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

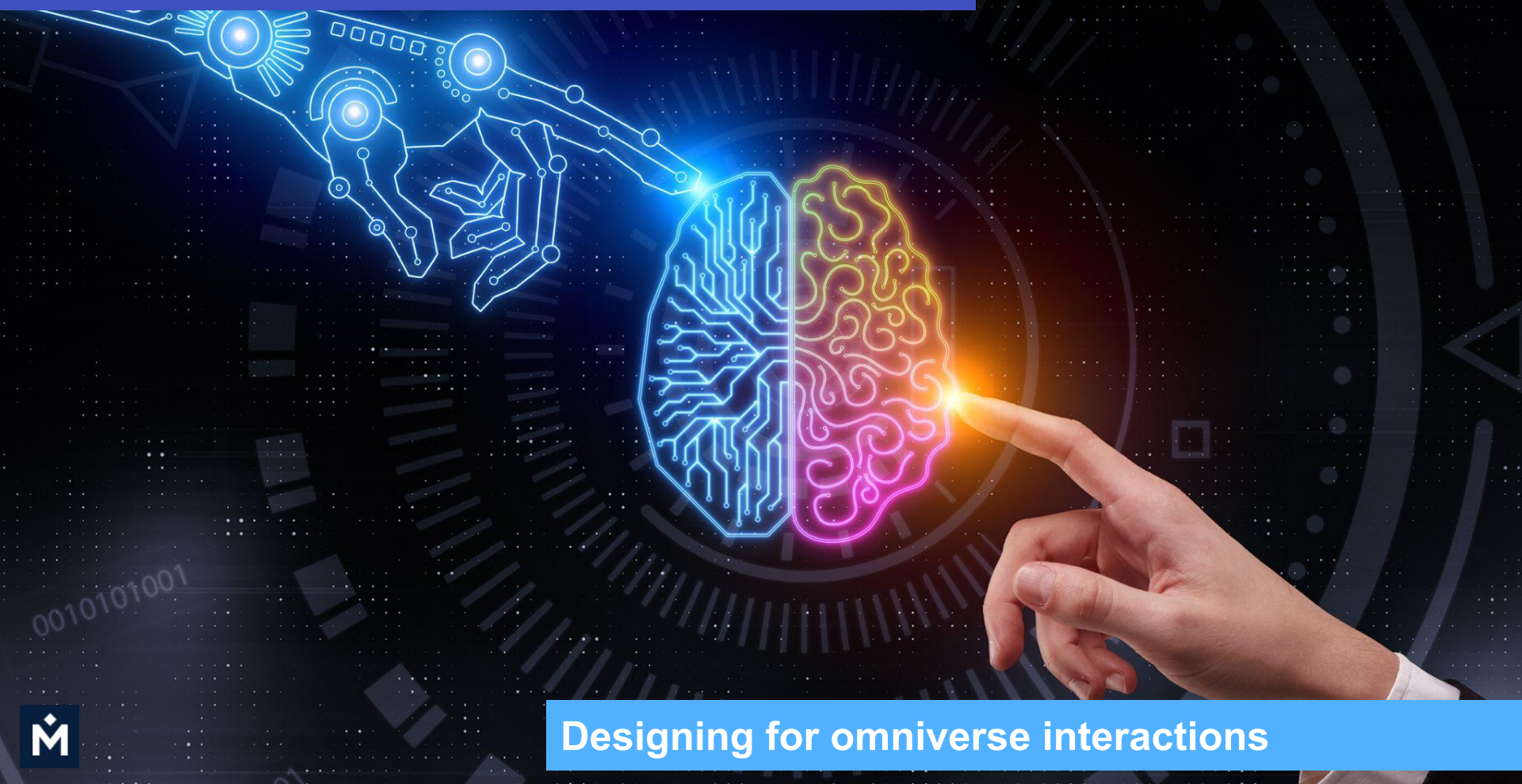Data modeling and system architecture are key

