# Clicktale's integration with Medallia

Uncover the Digital Body Language
behind customers' feedback

◆ MEDALLIA

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Clicktale's two-way integration with Medallia adds a deeper behavioral layer to your Voice of Customer analysis. Leveraging this integration between Clicktale and Medallia will enable deeper understanding of what happened in web and mobile user sessions and why. With an in-depth look at visitors' behavior and in-page experience, you can pinpoint specific website experiences that cause customer struggle so that you can act faster to close the loop with the customer.

## Integration Benefits

### Turn feedback into actionable insights
Improve your understanding of customer behavior within the Medallia Experience Cloud by linking directly into Clicktale to replay the exact sessions of visitors who submitted positive or negative feedback. Fill in the blanks and understand why visitors' struggle by seeing the full picture behind users' digital journey within pages and across sessions. Share replays with your team to align all stakeholders around your visitors' actual experience.

### Investigate issues with aggregated and segmented analysis
Investigate customer feedback in aggregate with Clicktale's data-rich heatmaps, funnel analytics, and form analytics. Segment reports using flexible behavioral criteria, including Medallia metrics such as: the specific feedback forms filled out, devices used, level of satisfaction or dissatisfaction, and a host of other parameters.

### Easily access replays for specific session responses
Search and filter results for users providing feedback by form filled, form type, satisfaction rating, or unique user ID. Easily identify and play back the individual sessions meeting these criteria for closer scrutiny.
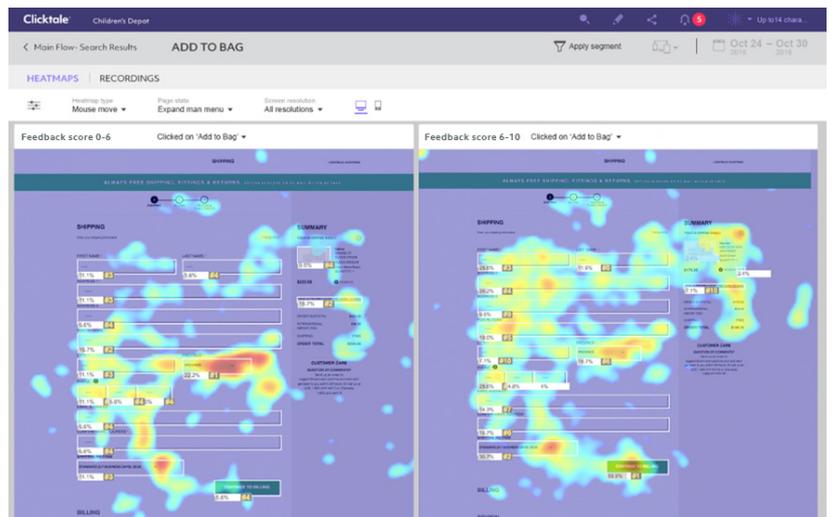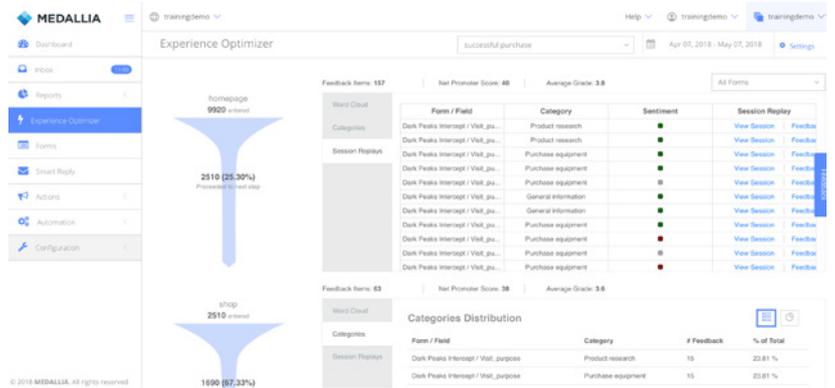
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**Leverage Clicktale and Medallia Experience Cloud as one unified and trusted platform**

Leverage Clicktale's Event-Triggered Recorder to capture 100% of the sessions where visitors submit feedback and view these sessions for greater contextual understanding of your user experience.

Find and access Clicktale session replays directly from Medallia Experience Cloud based on form filled, form type, satisfaction rating, and unique user ID.





## How it works

The two-way integration of Medallia and Clicktale is easy to configure and use.

**1.** Provide your Medallia customer success manager with your Clicktale account, Clicktale Project ID, and Clicktale security token. After setup, the integration automatically pairs Clicktale recordings with surveys.

**2.** Access replays in Medallia Experience Cloud with a single click from any survey submission. Search by form filled, form type, unique user ID, or satisfaction rating to find the replays you need to see.

**3.** Filter all Clicktale analyses and heatmaps by response type, rating, or form used.

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## Take advantage of this integration today

The two-way integration between Clicktale and Medallia makes it easy to uncover the Digital Body Language behind customer feedback data. Contact Clicktale today to configure this integration for your account, so you can more quickly illuminate and optimize your digital customer experience.

### Global Offices

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### About Clicktale:

Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can deliver the best digital experiences and drive amazing business results. Complex behavioral patterns are synthesized based on millisecond-level actions such as hovers and scrolls, enabling businesses to interpret their customers' digital body language to understand intent. The pioneer in Experience Analytics, Clicktale marries cognitive computing, machine learning and psychological research to automatically surface issues and answer questions that keep executives up at night. With unique behavioral data, clear visualizations, and world-class customer experience expertise, Clicktale is driving the "Experience Era" at the world's leading brands and Fortune 500 companies.
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### About Medallia:

Medallia for Digital helps companies keep pace with customers' constantly changing behavior by capturing customer feedback through targeted, contextual and compelling surveys across all digital channels, including web, mobile and in-app. Medallia for Digital is the full power of Medallia Experience Cloud to deliver the most powerful digital CX solution in the market. Hundreds of the world's best-loved brands trust Medallia's Software-as-a-Service application to help them capture customer feedback everywhere the customer is (on the phone, in store, online, mobile), understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve their performance. Learn more at www.medallia.com.

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