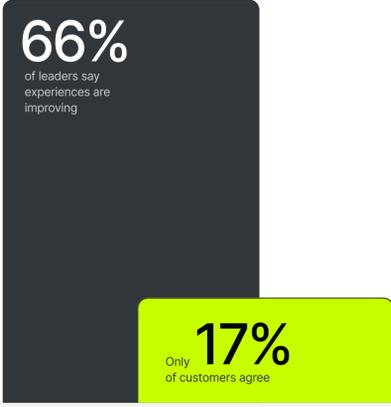


Inside the 2026 State of Customer Experience

Where CX is advancing — and where it's falling short

Reality Check

Practitioners are confident. Consumers are not.



Where Momentum Slows

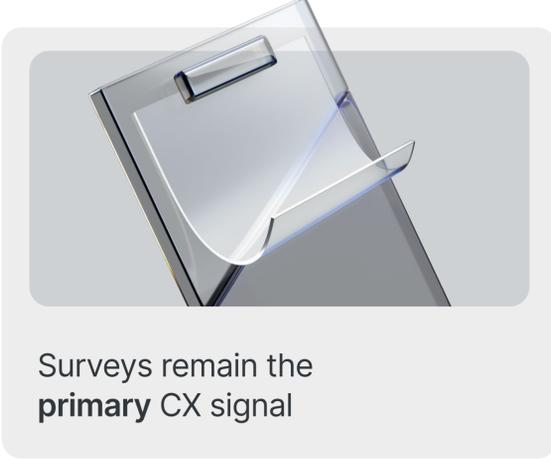
"Good enough" no longer holds.



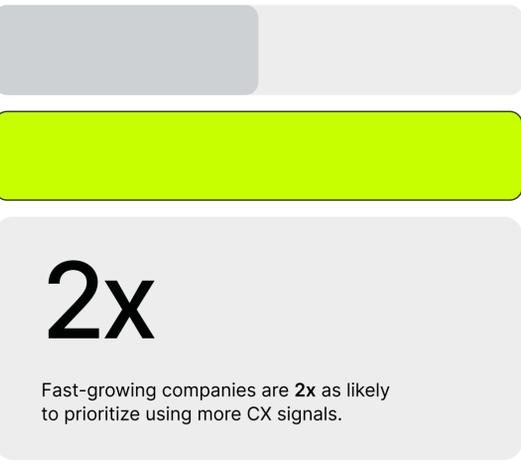
Small points of friction still carry outsized consequences.

Insight ≠ Impact

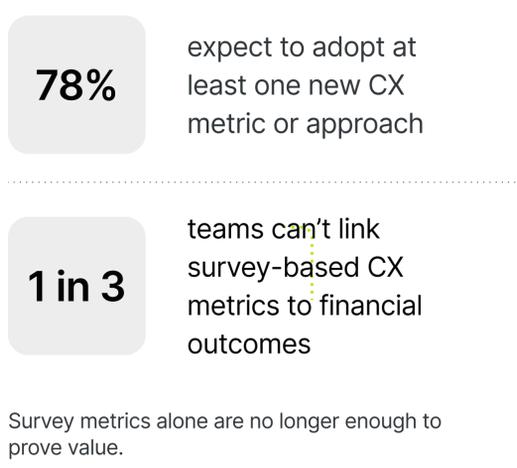
Action is where progress stalls. Customer issues persist without resolution.



What's Advancing CX

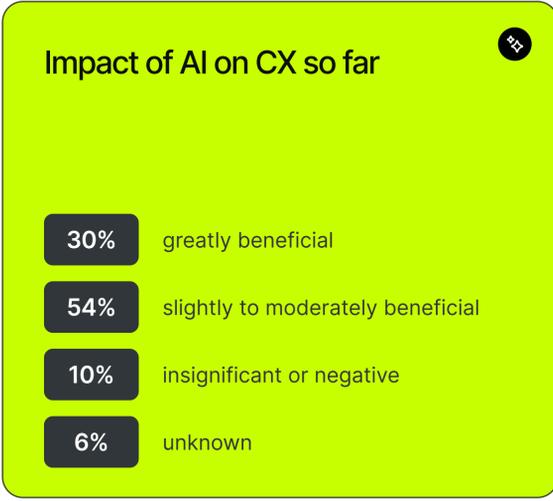
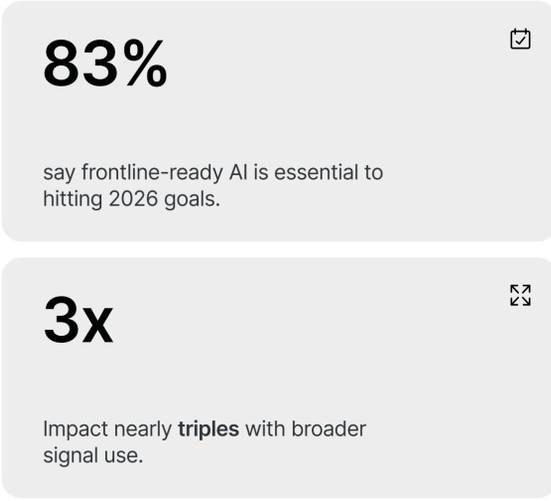


Measurement Is at a Tipping Point



AI Status Check

AI is a priority. Impact is uneven.



AI is moving fast. Results depend on where, and how, it's applied.

In 2026, Proof Gets Priority

Top priorities:

- 1 Linking CX to financial outcomes
- 2 Effective AI and automation
- 3 Faster issue resolution
- 4 Trust and data protection

Intent matters less. Evidence matters more.

The Big Divide

What separates CX leaders in 2026:

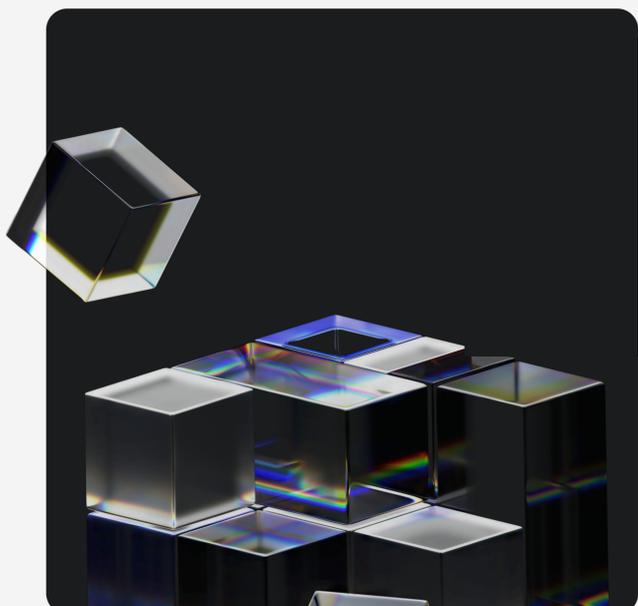
- ✓ Signals beyond surveys
- ✓ Human-centered AI
- ✓ Action across the org
- ✓ Outcomes over scores

Same tools. Very different results.

Beyond the Snapshot.

See what the data means for your CX strategy, and where to focus next.

[Read the full report →](#)



About Medallia

Medallia is the global leader in customer and employee experience, trusted by the world's most iconic brands — including 7 of the Fortune 10. Medallia's AI-driven platform helps enterprise organizations turn billions of feedback signals into clear, prioritized actions. With deep domain expertise, a powerful partner ecosystem, and consistent leadership recognition from top industry analysts, Medallia transforms customer experience into a strategic driver of business growth. Learn more at www.medallia.com.