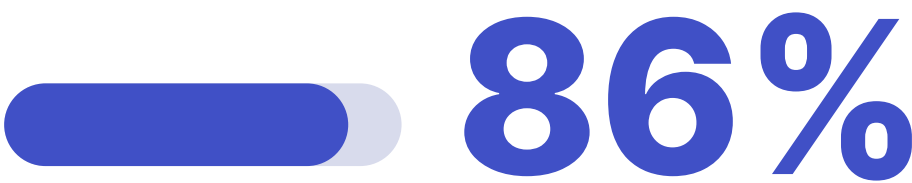
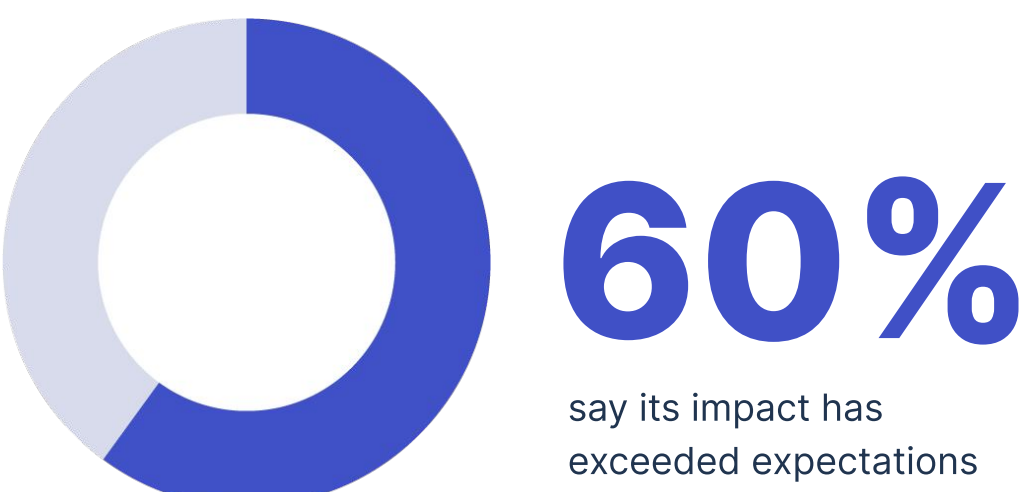


AI + CX: A Dynamic Duo

New research reveals what CX pros really think about AI, including what’s working, what’s worrying, and where the industry is heading.



AI is surpassing the hype...

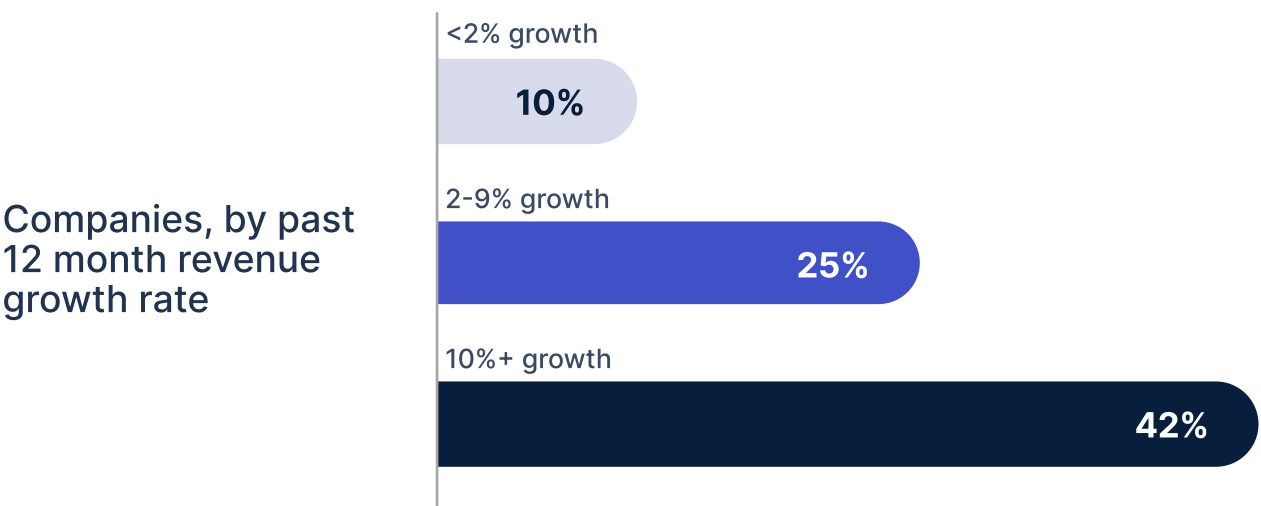


believe AI will change what their organization is able to achieve from a customer experience perspective

