

CASE STUDY

# How Medallia Fixed Quote-to-Cash and Scaled Consumption-Based Growth

Fixed quote-to-cash for consumption and credit balance models in Salesforce

Unified visibility for sales, finance, and customers with real-time data

Eliminated manual work and accelerated growth across business units

## About Medallia

Medallia is the global leader in customer experience management, helping organizations capture and act on feedback to drive loyalty and growth. As its commercial business expanded, Medallia needed to support consumption-based pricing and credit models within Salesforce Revenue Cloud and NetSuite. While Revenue Cloud managed core SaaS subscriptions, credit and usage tracking added complexity, slowing scalability and visibility.

## The Challenge

Medallia’s flexible credit model improved customer experience but created operational friction. Without unified quote-to-cash, teams faced:

- Manual effort to manage consumption and credits across platforms
- Limited real-time visibility for customers and finance
- Higher maintenance costs and slower expansion

To scale efficiently, Medallia needed a single system to manage consumption, credits, and revenue across Salesforce and NetSuite.

## The Solution

Continuous deployed its **Continuous Revenue Fabric**, connecting Salesforce Revenue Cloud directly to NetSuite and embedding finance in the sales process.

The solution delivered native consumption rating and credit balance management in Salesforce—no custom development required—and integrated with Medallia’s product portal so customers could view, purchase, and manage credits in real time.

## Results & Impact

With Continuous Revenue Fabric, Medallia fixed quote-to-cash and unlocked scalable growth across Salesforce and NetSuite:

- Automated credit and consumption management in Salesforce
- Delivered real-time visibility across finance, sales, and customers
- Eliminated manual work and reduced maintenance costs
- Built a Revenue Ready foundation for future growth

**Product:** Continuous Revenue Fabric, Salesforce Revenue Cloud

**Use Case:** Consumption and credit balance management

**Industry:** Software, Customer Experience

**Company Size:** Enterprise

**Region:** Global

**“The Continuous team is a strategic partner, and their customer service is excellent. Their unsurpassed experience in consumption models combined with a product that works directly with Salesforce enabled a rapid go-live and allowed us to deliver customer innovation on time and on budget.”**

*- Kofi Frimpong, VP, Enterprise Solutions, Medallia*

