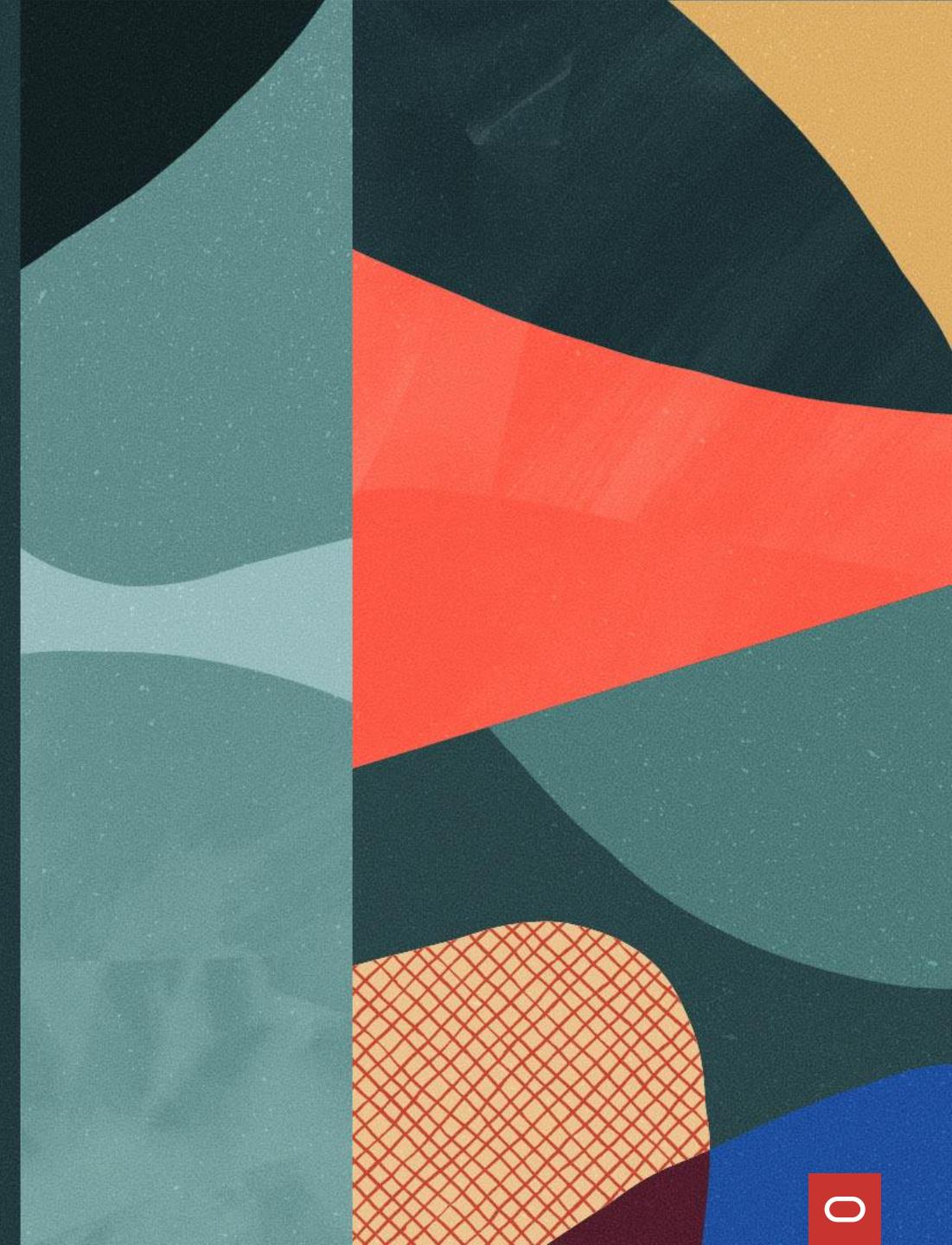


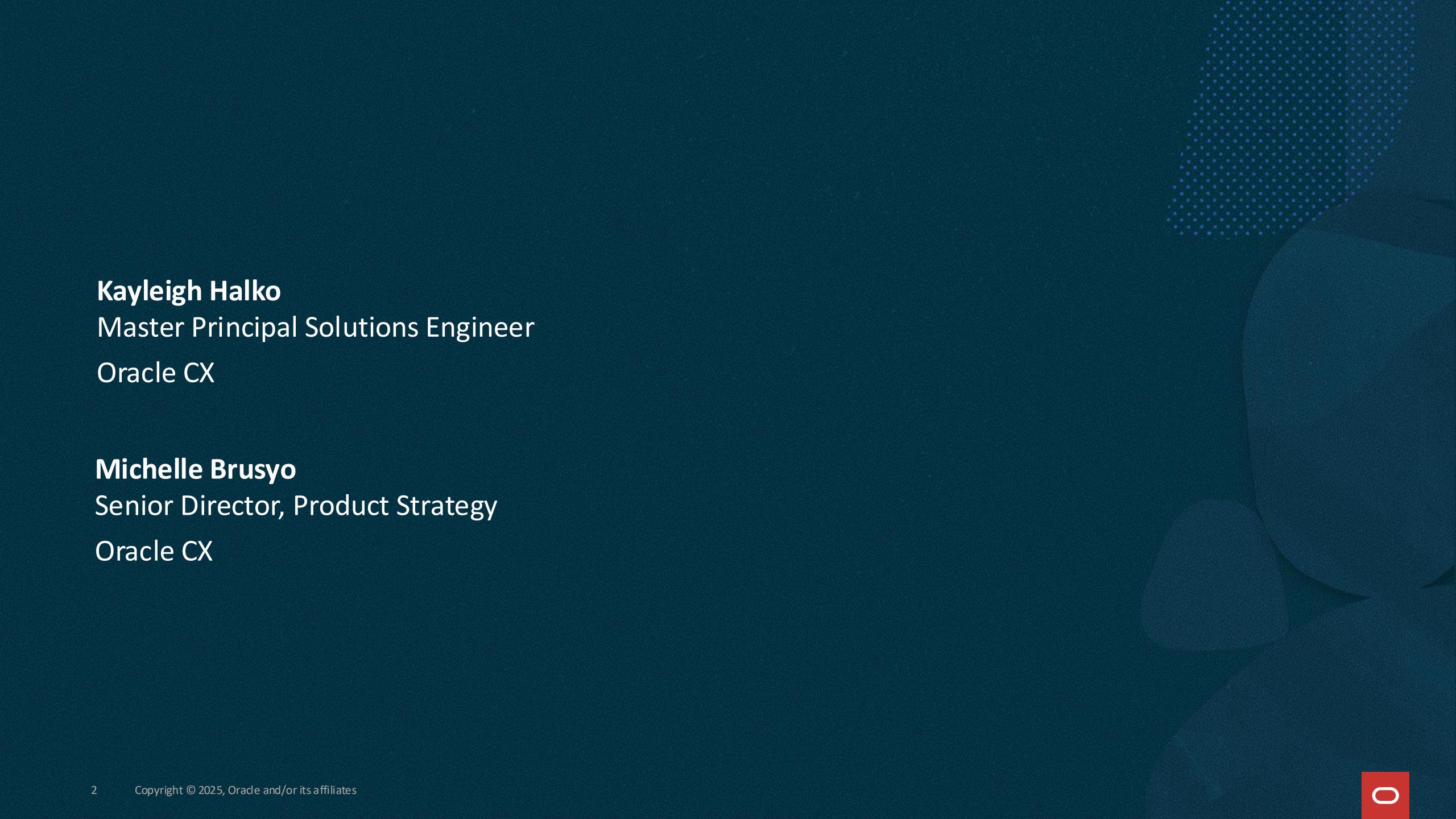
ORACLE

AI World

The Rise of the Prompt Professional

Why the future of CX belongs to the
Orchestrators





Kayleigh Halko
Master Principal Solutions Engineer