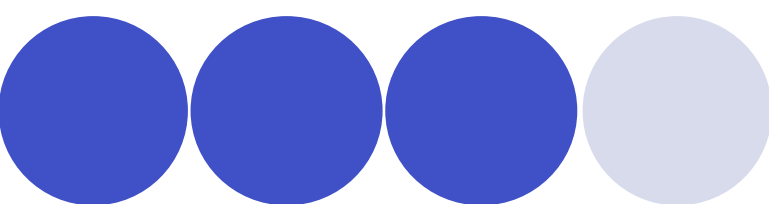
...and shaping the future of CX.

It’s no surprise: the fastest-growing companies = the biggest AI investors.

% saying investment in AI will be “very high” in next 12 months by company type



Organizations aren't just winging it...

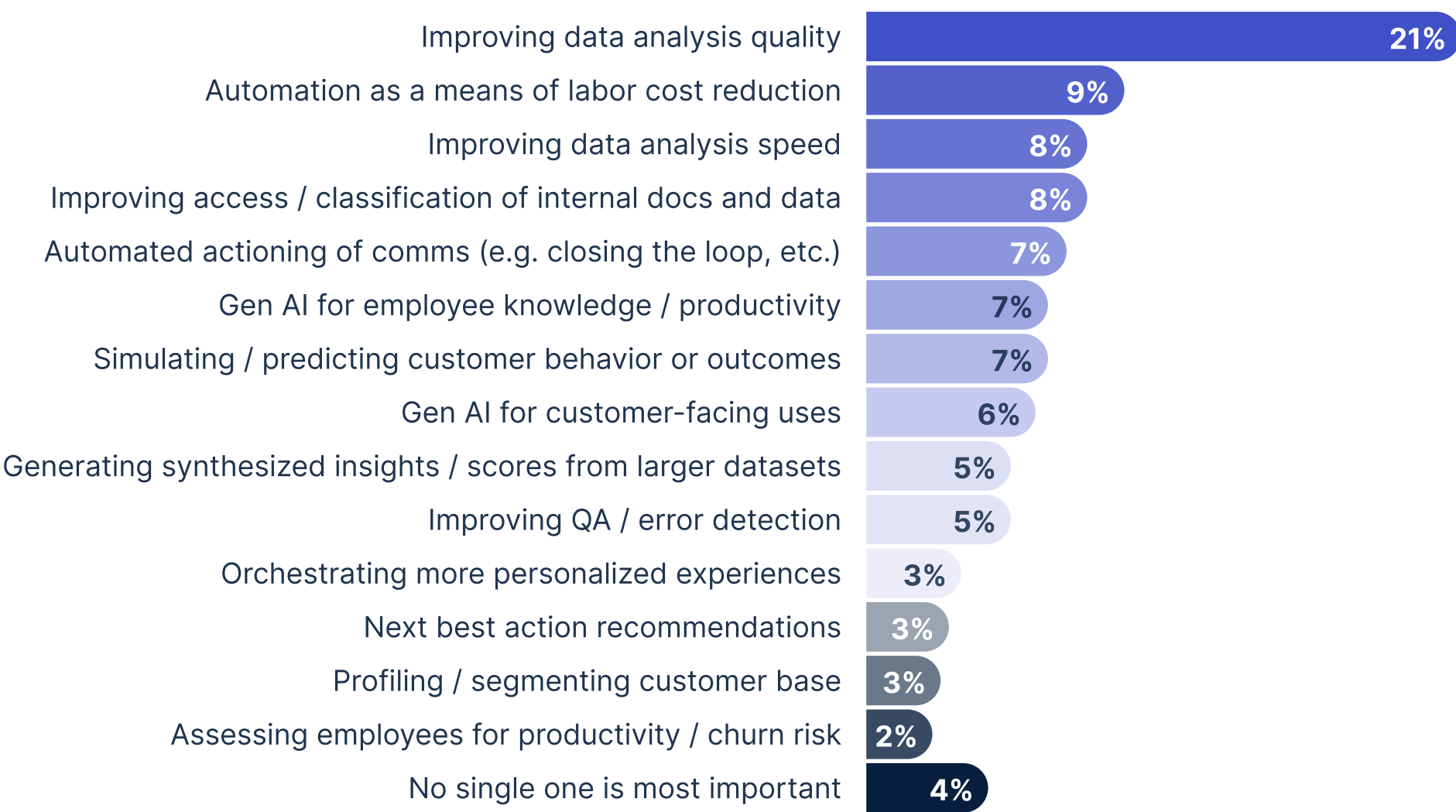


3 in 4

CX practitioners believe their companies have a defined AI strategy

...they’ve crafted a clear plan to harness its power and enjoy the perks it brings.

