

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



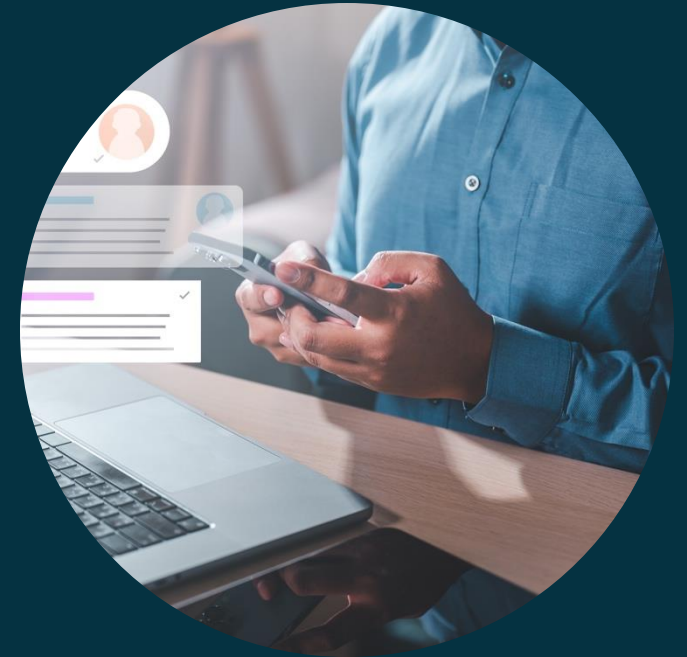
Is AI going to
take my job?