Oracle CX

Michelle Brusyo
Senior Director, Product Strategy
Oracle CX

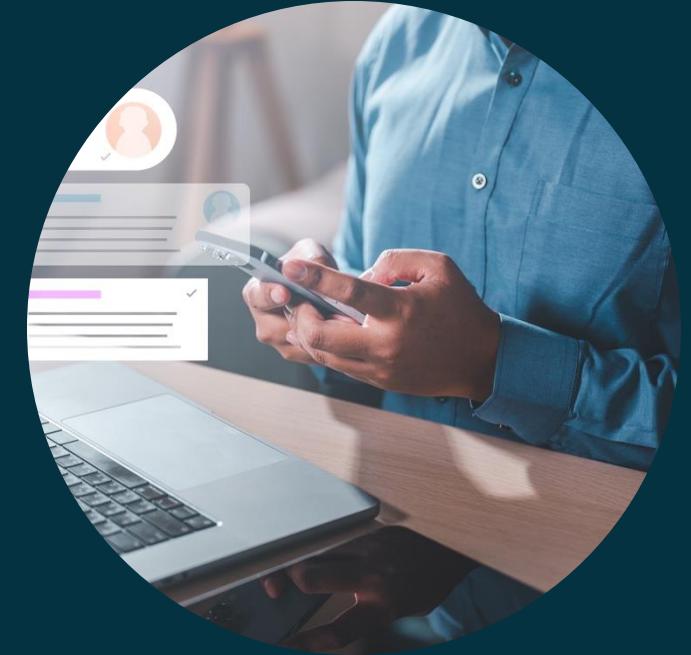


Is AI going to
take my job?



AI isn't taking jobs.
It's taking tasks.

If AI can...



What's left for us?

The rise of the Prompt Professional



3 Major Forces are Currently Converging

Customer Expectations
for always-on, instant access and personalized experiences

Workforce Constraints resulting in shrinking talent pools, higher turnover and pressure to do more with less

