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Voice of Customer for the Contact Center:

Mindful Feedback vs. Medallia or Qualtrics

What use is customer data if you can't take action?

When it comes to enterprise voice of customer solutions, it's no surprise to see Qualtrics and Medallia at the very top of the list. Both provide brands with an incredible breadth of knowledge when it comes to analyzing customer experiences—and it's well known that CX metrics like NPS and CSAT have had true revenue impact on the organization.

But once you gather that data, what's the plan of action?

Knowing cross-channel and brand-level NPS is amazing, but you also need to be able to follow up with a detractor fast enough to prevent a viral post from snowballing. Customer satisfaction is always a key indicator, but you need it tied to actual agent interactions and real-time experiences to know where improvement can be made.

Seeing the data is important—but if you can't take action, then what's it worth?

Take a look at how the customer feedback platform, Mindful Feedback provides not only a live pulse on the voice of customer, but also paints a clear path to improve customer interactions with near instant turnaround.

01 Real-time: How instant is the feedback?

To make any impactful change, you need to act quick. An underperforming agent could be causing hundreds of negative experiences. A misfiring estimated wait time could be frustrating customers before they ever reach the agent. An inaccurate message in a marketing campaign could be spiking call volumes.

Unless you have real-time feedback coming from customers, it'll be days or weeks before you know any of those things are happening.

Every aspect of the survey experience factors into how fast you can act—starting with survey delivery.

Post-call surveys

Not all surveys are the same. Channel presentation can drastically change take rate. Delays in serving can result in drastically different feedback. And while AI speech analysis and signaling are incredible technologies (for which Medallia and Qualtrics are highly respected), **they still leave gaps in what customers think about their interaction.**

When you want to truly understand your customer, you need their thoughts immediately after an interaction. Yet, due to challenges in integration (more on that in the next section), it can be surprisingly difficult to present a post-call survey.

This is where Mindful Feedback shines. Post-call surveys are presented and collected in real time. Agents send customers directly to the survey while on the phone, or the customer can be texted upon call closure and either answer via SMS or through a link.

Unlike the high-level metrics measured by Medallia and Qualtrics, you'll get interaction-level insights, with feedback tied to a specific time and interaction in their journey. Now, contact center managers can act immediately to fix problems before they snowball.

Bottom line: Post-call surveys completely tied to the interaction give instant insight, transparent customer sentiment, and details you can act on to improve your CX.

Immediate insight

The first factor in saving the customer experience is asking customers about their frustrations when they're fresh. The second is mobilizing on that feedback before more customers have the same experiences.

Since Medallia and Qualtrics are aggregators of the customer experience, reporting is done in broad strokes. Again, this can be incredibly useful for the C-suite or business leaders to see a zoomed-out view of your CX performance! There's definitely a place for those metrics.

But if you're trying to optimize your contact center, even a day's delay in feedback could mean thousands of calls with problems that were treatable.

You need results and reports to update in real time if you're going to make impactful change. The faster you can act, the more interactions you can save.

This is especially key for brands with follow-up teams to close the loop with detractors. Mindful Feedback clients love the Teams and Slack integrations, because a detractor's feedback is flagged automatically, the manager is instantly notified, and a team member can follow up to address the customer's needs with almost no delay.

The worries of a bad experience going viral start to dim when you can follow up with customers when they need it most.

Bottom line: Mindful Feedback-powered instant survey results allows you to optimize your contact center with speed and precision.

02 Integration: Is it built for contact centers?

If you're running an enterprise contact center, your voice of customer solution must be in lock step with your telephony stack. The larger the gap is, the less cause you'll be able to tie to an effect—which leaves you wondering what to do when it comes time to fix problems.

Contact center tech is a complex world. As you know, it's not as simple as programming some API connections digitally. Which is why success hinges on using a voice of customer partner that's designed to tie into leading CCaaS platforms like Genesys Cloud, Amazon Connect, Twilio Flex, and Five9.

Connection and configuration

Medallia and Qualtrics have robust connections to cross-functional platforms like Adobe Experience Cloud and Salesforce. As data aggregators and visualizers, these products work really well together.

When it comes to telephony, Medallia lacks built-in integrations for telephony platforms. As it says on their integration page, "we make it easy for you to create your own connectors!" Qualtrics offers JSON event connections, which requires a separate purchase of the Qualtrics API and you'll need to utilize development resources.

Qualtrics does have some documentation for using JSON events to connect with Genesys Cloud—but it's 46 steps long, and labeled as an "example" on their JSON documentation page.

Without native integrations, it can be surprisingly difficult to get data flowing and displaying correctly, and certainly troublesome to use triggers for post-interaction surveys to flow seamlessly and automatically.

