

## PRESS RELEASE

Customer Care Measurement & Consulting has partnered with Medallia, a leading customer experience software firm, to fortify its mission of ensuring companies receive substantial return on their customer experience investments. CCMC's deep strategy and consulting experience, combined with Medallia's industry-leading technology software, will offer clients an outstanding opportunity to become the best in class in customer experience.

Coupling CCMC's expertise in the science of the customer experience, extensive action planning know-how, and personal touch consulting services with Medallia's real-time customer feedback solution will give any organization all the data and operationalizing assistance it may need to empower every employee to deliver an extraordinary customer experience.

The Medallia Experience Cloud platform gives businesses full visibility into their customer interactions and touchpoints by delivering timely and targeted customer feedback and enabling them to resolve issues as they emerge. When the solution is delivered in combination with CCMC's strategy expertise and operational know-how, companies get the planning and deployment expertise they need, gaining the most from their Operational Customer Experience Management solution.

"We are delighted to offer Medallia clients our CX strategy and executional competencies," said Scott M. Broetzmann, President & CEO, CCMC.

"Combining our competencies with Medallia's technology platform will drive competitively superior performance, helping companies achieve the best possible customer experience outcomes as well as returns on their CX investments."

"Our customers OCEM journey starts with partners like CCMC that, with their expertise and experience, puts them on the path of CX success," said Toni

Adams, Vice President of Medallia for Partners & Alliances. “We are very excited about the possibilities of this partnership!”

### **About CCMC**

CCMC’s vision is a marketplace that builds and sustains enduring customer relationship by acting on the voice of the customer and its mission is to ensure its clients receive a better return on its customer experience investments. With more than 125 years of combined customer experience know-how, CCMC principals bring unrivalled industry-specific and cross-industry expertise that ensures clients receive the best in customer experience strategy and action planning. CCMC’s customer satisfaction and loyalty surveys and analytics are used by leading Fortune 500 companies from every industry to get a better ROI for their investments in the customer experience. Learn more about CCMC by visiting [customer.caremc.com](http://customer.caremc.com).

### **About Medallia**

Medallia’s vision is 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 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. Medallia has offices in Silicon Valley, New York, London, Paris, Sydney, Buenos Aires, and Tel Aviv. Learn more at [medallia.com](http://medallia.com).