

Medallia

CX 2030

The Future of Customer Experience:
A Thought Experiment





The CXO

The Practitioner



Focus shifts to Human Centered Design



The Technologist



Digital-only focused – integration & automation

The Futurist



Define a view of what's to come and impact

The Data Architect



What data you have, you need, and how to use it

Consolidation of C-Suite Roles



CXOs will be combined with the COO





The CX Skillset

Extended Reality (XR) Design



Design for the omniverse, not the metaverse

Data Engineering



Data modeling and system architecture are key

Financial Engineering

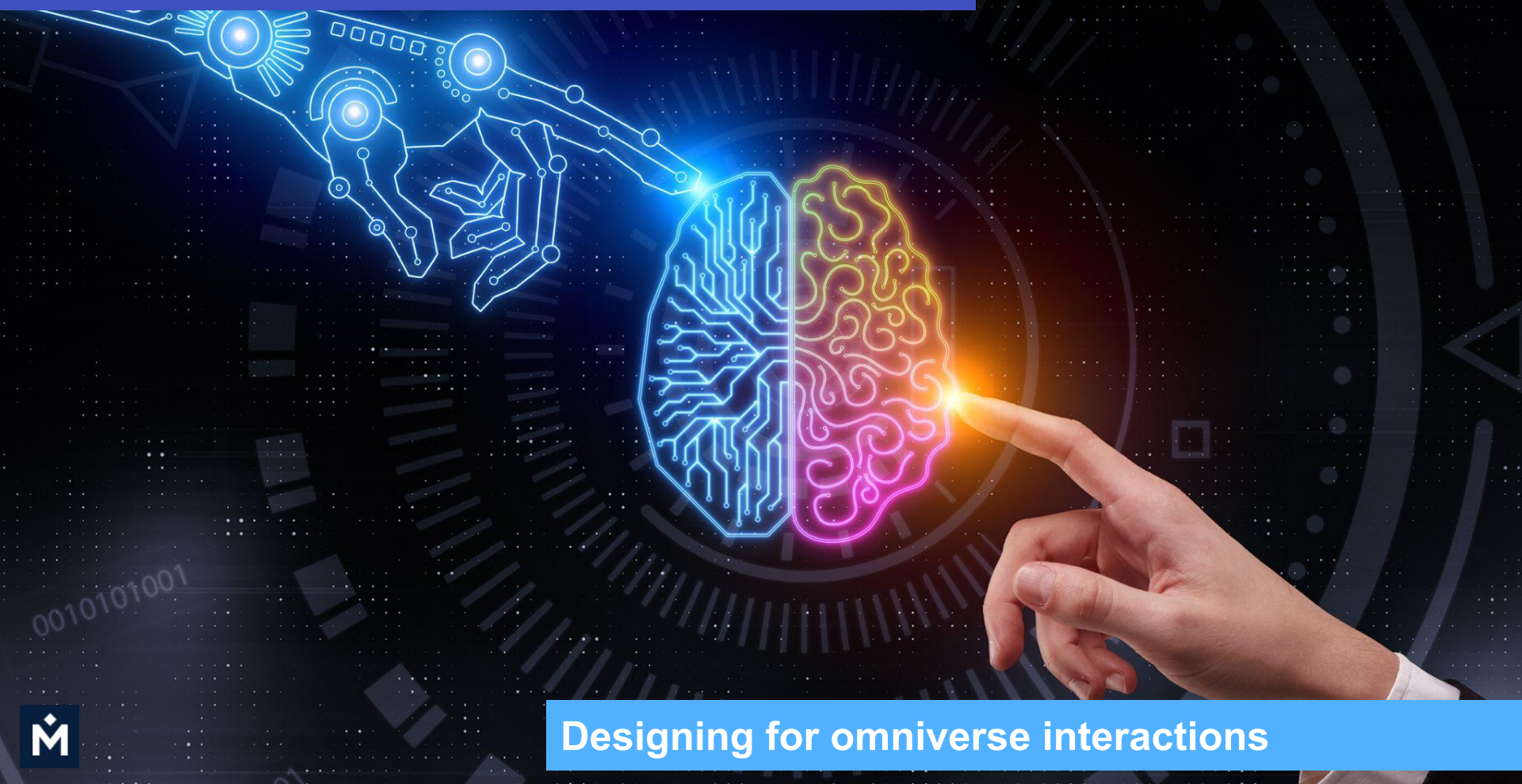
A hand holding a black pen points towards a digital financial chart. The chart features a candlestick pattern with a price of 19544.26 and a change of 8.01%. The background is filled with various data lines in yellow, green, and blue, creating a complex and dynamic visual representation of financial data.

