

InMoment Vs. Medallia

BATTLE OF THE CUSTOMER EXPERIENCE PLATFORMS

Copyright © 2024 InMoment, Inc. All rights reserved.





Introduction

In the dynamic realm of customer experience (CX), two giants stand tall in the space: InMoment and Medallia. Both platforms offer robust solutions designed to harness the power of customer, employee, and market insights to drive business growth and improve the customer experience. However, as businesses attempt to navigate the complexities of today's market landscapes, the choice between these two platforms becomes a contentious one.

Our comparative analysis aims to showcase the advantages of InMoment, supported by data-driven insights, product differentiators, and customer stories. By the end, you'll understand why InMoment stands out as the preferred choice for businesses seeking a comprehensive and integrated CX solution.

Overview of the Platforms

InMoment is an all-in-one integrated customer experience (CX) platform that helps you collect, integrate, understand, and intelligently act on every customer signal—all in a single, unified dashboard. It helps you capture and connect unstructured, structured, and semi-structured data, breaking down data silos for a holistic understanding of your entire

customer voice across every available feedback channel: surveys, call center data, ratings & reviews, and social media mentions—to name a few. It prides itself on “Identifying the Richest Insights” and “Unlocking the Smartest Actions”, using AI-powered predictive analytics, conversational intelligence, and reputation management software—to name a few. It emphasizes flexibility, innovation, and a customer-centric approach to CX management.

Medallia has a similar platform to InMoment in the customer experience landscape, designed to capture a wide array of customer feedback across multiple touchpoints in real-time. It positions itself as a leader in providing actionable insights that enable organizations to foster meaningful engagements with their customers. The platform is celebrated for its ability to deliver instant alerts and insights, equipping businesses to make quick, informed decisions and take immediate action to enhance customer satisfaction and loyalty. It also emphasizes the importance of connecting employee feedback with customer insights, supporting a holistic approach to improving organizational performance and customer-centricity.

Highlights of InMoment



1

Customizable Dashboards and Reporting

InMoment offers highly customizable dashboards and reporting tools that enable organizations to visualize data in a way that best suits their needs. Users can create interactive dashboards to track customer experience metrics, employee engagement scores, and research outcomes, facilitating an at-a-glance understanding of complex data sets.

2

Reputation and Review Management

InMoment's reputation and review management solution centralizes customer feedback from across the web, enabling businesses to monitor, analyze, and respond to reviews efficiently. It offers real-time alerts and analytics to track sentiment trends and improve online presence. This tool aids in enhancing customer satisfaction and bolstering a brand's reputation by facilitating prompt and informed responses to customer reviews.

3

Multi-Channel Feedback Collection

The InMoment platform supports feedback collection across multiple channels (we mentioned a few of them earlier). This allows businesses to gather insights from a broad spectrum of customer touchpoints, ensuring a comprehensive view of the customer experience and customer voice.

4

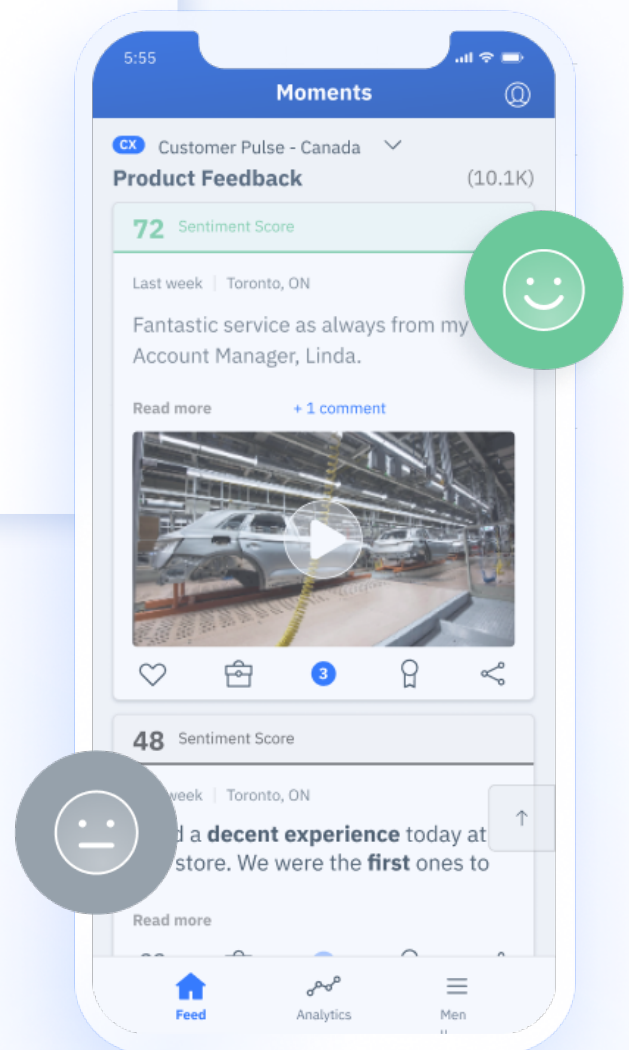
AI-Powered Insights and Recommendations

InMoment utilizes artificial intelligence to analyze feedback and provide actionable insights and recommendations. This feature helps businesses identify trends, patterns, and areas of improvement by sifting through large volumes of data, thereby enhancing decision-making processes.

5

Predictive Analytics and Real-Time Feedback

Leveraging advanced analytics, InMoment offers predictive insights and real-time feedback, enabling businesses to anticipate customer needs and respond proactively.



