

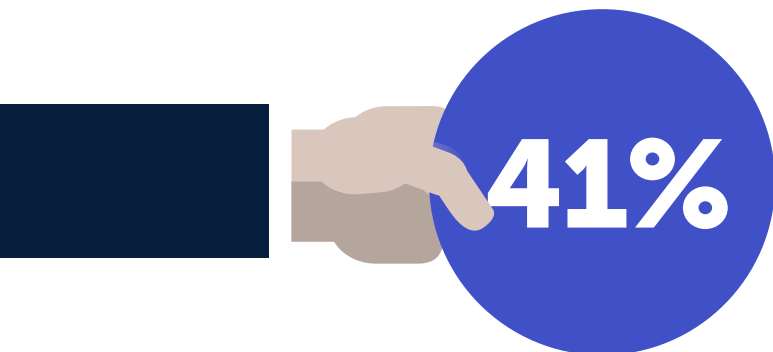
# 3 key C-suite insights from our whitepaper

The state of customer experience management in B2B

1

## C-suite executives care about CX

B2B leaders overwhelmingly view improving their understanding of customers, and of customers' experiences with them, as a top business concern.



of C-suite B2B leaders highlighted CX as their number one priority, compared to 27% of overall respondents.

2

## When the CEO cares about CX, everyone wins

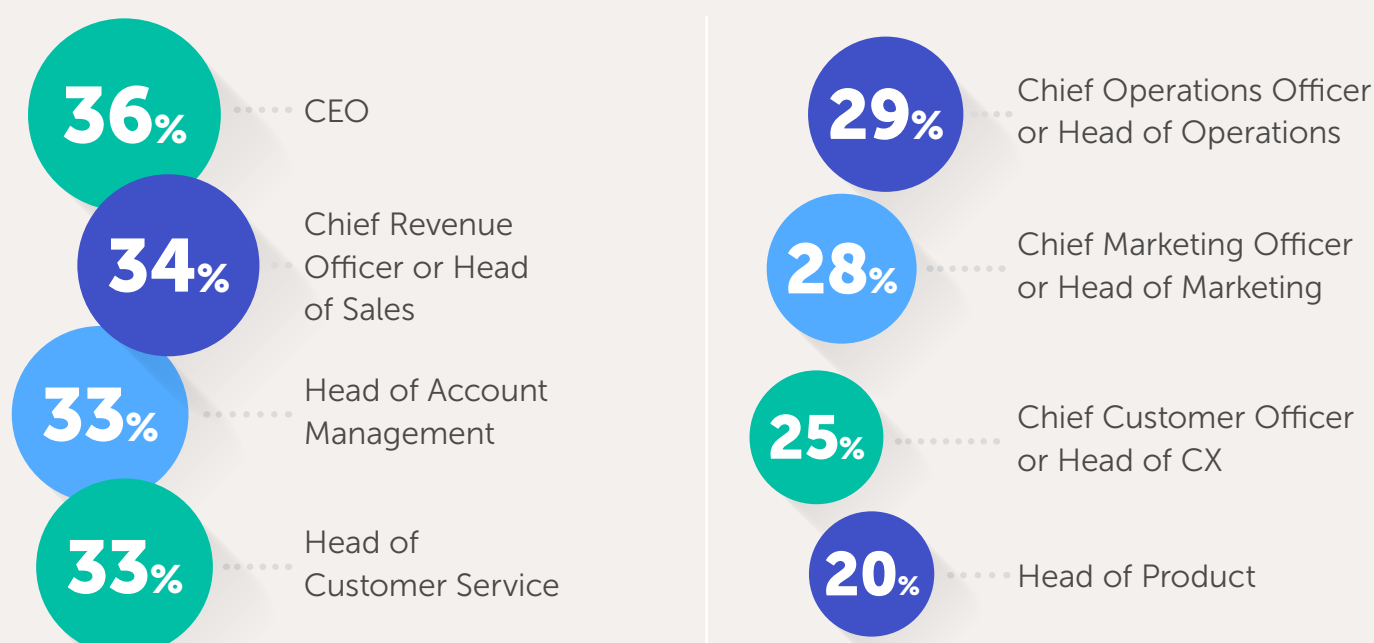
Respondents who indicated that the CEO is held accountable for customer experience were twice as likely to be very satisfied with their company's processes.



35%

very satisfied compared with 17% where the CEO is not held accountable.