19544.26
8.01%



Experience as a financial problem-solving tool





Designing for omniverse interactions



Systems Thinking

An aerial, long-exposure photograph of a complex highway interchange at night. The image shows multiple levels of elevated roads and ramps that curve and cross each other in a dense, interconnected pattern. Light trails from vehicles create vibrant streaks of yellow, white, and blue across the road surfaces, highlighting the flow of traffic. The overall scene is illuminated by a mix of warm yellow streetlights and cooler blue and purple ambient lighting, creating a dynamic and visually complex network of paths.

Evaluating interconnectedness and creating action

Privacy Ethics



Ethics of privacy vs. need for data security



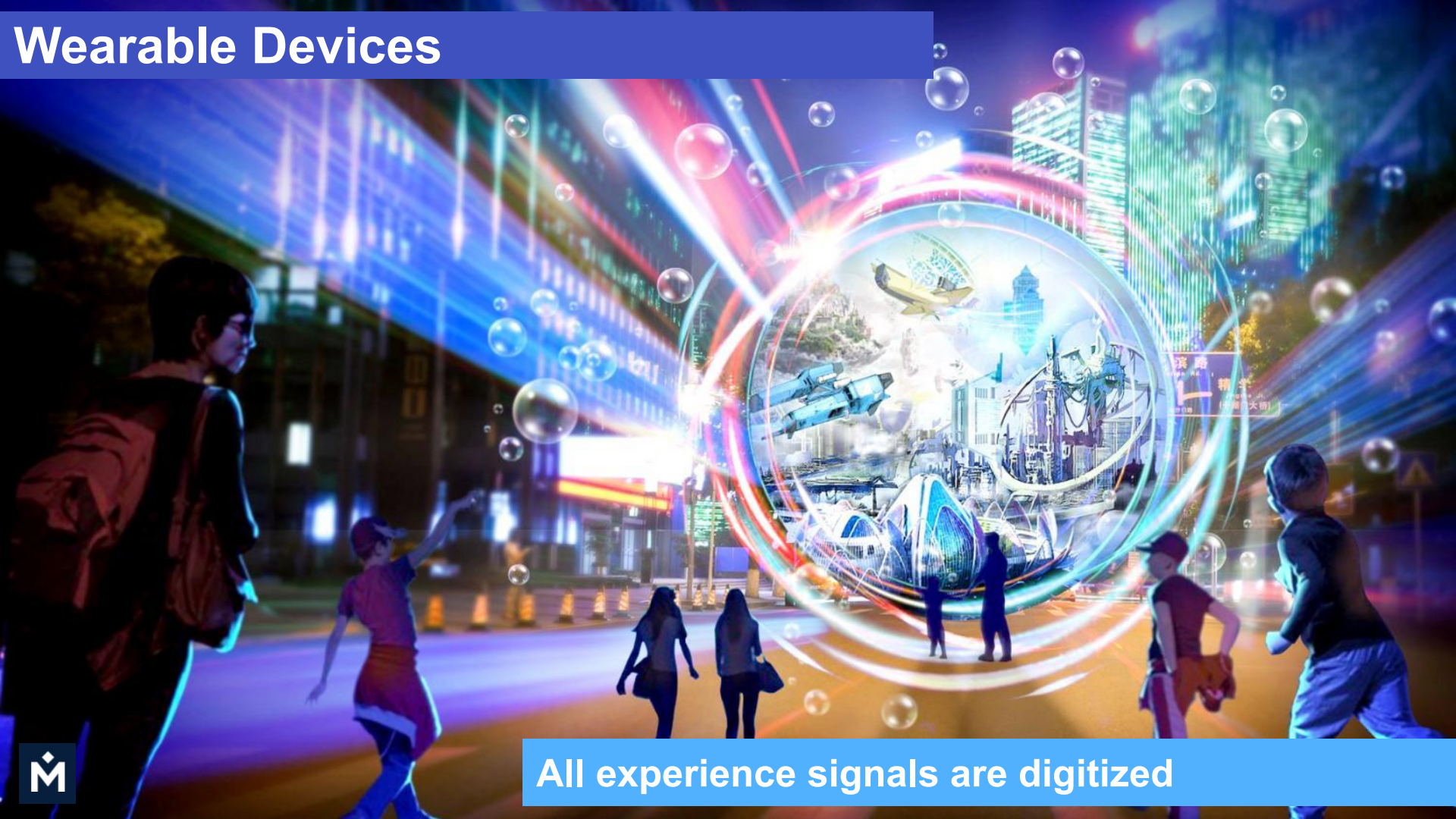
The Tech Stack

Open API



Public API democratizes development to the buyer

Wearable Devices



All experience signals are digitized



Citizen Developers (No-/Low-Code)