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



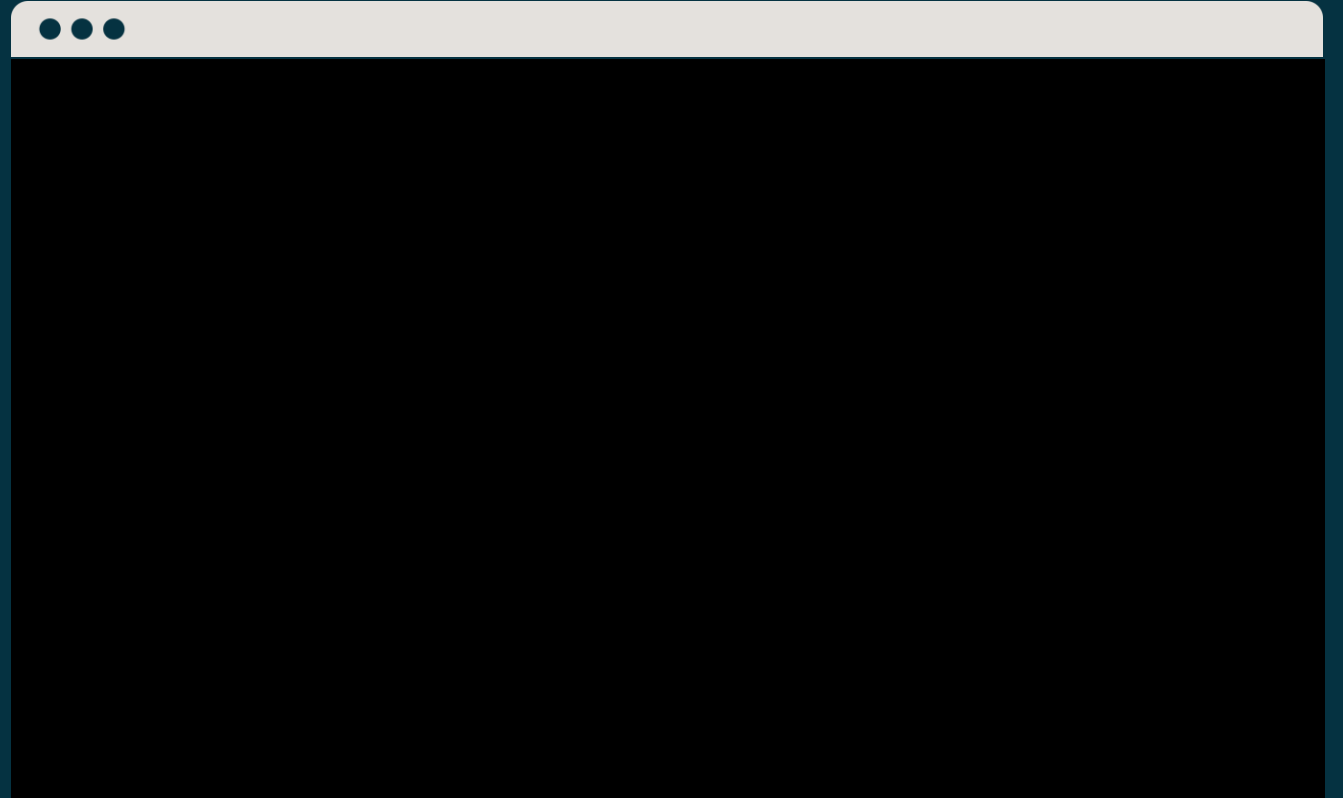
Outcome focus



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

supremo**power**

Express Reports

Manage Report Types

Create Report

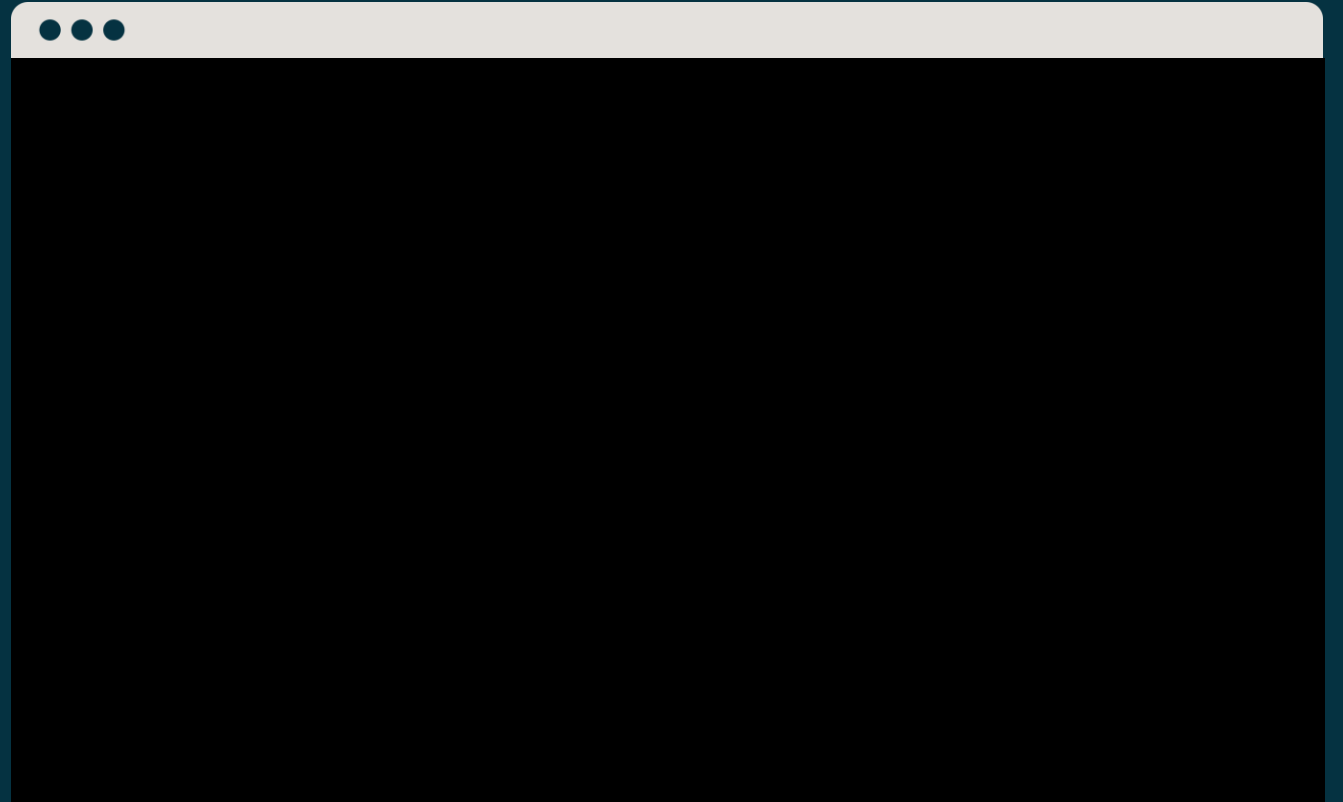
Try searching by keyword or add a filter

12 items

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



ORACLE