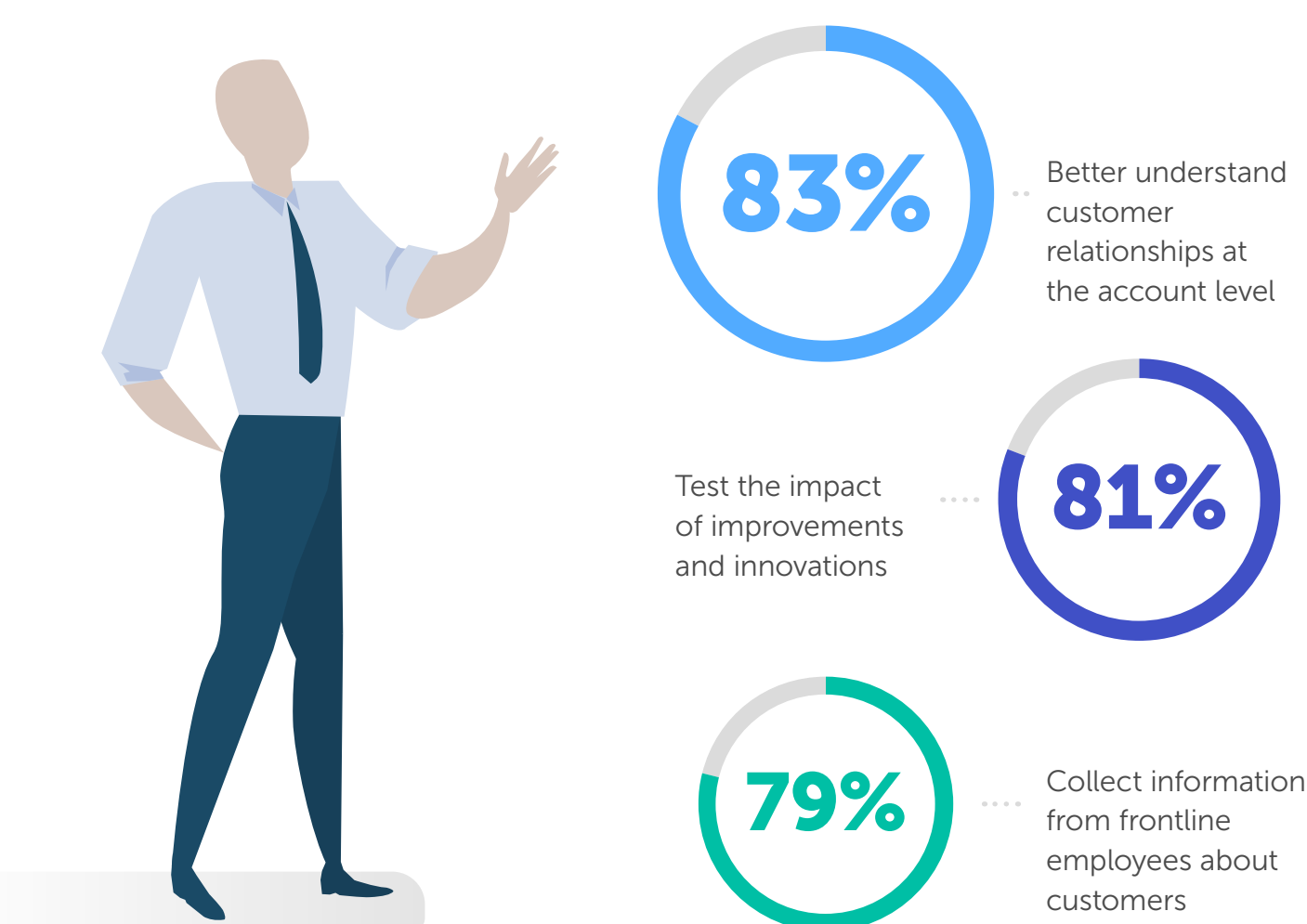
## Which leaders within the organization are held accountable for the quality of customers' experiences with the company?



3

## Top 3 capabilities C-suite executives want

Respondents were asked "If your company were to make a new investment in its processes for collecting and acting on customer feedback, which capabilities would you like to acquire?" C-suite respondents most frequently indicated they want the following abilities:



In October 2018, Medallia commissioned a survey (The state of customer experience management in B2B) of 375 senior professionals, 11% C-suite, working in the US at medium-to-large B2B organizations.

Go to <https://bit.ly/2IPTNod> to download the full white paper

### About Medallia

Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia's vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world's largest companies and organizations trust Medallia's cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at [www.medallia.com](http://www.medallia.com).

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