

# Medallia streamlines onboarding with Mindtickle

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## Medallia

Headquarters: San Francisco, California

Founded: 2001

Company Size: 1,500

Industry: Customer and Employee  
Experience Management

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Sheryl Hughes  
Director, Enablement Operations,  
Medallia

## THE CHALLENGE



In summer 2020, Medallia was ready for a new LMS. Its current tool was on its way out, and Medallia was ready for a new solution to better support and streamline its sales onboarding process. *“Speed to revenue is an important metric, and we knew that we needed a more robust onboarding process to help our new hires be successful,”* said Sheryl Hughes, Director, Enablement Operations at Medallia. *“Up to this point, the formal onboarding curriculum we developed leveraging interactive course development tools only filled a one-week program. Much of our training still involved representatives from different departments sharing presentations. That just doesn’t scale.”*

## THE SOLUTION



During its vendor assessment, Mindtickle remained a frontrunner, according to Hughes, as it offered a lot more functionality than the other tools they were considering. *“We were also intrigued by Mindtickle’s coaching and Missions, as well as its use of automation and AI,”* she said. *“We signed the contract in August and were up and running in September.”*

Medallia worked closely with Mindtickle support to upload its core program and create the framework, hierarchy, course-naming conventions, and data map for its Workday import. The company also worked hard to create new courses compiled from the aforementioned presentations. This upfront work ensured the entire project’s success.

## KEY RESULTS

**68%**

onboarding completion rate among new hires since launch

**20x**

increase in the number of onboarding modules published

Increase in the number of sellers that meet their quotas

Decreased ramp times

**54%**

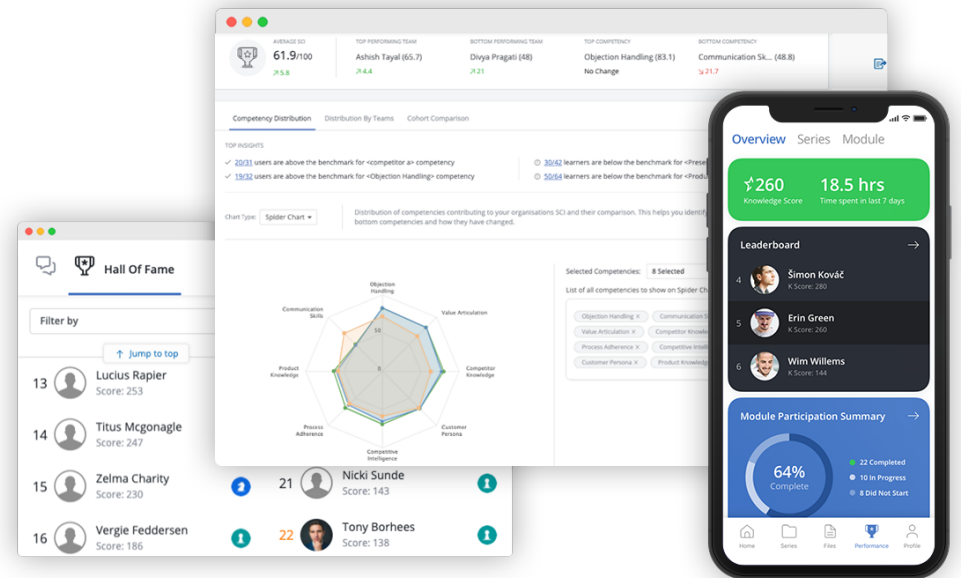
activities completion rate, indicating sellers are using Mindtickle consistently to practice

# Medallia's onboarding overhaul a success

With Mindtickle deployed, Medallia began to see some encouraging results in its onboarding overhaul. For example, since September 2020, Medallia has realized a 68% completion rate for all curriculum assigned among its 400+ new hires invited. Part of this success can be attributed to all the prework the enablement team did, as well as the Workday integration.

