

Medallia Admin Certification

Learner Guide

Medallia

00 Medallia Admin Certification



We believe that knowledge is power. And the more knowledgeable you are about platform administration, the more empowered you will be to run your platform.

The Medallia Admin Certification program is designed for professionals responsible for the design and configuration of the Medallia Experience Cloud platform. The Admin Certification exam covers fundamental Admin Suite features, such as survey, user, and reporting management. In addition, the program and exam feature program design best practices.

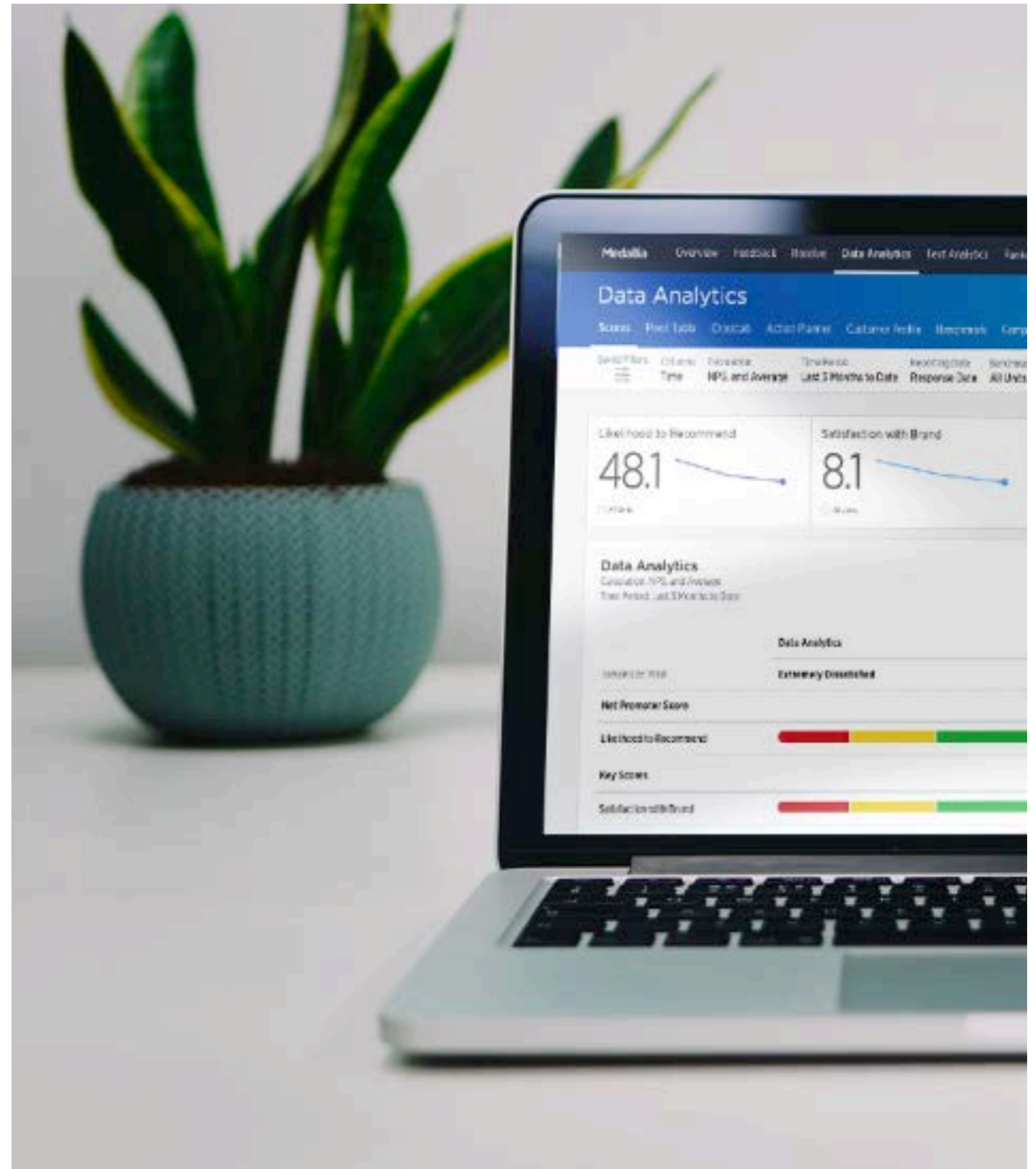
Section 01

Program Description

Functional Platform Understanding

The Customer Admin Certification is a three-part program that involves online self-paced learning, an immersion workshop, and a certification exam. The online self-paced learning is centered 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. And the online exam will test your training and experiences to certify you as a Medallia Admin.

As a Certified Medallia Admin, you will be empowered to plan, manage, and execute platform maintenance while re-allocating your account servicing team to more value-add projects. Upon successful completion of the program, you will receive a certification backed by Credly, an industry leader in digital credentials.



Section 02

Learner Expectations

Functional Platform Understanding

Medallia Certified Administrator candidates should have a functional understanding of the Medallia Experience Cloud platform. Candidates should be capable of performing Admin Suite configuration tasks in the context of the entire platform.

Candidates preparing for the Medallia Admin Certification Program and Exam should have completed the prerequisite coursework and acquired hands-on experience using MEC Admin Suite. Admin Suite hands-on experience can be demonstrated through:

- Management of a live MEC platform including Admin Suite configuration tasks
- Completion of instructor-led Admin Suite Training and/or Admin Certification Immersion



Section 06

Exam Topic Breakdown

06 Exam Topic Breakdown

The Medallia Admin Certification exam measures a candidate's knowledge and skills in the following areas. A candidate should also have hands-on experience in managing a live MEC platform in the following areas.

SURVEY ADMIN

- 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 Admin Suite Programs

REPORTING ADMIN

- 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

USERS & ROLES ADMIN

- 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

SYSTEM & PROGRAM DESIGN

- Describe the best practices for designing survey questions
- Describe the best practices for creating impactful reports for end users
- Describe the best practices for designing a closed loop feedback process

SYSTEM ADMIN

- 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

Want to learn more?
Contact edsales@medallia.com