AI Advancements
making rapid breakthroughs in generative AI and reasoning agents

What prompt professionals do



Frame the problem for AI using human language



Apply the context and judgement AI can't reach



Orchestrate cross-system, cross-team workflows

Skills that matter most



Context Curation



Critical Judgement



Collaboration Fluency



Prompt Design

Mindsets that thrive



Experimentation over perfection



Coaching AI, not competing with it



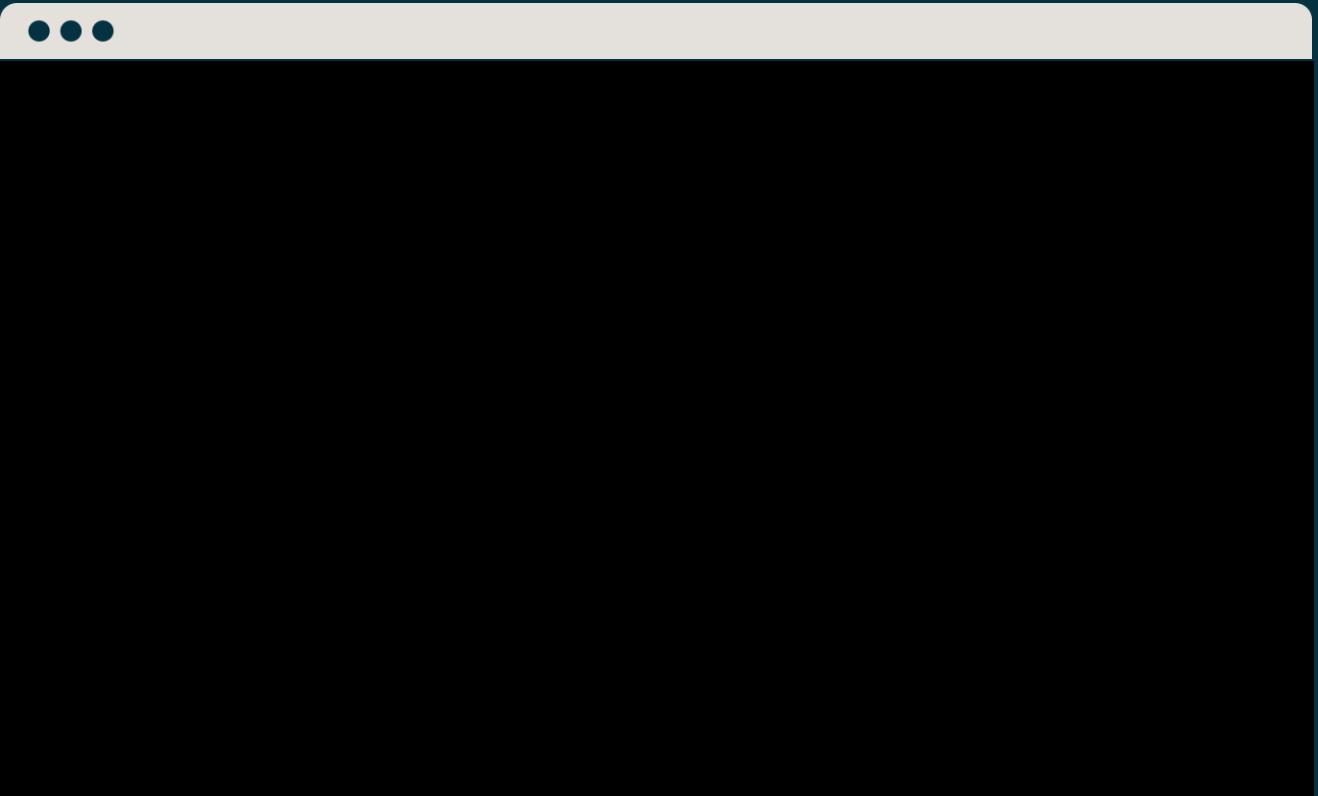
Outcome focus



Comfort with transparency and
iteration

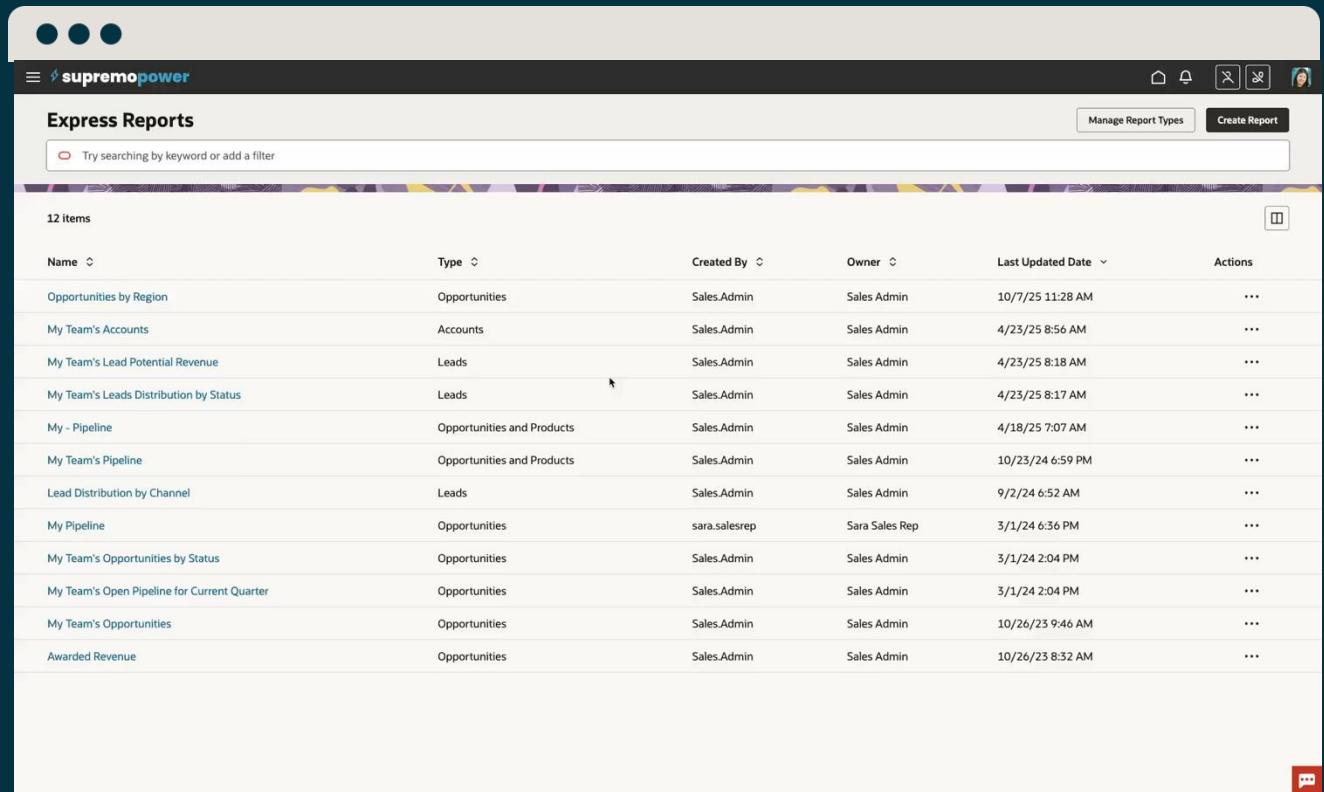
Marketing Program Agent

The marketer sets the outcome and directs AI to build the program that will generate results