Mindful Feedback has native integrations with Genesys Cloud, Amazon Connect, and Twilio Flex, allowing you to stand up a voice of customer solution for your contact center in a matter of hours. And because it's built for contact centers, connecting to other platforms like Five9 or Avaya is still a breeze.

Bottom line: Efficiency puts Mindful Feedback first and foremost when it comes to integration.

Speed of deployment

Implementing at the enterprise level can often feel like towing a freight ship. Tons of systems to factor into decisions and implementation plans, and many stakeholders play a part in integration.

With agility often limited on the enterprise's side, there's more importance placed on working with a provider that can get you up and running at your team's pace.

The complexity of Medallia's and Qualtrics' systems means implementing can take months—or years. Meanwhile, you are missing out on valuable insights from customers and detractors are slipping through the fence without any timely follow-up or proactive action.

When you sign on with Mindful Feedback, you sign on with our team, too. And our team has implementation locked down tight.

When it comes to configuration, we do that together—no need to follow a litany of confusing steps. **And for 90% of our clients, all we need is someone on your team to open your CCaaS instance and we guide you through the connections, in usually under 1 hour.**

Compare that to the 40+ steps that you'll have to do to connect with Qualtrics and Medallia—and that's using your own internal development resources, too.

Because we've designed the integrations to be so tight, that makes troubleshooting a breeze, too. To make any changes or fix problems with Qualtrics or Medallia, you'll have to bring their development resources to help. With Mindful Feedback, we're here every step of the way, and because we're built for the contact center, the configuration rarely needs fixing once it's up and running.

Bottom line: If you're ready to start hearing and reacting to customer feedback as soon as possible, Mindful Feedback is the fastest way to get started.

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Marketplace procurement

Procuring through a single authorized source, like a marketplace, is becoming more and more common as teams need streamlined procurement and implementation without sacrificing budget or service quality.

Look at the breakdown of marketplace availability:

	GENESYS APP FOUNDRY	AWS MARKETPLACE	TWILIO SHOWCASE	FIVE9 CX MARKETPLACE
Medallia	✖	✖	✔	✔
Qualtrics	✔	✖	✖	✖
Mindful Feedback	✔	✔	✔	✖

Bottom line: Purchasing and implementing Mindful Feedback is faster than other add-on services.

Maintenance and improvements

Since Qualtrics and Medallia connections are using JSON or other API hooks, if anything goes wrong or needs to be changed, it requires an internal engineer to work with a Medallia or Qualtrics engineer.

This could result in thousands of surveys that have to get disqualified if data is being mapped correctly. Or a huge lag in time to close the loop with detractors, resulting in a potential loss in brand equity.

Bottom line: Time to value is much shorter with Mindful Feedback.

03 Reports: Is your data consistent?

Reporting is one of the most important factors of the customer's voice. If you don't have a way to find clarity and consistency in reporting, then you can't trust that what you're seeing is accurate.

Data linking

Another aspect of integrating is data clarity and consistency.

Telephony is inherently complicated. Your platforms are handling IVRs, ACDs, other queueing and WFM systems—and all these touchpoints have different sets of data. They might even be labeled differently. So, when Qualtrics or Medallia are trying to use JSON events to identify where callers are coming from or where their last interaction was, there can be dramatic mismatches in data labeling or routing, resulting in very inaccurate reporting.

Any time you're making a data link from one spot to another, you have a potential failure in modeling. If the right link isn't carried through all the way to visualization, the variables aren't connected correctly in the background.

Bottom line: Go with tech built specifically for contact centers to make sure connections are pristine and your data integrity is true.

Speed to reporting

Data visualization is key to understanding big concepts at a high level. But how helpful is that visualization if it isn't up to date?

In an ideal world, you can kick your feet up and watch NPS and CSAT rise over time, with very few blips on the line. But the reality for customer-facing teams is that everything can change in an instant. With a product defect, improperly trained workforce, spike in call volume, or many other factors, customer satisfaction can flip on a dime.

And your reporting needs to be able to tell you that.

Qualtrics users report publicly on G2 about the delay in reporting updates:

Bottom line: When you need to act fast, you need a real-time view of customer feedback.

Summing up

Contact centers are unique. Not only is the tech complicated, but it's one of the only experiences with a human-to-human interaction.

Digital experiences are asynchronous and, well, digital. Marketing experiences are soliciting an action without promise of a response. The contact center is where a magical, empathetic experience can form your brightest brand advocates and steady customer loyalty.

To maintain this incredible human-to-human interaction, you need to hear directly from your customer, in real time, acting and optimizing efficiently on behalf of your customers.

We work with enterprise contact centers every day—we know the struggles you face and we want to equip you to face them.

Learn more or contact us for a demo >