

## Streamlining support for moms and healthcare professionals at Medela.



### Use case

Service & Support

### Industry

Retail & Consumer Goods

### Integrations

Talkdesk for Salesforce

### Key metric

Increased service quality

Unified support across  
20 global subsidiaries

Navigating the early stages of motherhood can be challenging, especially for new moms trying to balance breastfeeding with returning to work or other daily responsibilities. Medela offers a full range of quality products and services to support the entire breastfeeding journey, including assistance with breastfeeding, pumping, and storing milk. However, there may be times when a mom requires additional guidance to use these essential tools effectively. This need for extra support can sometimes lead to unnecessary stress.

Knowing and understanding these challenges, Medela is committed to supporting moms comprehensively, not only in terms of product superiority, but also when it comes to direct, timely and helpful assistance through the contact center.

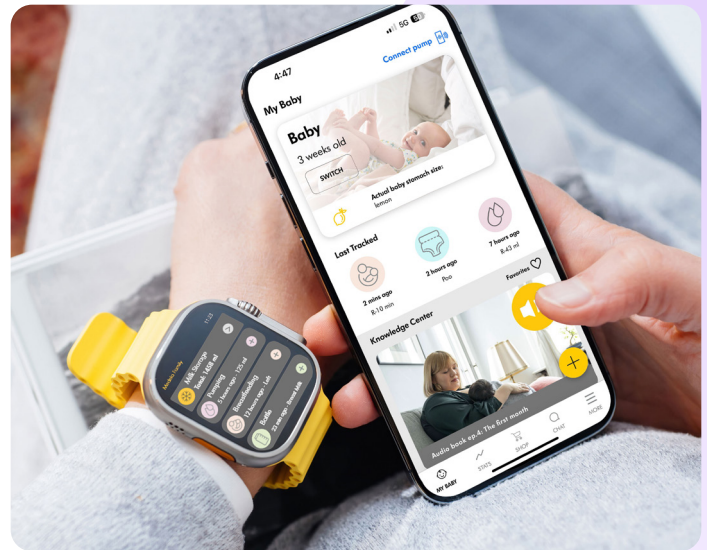
The company has therefore decided to invest in a new contact center system to provide smooth and seamless customer support while navigating complex integrations and ensuring global consistency and efficiency.

## Addressing visibility gaps in the customer journey.

Since 1961, Medela has been a leader in research-based breast milk feeding products, hospital healthcare for maternity, neonatal and surgical care, and clinical education. With more than 1,500 employees in 20 locations worldwide and a distribution network in more than 70 countries, Medela supports millions of moms, new families, patients, and healthcare providers by turning science into care, building better health outcomes and nurturing health for generations. Central to this is the ability to provide excellent customer service whenever needed.

Although Medela had a dedicated and highly skilled customer service team, their previous contact center system lacked essential modern features and the visibility needed to understand each customer's journey. These shortcomings hindered agents from resolving issues as efficiently as possible. Jocelyn Ang, Senior Manager for Network Services and Collaboration at Medela, was tasked with upgrading the company's global telephony and contact center systems.

"We needed a system to capture a comprehensive view of our customer interactions to provide the best support possible," Ang explained. "The new call center solution would enable our agents to better understand their customers and connect with them at every phase of their journey. Our goal was to streamline our software solutions and find a cloud-based, feature-rich solution with global support, ease of maintenance, and full integration, enhancing both customer service and operational efficiency."



## A wealth of resources and services.

After evaluating options, Medela chose Talkdesk, a comprehensive contact center solution with interactive voice response (IVR) technology, [Talkdesk Omnichannel Engagement](#) and automated chatbots to streamline customer questions. Additionally, [Talkdesk Quality Management™](#) and automated interaction scorecards offered deep insight into agent performance, ensuring continuous improvement.

They also implemented [customer feedback surveys](#), creating a feedback loop and enabling Medela to continuously refine the processes based on the voice of the customer.

The transition began in December 2022, rolling out first in the US, followed by Switzerland, Germany, and Canada.

"Our most important core behavior is to put the customer first," Ang said. "So we wanted to foster collaboration between the different regions and our headquarters in Switzerland. Then, the vision was really to be able to capture the 360° view of the customer journey that covers the full lifecycle, ensuring customer engagement and satisfaction."

To ensure a smooth transition, each region received tailored training from the Talkdesk Professional Services team. "We received valuable support and training to get the most value from the Talkdesk platform, especially with the Talkdesk Knowledge Base. Our Talkdesk Customer Success Manager has also played a crucial role in keeping the internal teams informed about new features and best practices,"

Ang noted. "We are now able to empower our agents to efficiently address customer needs 24/7, which is important given the global nature of our business."



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## Leveraging automation and integrations.

One of the most significant improvements has been Medela's ability to integrate Talkdesk with existing systems, such as [Talkdesk for Salesforce™](#) and SAP ERP. This integration allows agents to access complete customer profiles, helping them deliver more personalized customer support.

With Talkdesk, Medela now has a 360° view of the customer journey, improving both service efficiency and the overall customer experience. Customer feedback is also being used to guide performance management, helping supervisors provide real-time coaching and continuously improve service quality.

## Providing the care their customers deserve.

Medela's move to Talkdesk has not only enhanced efficiency but also empowered the team to focus more on providing the care their customers need. "Supervisors can now manage many of the system's features more easily, requiring less IT support. As a result, IT is now able to focus more on complex issues and improve the overall operational efficiency of the system," Ang said.



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Ang shares that Medela's contact center KPIs have significantly improved, directly resulting from their efforts

to integrate customer feedback. These improvements include unified support across 20 global subsidiaries, ensuring consistent service quality worldwide. The team has also enhanced service quality by leveraging real-time feedback to proactively address customer concerns and elevate standards. Additionally, agent performance has been strengthened through data-driven coaching, enabling more effective and efficient results. Ultimately, this transition supports Medela in turning science into care, supporting millions of moms, babies and healthcare professionals worldwide.



### About Talkdesk

Talkdesk® is on a mission to rid the world of bad customer experience. With our cloud-native, AI-powered customer experience platform, purpose-built industry solutions, and extensible AI offerings, we empower enterprises in the cloud and on premises to deliver exceptional customer experiences that make them more competitive, grow revenue, reduce costs, and provide operational efficiencies.

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