

The Base Housing Challenge: Innovating Military Base Housing for Service Members and their Families

Medallia

The ongoing military housing crisis negatively impacts the readiness and wellness of our military service members and families. Investigations of military base housing brought atrocities like mold, lead paint, and rats to the forefront. These investigations led to guilty pleas, fines levied, investigations, additional funding, additional oversight personnel. Unfortunately, this was not enough to remedy the problems for our military service members and families. Junior enlisted service members continue to submit requests for repair only to have them closed without action.

Not just surveys, but a complete picture of the service members experience

Medallia's Voice of the Customer (VoC) programs enable you to understand the experience that is being delivered to your customers. Through the VOC, you can collect the customer's preferences and experiences and share them throughout your organization. By listening to our service members and acting on their feedback, the VOC program enables you to build better products and deliver better services than you otherwise would have been able to. It allows you to understand the journey that your customers undertake. They will each interact through different touchpoints with different staff members as they use products and services and have different experiences post-service. Rather than focus from just one of these angles, VoC takes a unified view — cutting across the entire service member journey, regardless of which channel a customer takes or which product or service they use.

Moving forward, the Defense Department and all military housing providers must ensure that our service members live in safe, habitable environments. ¹

Senator Ron Johnson

Solutions that support deliver the optimal service member experience

Create contactless, on-property experiences that make service members feel safe and secure

Increase confidence by keeping a pulse on customer evolving demands.

- Integrate structured and unstructured data to get the full impact of the experience.
- Automatically route alerts to the right members of the team who are best equipped to take fast and effective action.
- Incorporate other data sources such as satisfaction scores and emerging topics to identify gaps and understand where to make systemic improvements.

Turn your call center into a growth center

Reduce costs by getting to the root-cause of calls faster.

- Use rapid speech-to-text transcriptions and AI-powered text and speech analytics.
- Increase agent performance with rewards and 1:1 coaching.
- Close the loop with the customer and call center employee who took the initial call to ensure problems are resolved.

Optimize omni-channel journeys to increase confidence

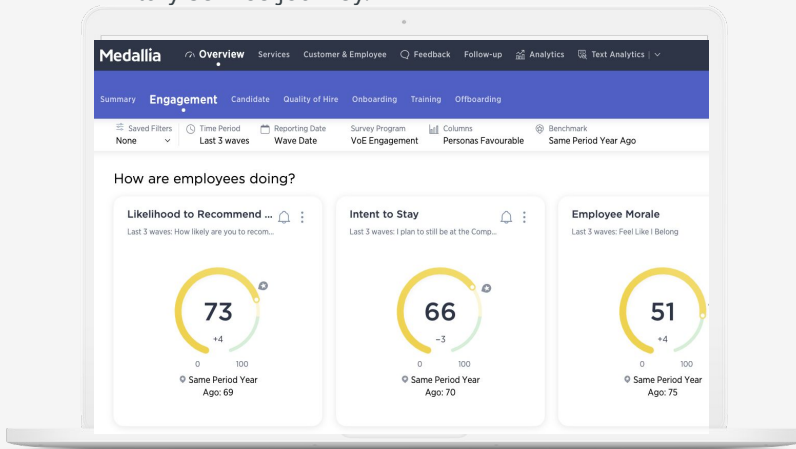
Discover where risks and opportunities exist across new omni-channel experiences.

- See the end-to-end customer journey- across digital channels, contact centers, on-property and social media.
- Create compelling, adaptive two-way interactions to create seamless communication with increased confidence.

¹ <https://www.hsgac.senate.gov/imo/media/doc/2022-04-26%20Ranking%20Member%20Ron%20Johnson%20Opening%20Statement.pdf>

Medallia for Military Housing

Listen to military service members and their families in the moment to power the best experiences across their entire military service journey.



Signal Capture

- Text, voice, video, audio and surveys
- Signals beyond surveys
- Employee ideation
- Powerful integrations

Intelligent Platform

- Military lifecycle journey analytics
- AI-analysis on structured and unstructured data
- Feedback enriched with sentiment data

Widespread action

- Role-based dashboards and reports
- Mobile and desktop crisis and routine alerts
- Suggested action plans
- Two-way SMS/MMS messaging

Integrations

servicenow



"Our priority going forward is to focus on implementing ... reforms intended to improve the safety, quality and habitability of privatized housing, while continuing our enhanced oversight of the (Military Housing Privatization Initiative) program and projects,"

Patricia Coury, deputy assistant secretary of defense for housing

Testimony April '22 at a virtual meeting of the House Appropriations Subcommittee on Military Construction, Veterans Affairs and Related Agencies hearing

FedRAMP High Certified

Medallia

Copyright © 2021. Medallia Inc. All rights reserved.

[Learn more about our solutions](#) →