Single most important AI use case, % citing



But, there are still some real concerns to address.

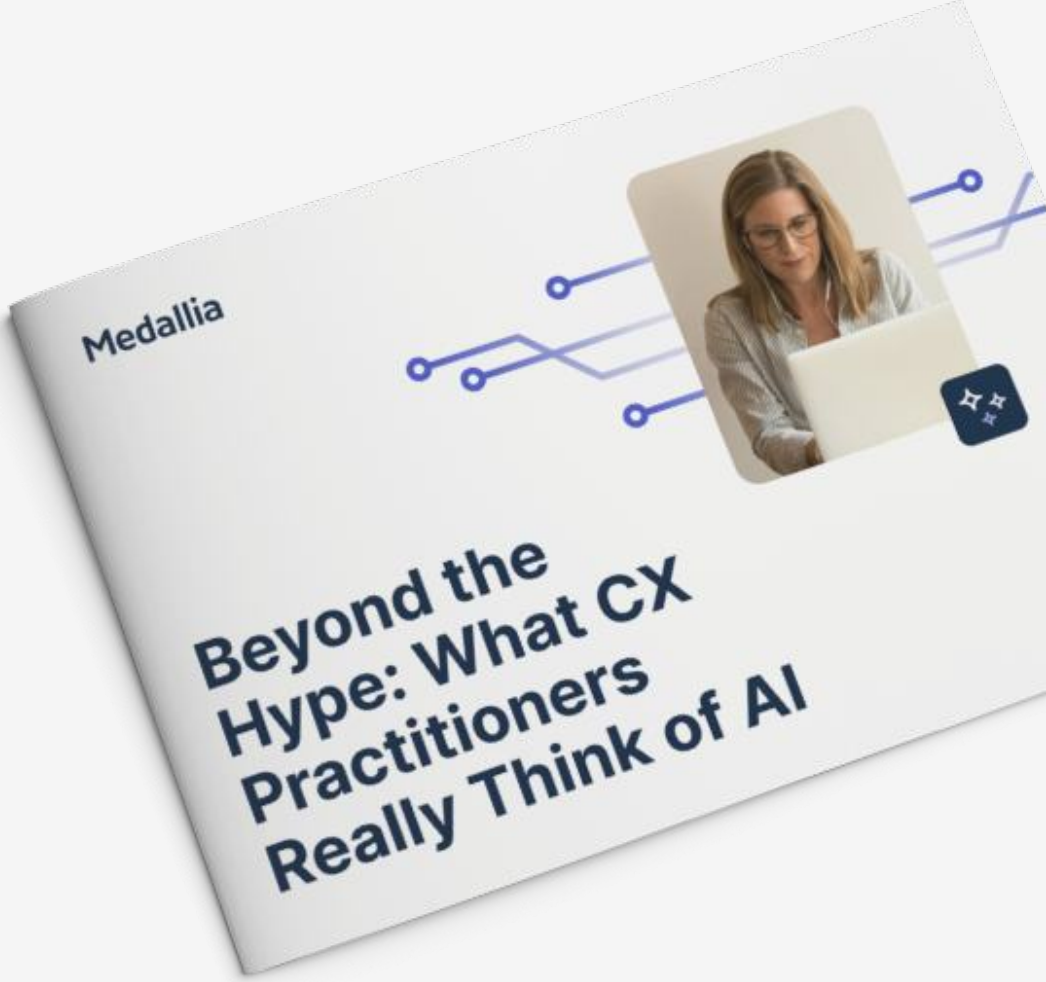
In their own words, CX practitioners' concerns about AI are...



Don’t miss out!

Download the full report, *Beyond the Hype: What CX Practitioners Really Think of AI* for expert insights and data-driven takeaways to guide your next AI moves.

Get the Full Report



About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment.

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