Highlights of Medallia

1

Real-Time Alerting System

Medallia offers a real-time alerting system that notifies relevant stakeholders immediately when feedback indicates a customer issue or opportunity. This enables quick action to resolve concerns or capitalize on positive feedback, maintaining high levels of customer satisfaction.

2

Voice of the Customer Analytics

The platform is equipped with Voice of the Customer (VoC) analytics, which allows businesses to aggregate and analyze customer feedback from various sources. This analysis helps in understanding customer needs, expectations, and perceptions across different stages of the customer journey.

3

Employee Engagement and Feedback Solutions

Medallia extends its capabilities to measure and improve employee engagement. It provides tools for collecting and analyzing employee feedback, recognizing that engaged employees are crucial for delivering exceptional customer experiences.

4

Predictive Analytics and Real-Time Feedback

Leveraging advanced analytics, Qualtrics offers predictive insights and real-time feedback, enabling businesses to anticipate customer needs and respond proactively.

We'd like to point out that InMoment has these features as well, and based on the following G2 Ratings—**we do them better.** ↓

Data from the 2023 G2 Report

The G2 report is a world-renowned software marketplace and review platform offering comprehensive insights and comparisons on software and services. Based on aggregated data from user reviews, online sources, and social networks, G2's reports and rankings provide valuable insights into software performance and user satisfaction.

Below is a detailed comparison between InMoment and Medallia, based on the *2023 G2 Report* in the **Experience Management** category:

Metric	InMoment	Medallia
Star Rating (G2 Reviews) ★★★★★	4.5 Stars, Based on 314 reviews	4 Stars, Based on 523 reviews
Average ROI (Months)	6 months or less: 56%	Details for different time periods provided, with 7-12 months seeing 25% achieving ROI
A Good Business Partner	93% (147 responses)	84% (41 responses)
Feedback Collection Effectiveness	91% (133 responses)	90% (38 responses)
Online Reviews Management	98% (11 responses)	98% (7 responses)
Segmentation Capability	94% (8 responses)	86% (6 responses)
Real-Time Analysis	91% (124 responses)	88% (37 responses)
Real-Time Action	89% (103 responses)	87% (37 responses)
Ease of Setup	88% (161 responses)	71% (38 responses)
Avg. Go Live Time	< 1 month: Majority	Diverse, with 35% in 3-6 months
Ease of Admin	90% (162 responses)	77% (39 responses)
Ease of Use	93% (252 responses)	87% (78 responses)
Quality of Support	90% (200 responses)	85% (65 responses)

As you can see InMoment beat Medallia in every single category besides **Online Review Management**—where they tied. For the full G2 report, and how InMoment compares to the rest of its competitors in the space, click [this link](#).

Customers Who Chose InMoment

Let's check out some customers who were searching for something more, took the leap from Medallia to InMoment, and saw success.



Streamlining VoC Initiatives for a Global Retail Giant

A global retail leader, facing the challenge of vendor consolidation to streamline Voice of the Customer (VoC) initiatives, found its solution with InMoment. Our platform's ability to capture and integrate feedback across multiple channels and languages effectively reduced operational costs and eliminated the need for multiple vendors. This decision was driven by InMoment's reputation as a true partner dedicated to the success of its clients, a stark contrast to the previous provider's service model.

Revitalizing Event Success in the Hospitality Sector

In the face of unprecedented challenges brought on by global events, a leading hospitality company sought to relaunch its event planning program. InMoment's ability to quickly implement customized solutions, coupled with competitive pricing, enabled the company to enhance event success and significantly expand its program, and grow it by over 200%, marking a notable victory over Medallia.



(Customer Stories Continued)



Driving Customer Loyalty and Growth for a Transportation Leader

When a major transportation company aimed to reduce customer churn and increase lifetime value, InMoment stood out for its strategic approach and comprehensive solution. Our platform's advanced analytics and integration capabilities, paired with our consultative partnership, offered the insights needed to drive growth and loyalty, distinguishing us from Medallia and another competitor vying for their attention.

Global CX Alignment for an Insurance Powerhouse

An insurance leader looking to globally align its customer experience initiatives chose InMoment for our unparalleled ability to consolidate disparate systems into a cohesive, integrated solution. Our expertise in managing complex, multi-touchpoint journeys demonstrated a clear advantage over Medallia, resulting in a strategic win for InMoment.



So Why InMoment?

While Medallia has been a pioneer in the customer experience space, businesses today seek more than just a tool; they look for a partner that can adapt, innovate, and grow with their evolving needs.

One of the biggest advantages to InMoment is this: 56% of customers reported seeing an average ROI boost in 6 months or less, compared to only 13% for Medallia.

Unlike Medallia's more rigid structure, InMoment offers unparalleled flexibility in data inputs, survey design, and integration, empowering businesses to tailor their XM programs to their unique needs. InMoment's single-platform approach integrates all customer, employee, and market insights, eliminating the need for multiple logins and disjointed user experiences associated with Medallia.

Beyond technology, InMoment prides itself on being a strategic partner, offering deep expertise and a dedicated approach to ensuring our clients' success, as opposed to Medallia's more transactional service model.

InMoment is the platform of choice for businesses seeking to leverage insights for growth, innovation, and customer satisfaction. Our commitment to flexibility, integration, and partnership offers a clear advantage over Medallia, as evidenced by our success stories and the latest G2 report findings.

Choose InMoment for a future-proof approach to XM and CX, where innovation, flexibility, and partnership pave the way for your business's success.

Book a demo to learn more!

UK & IRELAND
+44 (0) 1494 590 600

NORTH AMERICA
+1 385 695 2800

APAC
+61 (2) 8397 8131

Or email us at sales@inmoment.com

