

CUSTOMER SPOTLIGHT



# Improves case efficiency by prioritizing customer feedback



Results with Medallia

**600%+**

in internal engagement

**93%↑**

in case efficiency

**2000+**

Store Support Center employees

7-ELEVEN  
Industry: Retail

**Medallia**

In partnership with **servicenow**.

## SUMMARY

- 7-Eleven constantly asks for customers' opinions through surveys, taste tests and social media.
- The systems being used did not distinguish which customers needed help versus which customers just wanted to offer "feedback".
- With the Medallia Experience Cloud™ and ServiceNow® Customer Service Management, "problems" are immediately routed, and resolution is in near real time.
- 7-Eleven has improved engagement by 600% and has seen a 93% increase in case efficiency.

### Challenge

From its humble beginning as the world's first convenience store, 7-Eleven, Inc., continues its pursuit of innovative ways to cater to a new, digital-savvy generation of shoppers. As technology redefines how customers shop, the company makes sure to remain two steps ahead.

This customer-centric company knew it needed to get feedback from clients in real-time to uncover and provide deep analytical insights to effect positive change. The Customer Experience (or CX) organization is focused on both Case Management and Customer Feedback, but those two areas had been managed as different functions and weren't working hand-in-hand. With more than 9,000 franchised and corporate U.S. stores, customer escalations are expected, and 7-Eleven needed to better digitize their customer experience to improve operations for quicker resolution.

### Action

7-Eleven needed an innovative partner to push the CX limits. Before the 7Rewards® mobile app was deployed, customer service occurred most often in the store. With the company focused on digital innovation, it became clear the internal "service" infrastructure needed to change to support this new consumer-to-brand direct relationship.

Through an integration with ServiceNow® Customer Service Management, 7-Eleven now optimizes case resolution and shares customer experience insights. Alerts and signals from the Medallia Experience Cloud create new cases in Customer Service Management with priority and severity preset in real-time. Experience issues can be triaged and assigned to the correct team, so company-wide response deadlines and SLAs can be met. This enables 7-Eleven to move quickly and take feedback-to-action in a targeted way. Through this integration, 7-Eleven website visitors who click on "Contact Us," are greeted with "Do you need help?" or "Do you want to give feedback?" Customers are able to self-select their answers, and Medallia Text Analytics helps prioritize incoming feedback.



### Impact

Today, “problems” are immediately routed, and resolution is in near real time. With Medallia® and ServiceNow® Customer Service Management, 7-Eleven redesigned the data flows needed to help stores and field employees address customer concerns without delay. Engagement using Medallia tools has improved by 600%, and a key reason is that franchise operators can see real-time, store-level updates in the company’s mobile app. Franchisees are prompted to take action and respond to feedback and because of that, they are able to provide better quality care. From an efficiency standpoint, customer service has seen a 93% increase in case efficiency and can effectively prioritize incidents, resulting in a tremendous increase in resolution rates. Feedback is filtered into one queue, with problems separated into another so they can now be addressed more quickly.

The CX team is now more credible in driving change that would not have happened otherwise. 7-Eleven can measure and influence positive change and power exceptional experiences, powered by Medallia and ServiceNow.

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We can see how customers are responding to new products and share that feedback to make improvements quickly, versus waiting for a product to launch nationally, only to find out later that we could have made it better.

**Michelle Brigman**

CX Director, 7-Eleven

Request a demo at [medallia.com](https://medallia.com)

A story written in partnership with [servicenow](https://servicenow.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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