Financial Engineering

Experience as a financial problem-solving tool

Cognitive Science

Customer & Employee Experience integration

Applied Experimental & Psychology Engineering

Designing for omniverse interactions

Systems Thinking

Evaluating interconnectedness and creating action

Privacy Ethics

Ethics of privacy vs. need for data security
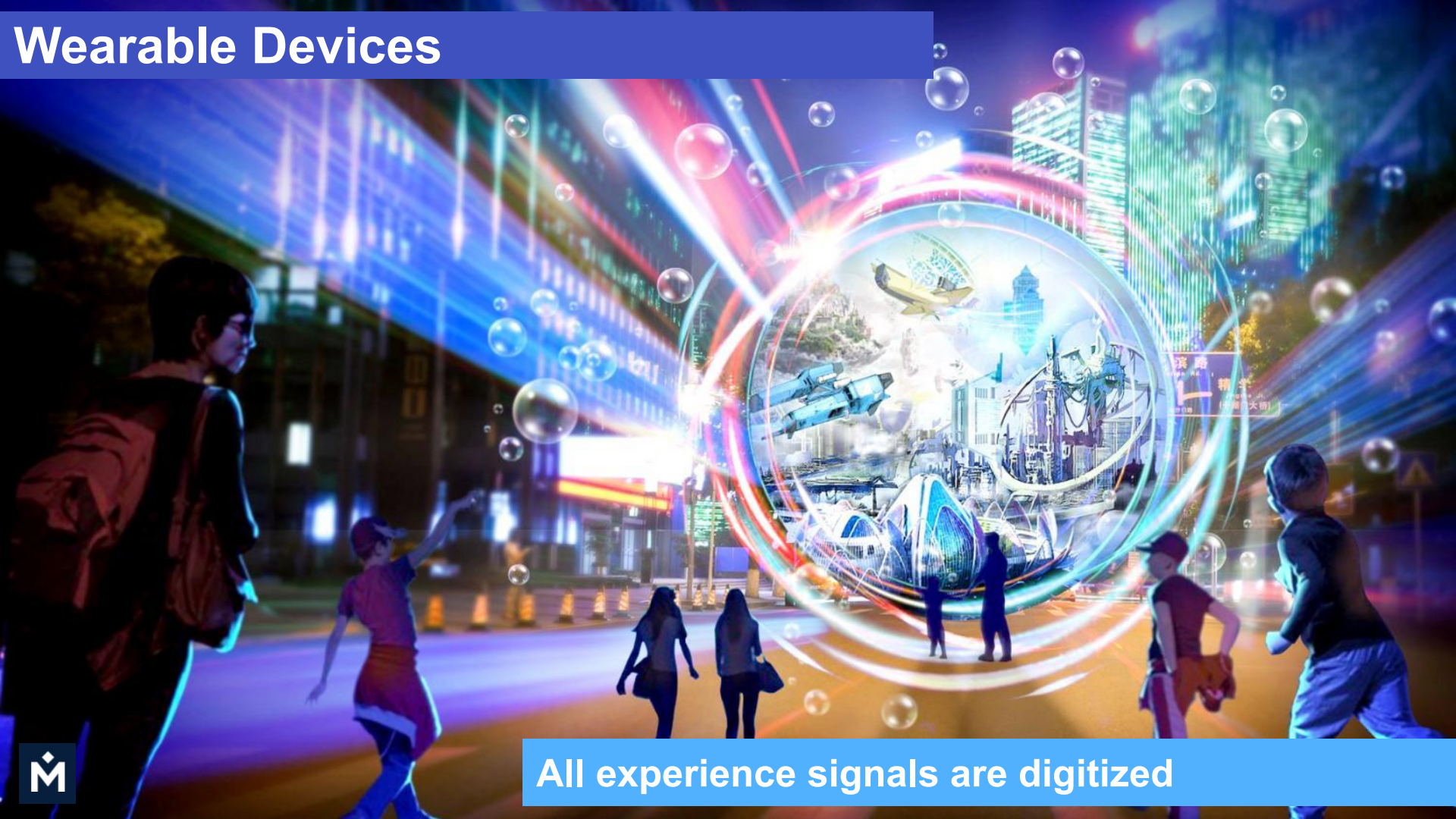
The Tech Stack

