Medallia

Earn your Administrator Certification at Exp '25

What is Administrator Certification?

The Customer Admin Certification is a three-part program that involves online self-paced learning, an immersion workshop, and a certification exam focused on Medallia Admin Suite functionality and leading CX design principles.

The blended learning immersion workshop will challenge you with real-life simulation exercises mimicking expected Medallia admin tasks. The online exam will test your training and experiences to certify you as a Medallia Admin. Upon passing the exam, you will earn a digital credential backed by Credly that will bolster your resume as a differentiated expert in the Experience industry.

The Admin Certification covers fundamental Admin Suite features, such as survey, user, and reporting management. In addition, the program and exam feature program design best practices.

Who Should Take Administrator Certification

This training is intended for anyone who:

- Makes program design decisions from survey questions to dashboard layouts
- Creates web surveys including email invitations and look-and-feel design
- Deploys and updates role-based dashboards
- Manages platform essentials such as users and data exports

> " The scenarios we went through were real! They lined up exactly with things that I've dealt with before. It was perfectly on par with my job duties for driving strategy and as the administrator!
>
> **Nate Celnik** | PenFed Credit Union
> Senior Manager of Member Experience

Topics Covered in Admin Certification

Surveys

- Create and launch a new Personalized and Anonymous Survey
- Implement and launch updates on an existing survey
- Create and apply survey and email branding
- Describe the use cases and differences between Personalized Surveys, Anonymous Surveys, and Ad Hoc Surveys

Reporting

- Describe the structure of reporting
- Create, update, customize, and launch a report and module
- Describe the use case of each report
- Understand the implications of applying filters to a report
- Create an export and describe the data within
- Maintaining confidentiality for an employee experience (EX) program

System & Program Design

- Describe the best practices for:
  - Designing survey questions
  - Creating impactful reports for end users
  - Designing a closed loop feedback process

System Setup

- Describe the various types of fields used in MEC
- Understand the implications of activating and deactivating a unit
- Implement changes to a sandbox and safely move the changes to a production environment
- Create, test, and launch a survey using Admin Suite

Users & Roles

- Identify the steps to set up and maintain a user
- Identify the steps to create, update, and delete a role
- Describe the difference between administrative and reporting permissions for roles and the implications of configuring their scope

ADMIN Certification

EXPERIENCE`25

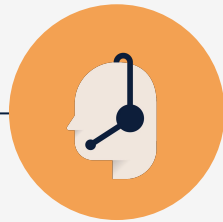March 24–26, 2025   The Wynn | Las Vegas

Workshop Format

E-LEARNING COURSEWORK

Completed prior to the conference, the self-paced online coursework helps learners review product functionality before applying it in-class

(Up to 15 hrs, 7 hrs required pre-Experience '25)

INSTRUCTOR-LED SESSION

A Medallia expert demonstrates the product functionality and focuses on application of design principles and administrator task management
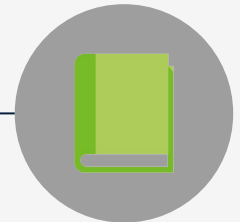
(Full day Mar 24 at Experience '25)

SELF-PACED EXERCISES

Participants complete realistic scenarios involving experience program management skills and in-system configuration within a dedicated sandbox

(Onsite at Experience '25)

CERTIFICATION

Learners sit for an online Administrator Certification Exam that is open-book, open-note, and open-platform

Up to 3 exam attempts are included

(100 minutes)

See you there!

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