Sales Analyzer

Prompt an AI agent to create the report and dashboards you need in-the-moment

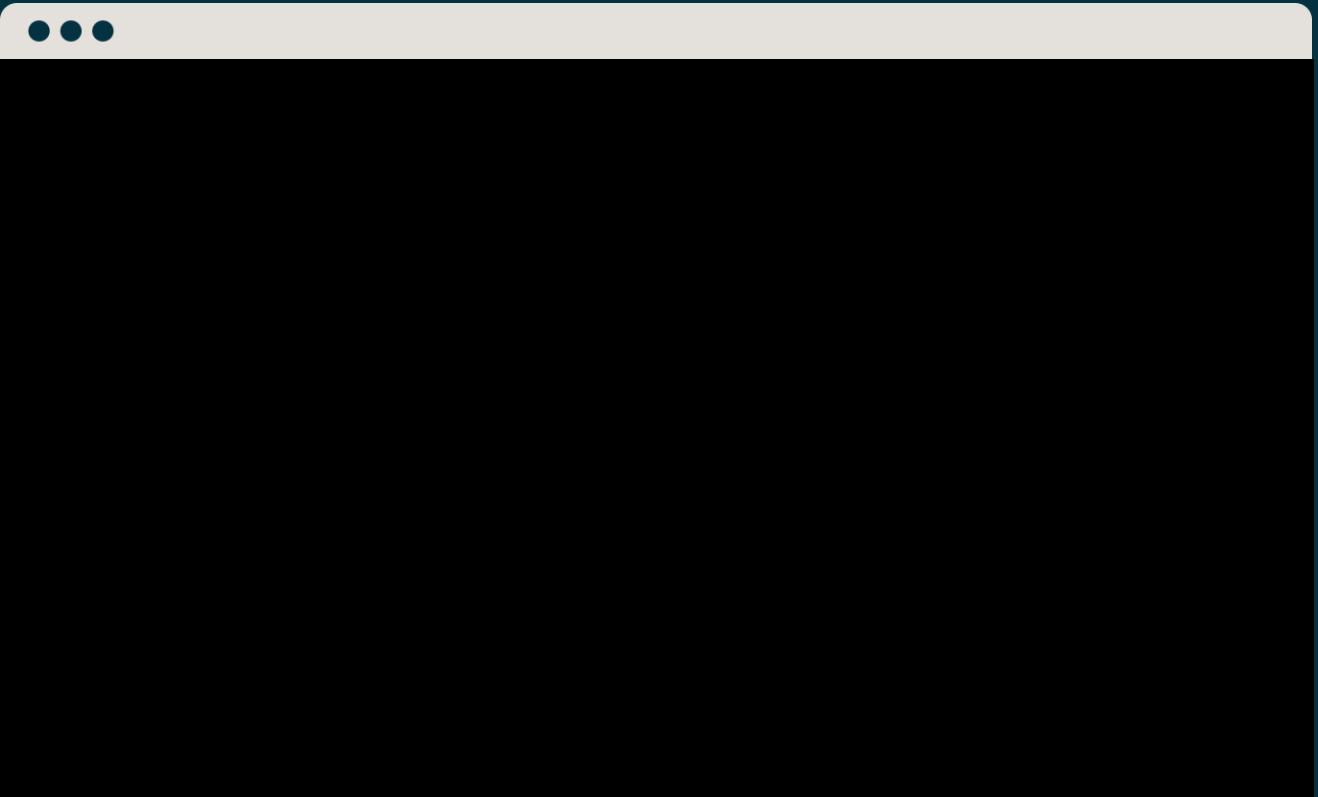


The screenshot shows a web-based application titled "suprempower" with a dark-themed header. The main title is "Express Reports". Below it is a search bar with placeholder text "Try searching by keyword or add a filter". A table displays 12 items, each with a "Name", "Type", "Created By", "Owner", "Last Updated Date", and an "Actions" column. The items listed are:

Name	Type	Created By	Owner	Last Updated Date	Actions
Opportunities by Region	Opportunities	Sales Admin	Sales Admin	10/7/25 11:28 AM	...
My Team's Accounts	Accounts	Sales Admin	Sales Admin	4/23/25 8:56 AM	...
My Team's Lead Potential Revenue	Leads	Sales Admin	Sales Admin	4/23/25 8:18 AM	...
My Team's Leads Distribution by Status	Leads	Sales Admin	Sales Admin	4/23/25 8:17 AM	...
My - Pipeline	Opportunities and Products	Sales Admin	Sales Admin	4/18/25 7:07 AM	...
My Team's Pipeline	Opportunities and Products	Sales Admin	Sales Admin	10/23/24 6:59 PM	...
Lead Distribution by Channel	Leads	Sales Admin	Sales Admin	9/2/24 6:52 AM	...
My Pipeline	Opportunities	sara.salesrep	Sara Sales Rep	3/1/24 6:36 PM	...
My Team's Opportunities by Status	Opportunities	Sales Admin	Sales Admin	3/1/24 2:04 PM	...
My Team's Open Pipeline for Current Quarter	Opportunities	Sales Admin	Sales Admin	3/1/24 2:04 PM	...
My Team's Opportunities	Opportunities	Sales Admin	Sales Admin	10/26/23 9:46 AM	...
Awarded Revenue	Opportunities	Sales Admin	Sales Admin	10/26/23 8:32 AM	...

Content Assistant

The marketer sets the intent while AI generates and rewrites the campaign copy



What This All Means for CX Professionals

AI is not replacing CX professionals

Your value is not what you produce, but what you enable

AI is amplifying what CX teams do

The best CX teams will be made up of prompt professionals + AI agents as teammates

The future belongs to AI orchestrators

Every role in CX is shifting towards AI and orchestration



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