Open API

Public API democratizes development to the buyer

Wearable Devices

All experience signals are digitized

Citizen Developers (No-/Low-Code)
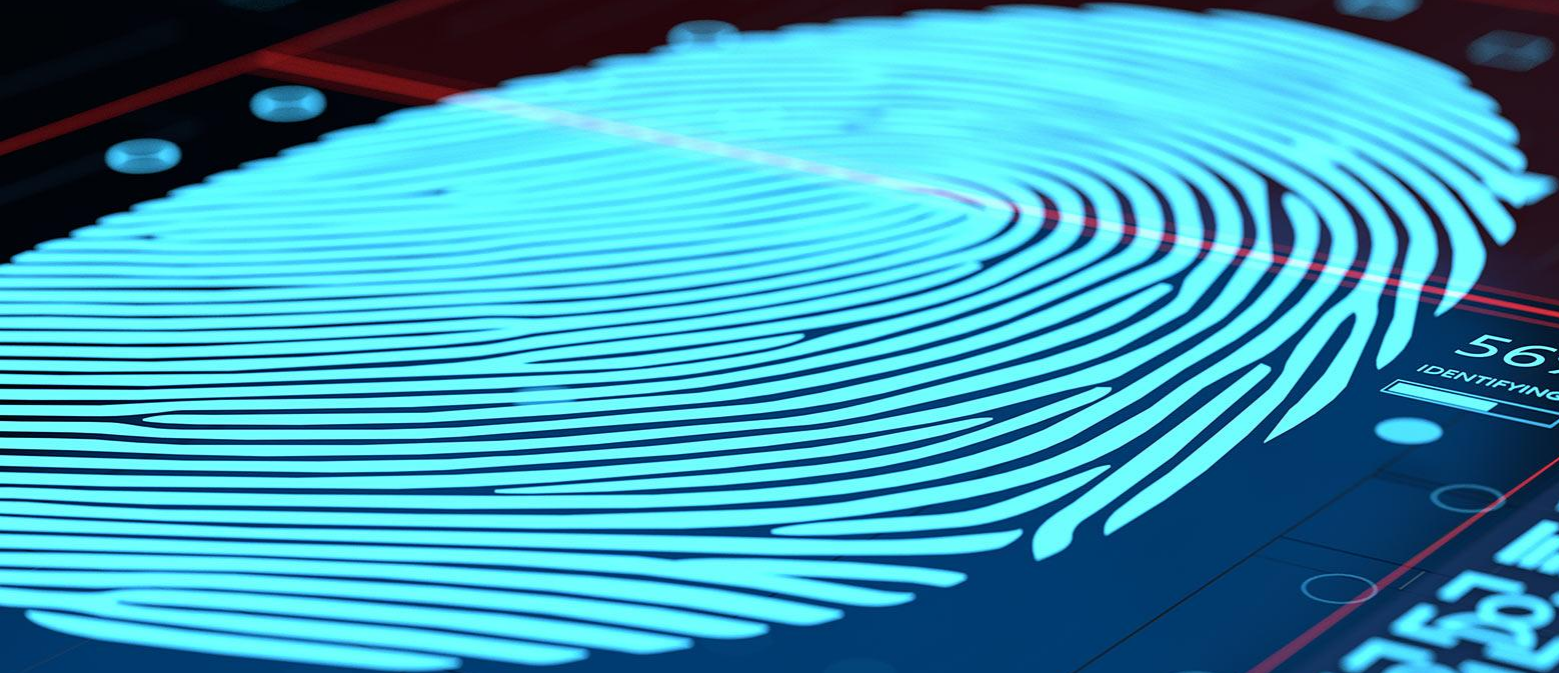
Coding is about telling, not typing

