedback requests during key interactions in the technology to ask pointed questions about the action the user is taking (e.g., "What would make it easier to close this case type?")
- Let users tell you how they feel about the tool they are using anytime with an embedded always-on feedback button
- Combine feedback with usage data to uncover the 'why' behind usage trends and more accurately pinpoint how to eliminate friction and dissatisfaction.



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