*"Using profile management tools in Workday, we were able to preassign learning content to each new hire," said Hughes. "So, from day one, a new hire was already assigned the Mindtickle modules that applied to their role and skills level. It saved the team a lot of manual work and kept new hires moving forward in their learning, week to week."*

Mindtickle was a hit right away — and not just among the sales team. Medallia's professional services, customer success, and marketing teams all benefited from the same content.



“ I was pleasantly surprised to find out that Mindtickle could do even more than we thought it could. ”

Sheryl Hughes  
Director, Enablement Operations, Medallia

## Using the platform to its fullest

It became clear early on that Mindtickle would benefit Medallia in other ways. From an administrative standpoint, Mindtickle made it easy to set up courses. *“Before Mindtickle, it took us a long time to build a single course,”* Hughes said. *“Now, it takes literally a couple of hours.”*

Mindtickle’s automated hierarchy and auto-deprovisioning features were other game-changers, as org charts can be difficult to manage in a large company with frequent promotions, new hires, and exits. Hughes can see who’s active, who hasn’t enrolled yet, and who’s been deactivated.

On the user side, Mindtickle has made it easier and more engaging for sellers to learn with bite-sized information modules that are more easily digestible. *“We also liked the ability for sellers to automatically assign their managers to review their Missions,”* said Hughes. *“That kind of automation has enabled our sellers to reach their skills goals more quickly.”*



### MEDALLIA SNAPSHOT

- \* Market-leading SaaS experience management platform
- \* Proprietary AI technology provides actionable customer experience insights
- \* Supports over 1,000 leading global brands
- \* 761 published onboarding modules across 110 series

# Sales readiness — not just for new hires

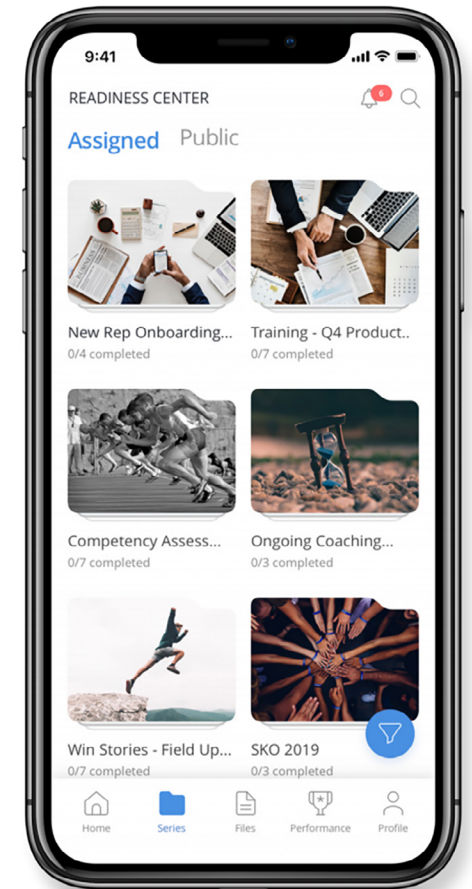
Seasoned reps have found Mindtickle to be helpful as well, especially when Medallia switched from Salesforce to Salesforce Lightning. As soon as the switch was made, there was a course ready to go and reps at all levels clamoring to access it in Mindtickle.

Medallia's sales managers, too, have given Mindtickle rave reviews. *"Finding time to coach is tough, yet so important for sellers' growth,"* said Hughes. *"With Mindtickle, managers or other team members can review submitted Missions in their own time, rather than making a rep recite a pitch in person and providing feedback on the spot."*

Integrations have been key to Mindtickle's success. For example, in addition to a Salesforce integration, Mindtickle is "iFramed" into Highspot. So, when a learner is using Highspot, they don't have to leave it to access a Mindtickle course. This helps streamline workflows to make users more efficient and allows for cross-analytics.

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Sheryl Hughes, Director, Enablement Operations, Medallia



**mindtickle**

**Interested in learning more about how Mindtickle gets sellers ready for the moments that matter?**

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