Micro Innovation Labs

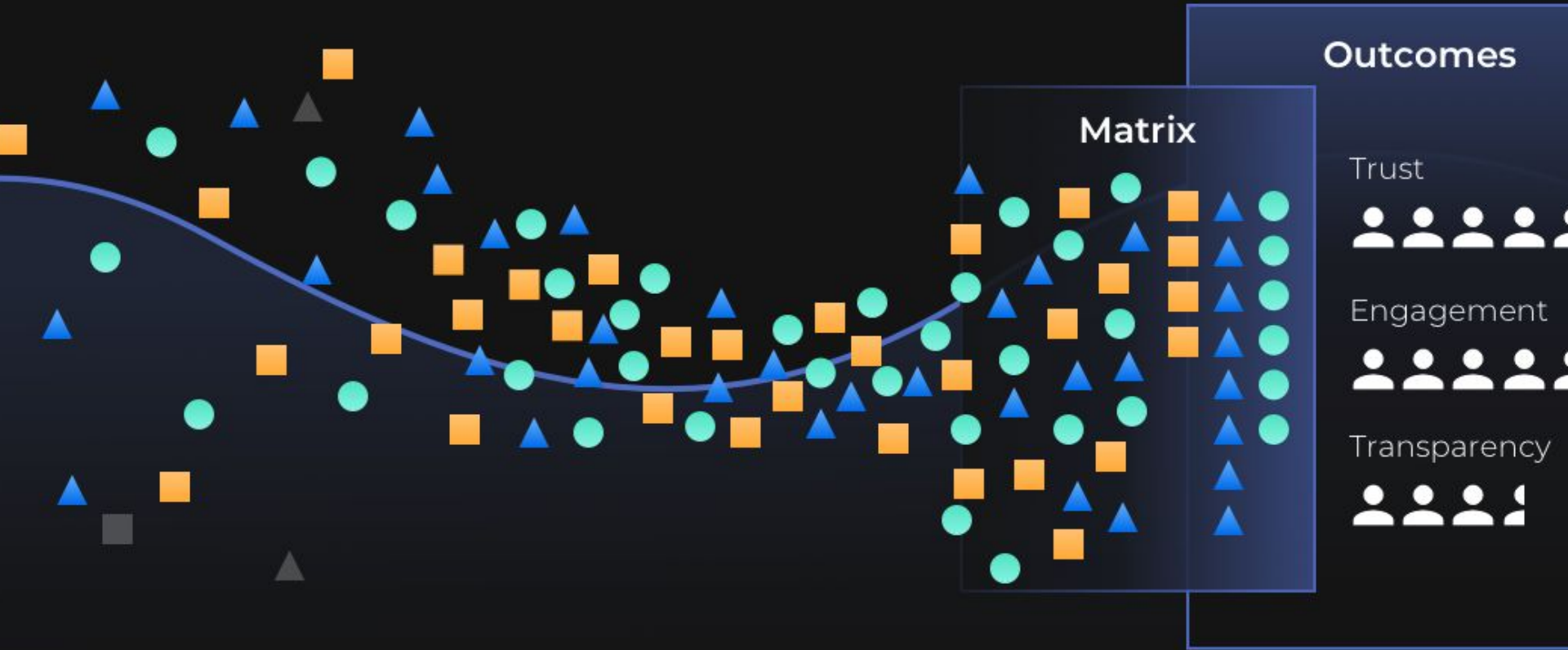**Experimentation is democratized to individuals**

Self-tokenization

Consumers "uberize" their personal information

Fully-automated experiences

Matrix

Outcomes

Trust

Engagement

Transparency

Machine-to-machine driven experience actualization

6G

Think Internet of Everything, not Internet of Things

Thank You!