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# Medallia Recognizes World's Most Innovative Customer Experience Leaders

IBM, Generali, Sage, and Comcast win Medallia Expy Customer Awards



**SAN MATEO, Calif., May 16, 2018 /PRNewswire/ — Medallia, Inc. ([medallia.com](http://medallia.com))**, the global leader in customer experience management, today announced the winners of the first-ever Medallia Expy Customer Awards, recognizing excellence in creating impactful customer experiences. The Medallia Expy Awards reward members of the Medallia community who are innovating and winning through creating impactful experiences for customers and employees. Companies were selected by a panel of judges including Medallia partners Deloitte Digital, LRW, commonFont, and the CXPA.

IBM has built powerful connections with customers across touchpoints to understand their experiences and improve the relationship. IBM wins the Engage Every Customer award.

"With interactions ranging from mobile apps to sales touchpoints to technical support, it's more difficult than ever to keep a pulse on the customer journey. Our customized self-service approach to CX offers the flexibility to provide support around more than 300 product offerings and reach a level understanding of every customer, even those who aren't actively engaged in providing feedback, and often in advance of interactions through predictive analytics. The results are tremendous: we can measure positive impact on the growth of the business." Kathy McGettrick, VP Market Development & Insights, IBM