Coding is about telling, not typing

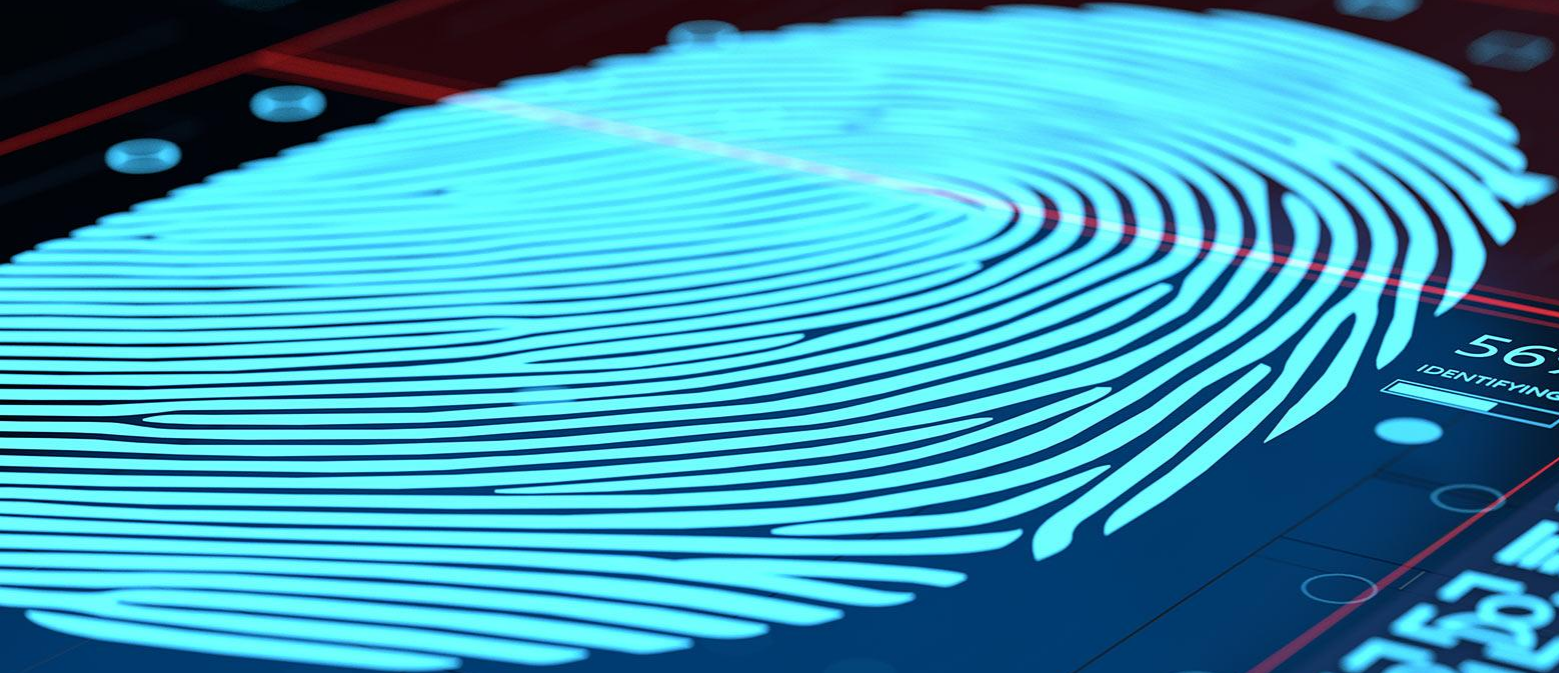
Micro Innovation Labs



Experimentation is democratized to individuals



Self-tokenization



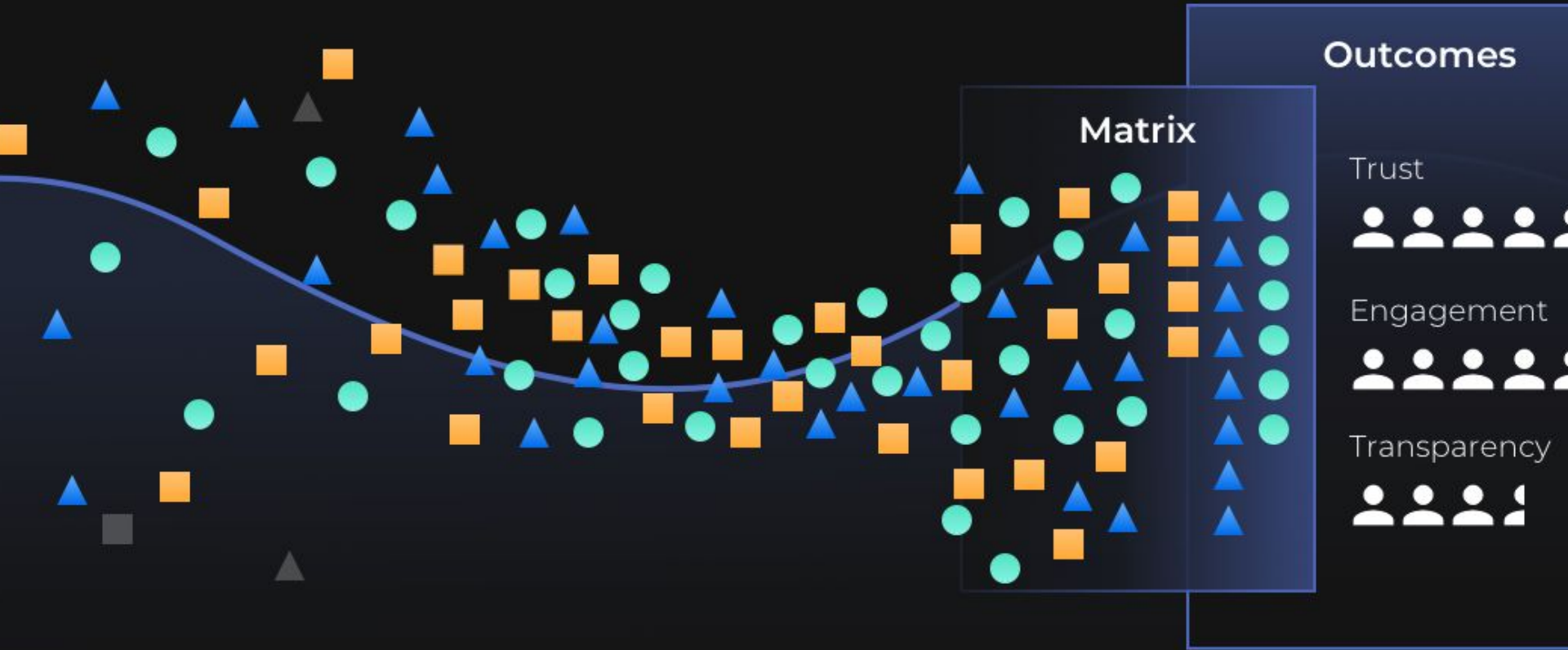
56%
IDENTIFYING..

56%
IDENTIFYING..



Consumers “uberize” their personal information

Fully-automated experiences



Machine-to-machine driven experience actualization



Think Internet of Everything, not Internet of Things



Thank You!