

How Medallia Built a Compliance Program That Engages

Medallia is on a Mission

Medallia is on a mission to use customer feedback to create a world where companies are loved by customers and employees alike. Over 1,000 of the world's best-loved brands trust Medallia's Software-as-a-Service (SaaS) 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.

Founded in 2001, Medallia has offices in 15 global offices including Silicon Valley, New York, London, Paris, Munich, Sydney, Buenos Aires, and Tel Aviv. As they experienced continuous rapid growth in employee size and locations, Medallia needed to move from a live compliance training model to a scalable, engaging, global online platform.

Creating a Culture-Centric Compliance Training Program with Emtrain

In designing the training program, the team had **three** main goals:

- 1. Ensure employees understand Medallia's policies and how to raise concerns**
- 2. Secure a 100% global completion rate**
- 3. Provide an experience that aligns with Medallia's unique culture and values.**

Their search for a platform that would provide a stellar user experience, inline with Medallia's "push for great" culture, led them to Emtrain. Medallia found the video vignettes highlighted nuanced, relatable situations that were relevant for the environment at Medallia. These vignettes encouraged employees to think about constructive actions and behaviors while learning key policies they must put into practice in their daily work.

Emtrain's built-in interactive tools such as the live Q&A, strong auditing and reporting capabilities, and additional resource guidance helped Medallia ensure employees actually engage and interact with the platform. "We are asking employees to give us their time and attention," said Sally Le, Legal Manager, Corporate. "It's important to respect that, and give them a quality experience, which Emtrain provides."

Creating a Culture-Centric Compliance Training Program with Emtrain

No matter how good of a fit a training program is for the culture, onboarding will make or break the adoption and the program's success. By branding their compliance training as the "Good Medallian" program, they aligned the program content with the company brand. "By making the



"It is important to have a compliance training program that can scale with the organization, as company goals and needs evolve"—

Margaret Chow, VP, Deputy General Counsel Medallia

program feel like a part of our culture, it built credibility for the program and the content,” said Saira Najam, Senior Employment Counsel.

With this in mind, the team created a custom introduction video filmed with the C-suite, and paired it with materials explaining why Medallia felt strongly that the training was fundamental to maintaining Medallia's unique culture. Similarly, to generate some buzz and add an element of fun to the launch, the team went beyond just the typical weekly communications about the program, and instead sponsored a Good Medallian happy hour, and an 'early completion' reward raffle to encourage early completion.

Good Medallian Program Drives Dialogue and Continuous Culture Improvement

Medallia has seen strong results, aligned with their initial goals, including high completion rates, ongoing behavior change, and increased levels of employee satisfaction.

High completion rates

The Good Medallian program has a world-class completion rate with nearly 100% of their 1,000 employees across the globe having been trained to date. To promote completion rates, the team looked to have C-suite buy-in and continued to foster company-wide interest in appreciating the importance of the Good Medallian training.

Continuous improvement through behavior change

The learning enabled by Emtrain's real-world relatable current events examples has resulted in an ongoing dialog among employees and enhanced understanding of Medallia's policies. Employees were particularly engaged with Emtrain's Workplace Color Spectrum tool which gives employees a color-coded guide to rate workplace behavior. The color coding removed some of the emotion from potentially sensitive situations and it became a common language that is understood by the offices and used regularly with their People and Culture team.

High Satisfaction Measured by Feedback

After employees complete the assigned trainings, a survey is sent to capture feedback on the employee's experience. This allowed the team to take action on feedback, which dramatically improved the satisfaction levels of employees participating.

The success of Medallia's compliance training platform blended key elements from each organization: Emtrain's high quality compliance content with interactive features, behavior changing tools, and real-world situations, combined with Medallia's executive leadership commitment, and strong culture of improvement, feedback, teamwork and creativity.



1000+ Medallians

Medallia is a company powered by a growth mindset where every Medallian brings their whole self to work to create a culture of inclusion, creativity and innovation.