



CASE STUDY

How ADP drives transformational change through client experience



We needed a single platform giving us a consistent, enterprise-wide view of client feedback from many listening posts. The usage of Medallia here at ADP, the insights we gained through our deep analytics, combined with our executive committee's support of the program, have all been instrumental to our success.

Michael Hudock
VP Head of Analytics at ADP

1M+ clients

9 business units

20 languages

Medallia

SUMMARY

ADP continues to invest in outstanding service by building a client-centric culture across its global workforce with performance metrics highly correlated to client satisfaction.

With the long-standing goal of simplifying the client experience through innovation, each area of the business works with Client Experience consultants to identify operational opportunities, understand key challenges, and set measurable goals.

The company's data-driven approach to elevating and actioning against the voice of the client is supplemented with text analytics to help ADP better understand client attitudes and behaviors.

Continuing to hold client experience at the top of the priority list has resulted in a significant number of strategic initiatives across 9 business units, helping to drive client retention, as well as savings from process enhancements.

Amplifying a service culture

ADP is a comprehensive global provider of cloud-based human capital management (HCM) solutions that unite HR, payroll, talent, time, tax, and benefits administration. They are also a leader in business outsourcing services, analytics, and compliance expertise. Through data-driven insights and trusted expertise, the company helps drive value for clients by enabling them to focus on their business. ADP's ~60,000 associates serve more than 1 million clients in 140 countries, ranging from small businesses to global enterprises.

One of ADP's core values is Service Excellence; this drives the company's intense focus to continuously look for ways to make it easier for clients to do business with ADP and overcome the business challenges they face every day. In ADP's long-standing commitment to providing seamless client experiences, increasing teams' ability to understand and deliver on client needs remains a priority for the company. Transitioning the client survey process to an ongoing, real-time flow of feedback was essential in empowering teams with reliable client experience metrics and feedback to continue elevating the service experience.

The company's Strategic Analytics team leverages the Medallia Experience Cloud platform to power this initiative. The highly collaborative team applies data science and deep analytics expertise to address business needs. With Medallia, the team has the power to give stakeholders across the entire company access to meaningful analytics on service based on reliable data. Medallia is deployed globally across nine of its business units and enables associates to act on feedback in 20 languages.

Medallia provides a real-time calculation of NPS, enabling associates to drill down into additional details to identify successes and areas for growth. Teams can assess experiences using a variety of feedback opportunities, including monthly relationship surveys, weekly implementation and project-based queries, daily transactional call-center evaluations, and ad-hoc internal appraisals. The net result has been an increase in NPS over the last few years, with a direct correlation between the number of employees logging into Medallia and client satisfaction scores.

Setting goals and acting on feedback

Continuous awareness of NPS trends drives the team's strategic initiatives.

The overall objective is to make it easy for clients to do business with ADP, which the company is accomplishing by setting goals and acting on feedback to continuously elevate the client experience. Quality standards emphasize key focus areas and metrics, encouraging associates to be efficient and easy collaborators. ADP's businesses work with internal client experience consultants to identify opportunities for operational enhancements, highlight key challenges, set measurable goals, and promote best practices.

Using NPS as an overall measurement and Medallia as a platform enables ADP's businesses and account teams to perform deeper analyses and get targeted views of the data relevant to their specific needs. Feedback and metrics are summarized for review with specific action plans to enhance client experiences. Automated and customized alerts quickly get urgent information to the right group to respond effectively.

Making the connection between survey scores and comments brings the voice of the client to life for associates, generating opportunities to coach and train with tangible, actionable feedback. Associates are empowered to track their own performance for real-time improvement or longer-term goal setting. Getting hands-on feedback data has also helped to pinpoint small changes that can have big impacts. Prompt adoption of these changes is adding up to significant results and continuing to elevate service quality.

Medallia fuels the emotion that drives action. We leverage ideas from our associates, operation metrics, and sentiment from our clients to identify areas for growth and to make ADP a more seamless partner.

Tom Muller
VP of Client Experience at ADP

Integrating Medallia with ADP's existing CRM systems brings deep insights into the flow of work and unlocks widespread and rapid attention to client experience, driving a culture of transparency and ownership across the organization.

Embracing "Alex" as the voice of the customer

To build empathy and personalize the situations clients face, ADP created an external client persona based on what they learned through Medallia. The client experience team takes NPS metrics a step further, using text analytics of client comments to identify discrete moments or "episodes" across the client journey from the lens of the client –asking themselves what is this experience like for "Alex"?

This activity identifies positive and negative experiences during the episodes, allowing ADP to launch initiatives that remove pain points and drive operational efficiencies associated with them. By

The service culture that we embody has only deepened as a result of the NPS feedback and the voice of our clients that we've been leveraging.

Allie McCoy
Senior Director of Client
Experience at ADP

comparing NPS results with comments, associates can better understand the behaviors, attitudes, and sentiments across different parts of the client's journey.

For example, ADP was able to gather insights on the new client onboarding journey from the point of signing a new client to servicing the account. Using feedback and text analytics, the team uncovered opportunities to make the process as seamless as possible.

Bringing it all together for strategic decision making

Client experience and feedback are built into the fabric of ADP's operations and strategic decision making. Many of the company's businesses, product managers, and account teams use Medallia and NPS to inform their reviews, goal setting, and prioritization. All areas of the business have access to survey details and comments, helping to make discussions richer and more informed. Providing an extraordinary client experience is a top priority for this client-centric company, and as a result, ADP has seen an increase in client satisfaction. Continuing to hold client experience at the top of the priority list has resulted in a significant number of strategic initiatives across business units, helping to drive client retention, as well as savings from process enhancements. As the world of work undergoes tremendous change, ADP continues to help clients lead and succeed.

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)