

CUSTOMER SPOTLIGHT

Life Is On



Delighting customers through an outstanding digital experience



Results

80+

country websites utilizing digital feedback

34pt ↑

in Net Satisfaction Score

33% ↑

in employee engagement using Medallia

SCHNEIDER ELECTRIC
Industry: Technology, Services
and Manufacturing

Medallia

SUMMARY

- Schneider's public global website offers a vast range of products and solutions and welcomes both customers and prospects.
- Because listening to customers is crucial to helping them find the right Schneider product, the company looked for a way to capture customer feedback and identify improvement areas.
- Schneider implemented Medallia Digital to receive customer feedback signals across 80+ country websites.
- Now, the company can better understand customers' expectations, identify concerns and struggles, and take corrective measures to deliver a delightful experience on se.com.

Commitment to progress and sustainability

With global presence and more than 135,000 employees working across 115 countries worldwide, Schneider Electric's goal is to empower people and companies to make the most of energy and resources. The company's mission is to be the digital partner for sustainability and efficiency for organizations around the globe. They drive digital transformation by integrating world-leading process and energy technologies, endpoint to cloud connecting products, controls, and software and services. Schneider's products and solutions work across the entire lifecycle, enabling integrated energy management for homes, buildings, data centers, infrastructure and industries.

Offering a vast range of products and solutions to both customers and prospects, se.com is a key part of Schneider's customer journey. The company recognizes that listening carefully to customers is crucial to understanding their needs so that

Schneider can help customers find the right product information, easily and efficiently. Specifically, Schneider sought to:

- Find a way to address the diversity of visitors to the site, including electricians, panel builders and specifiers, OEMs, distributors and more
- Improve search function across comprehensive offers serving 139 countries
- Reduce the number of clicks to find and select matching offer

With the global complexity of having many country websites with different products in specific languages, Schneider knew they needed to delight customers through an outstanding digital experience.

Strengthening a customer-first approach

After a careful review of options, Schneider selected Medallia Experience Cloud with a goal of capturing customer feedback signals through the digital web experience to identify areas for improvement. The company began the process by implementing Medallia Digital to understand where problems may arise across all of their country websites.

Internally, the Schneider team built a community of users, including country web managers, web and mobile development teams, CS&Q teams, operations managers, digital experience managers, front office agents, key account managers, regional account managers, operations executives, and business executives, and empowered them to take action on alerts and to consistently measure customer satisfaction across all country websites.

"The Medallia platform has allowed our stakeholders to capture insights directly from the customers point of view. We can then turn this information into knowledge and into action plans to improve our customer experience."

**— Karen Regine,
Global Director Web NSS Governance**

Schneider uses Medallia Digital to diagnose problem areas, such as product selectors, zoom-in options, and labeling to help give clients a more

seamless web experience. The company also took advantage of predictive analytics to proactively explore areas needing enhancements. Schneider now has a 360 degree view of the customer which helps them make ongoing improvements. Company leaders now have access to customer insights that allow them to drive awareness throughout the organization and strengthen Schneider's customer-first approach.

Accelerating improvements, delighting customers

Medallia's solutions helped Schneider to improve the experience on se.com, the company's global web property. Using Medallia Digital, Schneider was able to:

- Improve product search capability and user experience along the product selection customer journey.
- Reduce the number of clicks it took a customer to find the product they wanted.
- Discover which products and solutions were most frequently searched for by the customers
- Increase the Net Satisfaction Score by 34 points over two years
- 33% increase in employee engagement using Medallia, with Schneider Electric users connected to the Customer Voice at least 1 time per week in 2019 and 2020

Medallia helped Schneider Electric teams put customers at the heart of everything they do. Medallia's technology — combined with the Schneider focus on customer-oriented communities and culture — helped the company successfully accelerate improvements to the web experience that continues to please Schneider customers.

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We have given our employees the tools to listen to the needs and expectations of our customers, to tune in to the customer voice anywhere, in real time. This allows us to offer an excellent and consistent customer experience and improve customer satisfaction.

Sophie Grugier

SVP Customer Satisfaction & Quality

Learn more at medallia.com

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

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