

MCP SERVER

NO CODE

CLOUD HOSTED

Medallia MCP

Query CX Data with Natural Conversation.

Medallia connects customer experience management (CX) data directly to your AI agent. Use this MCP to take full control of feedback programs by querying surveys, searching responses for sentiment, and monitoring alerts—all through natural conversation. Instead of logging into the Medallia dashboard, you ask your AI client questions like 'Show me all low NPS scores from Q2' or 'List active user accounts.' It brings structured CX intelligence right to your workspace.

A+ Quality Score 100/100

survey-management

customer-feedback

sentiment-analysis

alert-management

cx-analytics



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Medallia MCP

10 tools available

Cloud-hosted on Vinkius

Medallia lets you manage complex customer feedback programs without leaving your chat window. You can query Medallia's entire repository of experience data using only natural conversation. Need to know what customers are complaining about? Your agent can search thousands of responses for specific keywords or sentiments, helping you understand the 'why' behind low scores in real time. It also lets you list and inspect all active surveys and programs, giving you a bird's-eye view of your entire CX operation. You can even monitor system alerts triggered by critical feedback points. Connecting via Vinkius means you get this full suite of data access through any MCP-compatible client—no complicated API calls or dedicated dashboard logins required. You just talk to it.

Core Capabilities

01 — Analyze Customer Sentiment

Search responses across your entire database using natural language queries, identifying specific terms and themes from customer feedback.

03 — Manage User Access

List authorized users within your instance and manage account details to ensure proper access control.

02 — Track Program Status

Retrieve details for every experience management program running in Medallia and list all active surveys that feed into those programs.

04 — Review Feedback Alerts

Check for specific feedback alerts, or list all recent alerts triggered by customer dissatisfaction points across different programs.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/medallia — connect your AI agent in three steps.

- 01** Subscribe to this MCP and enter your required Medallia Base URL, Client ID, and Client Secret into Vinkius.
- 02** Select your preferred AI client (Claude, Cursor, etc.) and connect it via the Vinkius interface.
- 03** Ask a direct question, such as 'List all active surveys' or 'Search responses for refund.' Your agent then executes the query against Medallia and returns the structured data.

The bottom line is you get to use your AI client to talk directly to your customer feedback system without ever having to open the dedicated web portal.

Built For

This MCP is built for CX teams and Product Managers who are tired of switching between dashboards, exporting CSVs, and manually cross-referencing survey data. If your job involves translating raw customer comments into actionable product features or operational fixes, this tool saves hours of manual report writing.

CX Analyst

Running deep searches on responses to pinpoint root causes of churn and generating reports detailing trends across multiple programs.

Product Manager

Listing surveys and checking program details before a launch, ensuring the feedback loop is complete and all necessary data points are captured.

Operations Director

Monitoring alert details to quickly identify operational failures or systemic issues flagged by high-priority customer complaints.

What Changes When You Connect

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- 01 Stop hunting for data. Instead of clicking through multiple dashboards to find low NPS scores, you can simply ask your agent to check recent alerts or list responses containing specific negative keywords.

 - 02 Cut down on manual reporting time. By using the tools like `list_surveys` and `get_survey`, you pull structured metadata about every survey program in one go, making weekly status reports instant.

 - 03 Understand sentiment instantly. Need to know why users are unhappy? You can run a targeted search using `search_responses` for terms like 'broken' or 'late,' delivering actionable lists of complaints right away.

 - 04 Maintain full visibility without context switching. You don't need dedicated logins for every piece of data; everything from `list_programs` status checks to checking user accounts is available through your AI client.

 - 05 Streamline onboarding and governance. Quickly use `list_users` or check `get_program_details` to verify who has access and what the current operational scope of a feedback program is.
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Real-World Applications

Investigating a Drop in Satisfaction

The CX team notices satisfaction dropped last week. They ask their agent to `search_responses` for terms like 'disappointed' or 'slow.' The MCP pulls back 45 specific responses, allowing the Product Manager to instantly categorize the complaints and report them immediately.

Auditing User Access

The Ops Director needs to confirm which teams are using Medallia. They ask the agent to `list_users`, receiving a clean, categorized list of all accounts and their permissions without navigating through user management tabs.

Pre-launch Program Check

A Product Manager is preparing for a new feature rollout. Before launch, they use `list_programs` to confirm the status of the 'Feature X Feedback' program and check `get_survey` to verify all necessary data points are configured.

Responding to Critical Issues

A high-priority issue is reported. The agent is prompted to `list_alerts`, instantly showing 3 new alerts triggered by low NPS scores in the 'Premium Support' program, allowing immediate escalation without manual dashboard checks.

Patterns to Avoid

Treating it like a simple database query

X AVOID

Running complex SQL joins or attempting to write custom API calls for every data point. This is slow, requires specialized knowledge, and breaks when the schema changes.

✓ INSTEAD

Ask your agent instead. Instead of writing code, ask natural questions like 'List all surveys' combined with a search query using `search_responses`. The MCP handles the complexity; you just talk to it.

Ignoring program context

X AVOID

Trying to analyze responses without knowing which specific feedback program or survey they belong to, resulting in ambiguous data sets.

✓ INSTEAD

First, run `list_programs` to understand the available operational contexts. Then use `get_program_details` before you try to pull any responses from that source.

Manual CSV Cross-Referencing

X AVOID

Downloading user lists and response logs into Excel and manually trying to match IDs or timestamps across multiple sheets.

✓ INSTEAD

Just ask your agent. You can run `list_users` and then cross-reference that data with `get_response` using the respective IDs, all in one conversational flow.

The Right Fit

Use this MCP if your primary need is to translate complex business questions about customer sentiment into structured, consumable data. If you are an analyst or PM who spends time cross-referencing survey results with program status and user lists, this tool solves that pain point directly in conversation.

Don't use it if you need to write custom workflows outside of the Medallia context (like integrating payment processing). For those

needs, look for integration types focused on pure backend action execution. However, if your goal is simply to *read* and *analyze* data housed within Medallia, this MCP provides comprehensive coverage across surveys, responses, alerts, and programs.

The Manual Headache of CX Reporting

Today, pulling a complete picture of customer sentiment means logging into Medallia. You have to check the 'Programs' tab for status updates, navigate through different surveys to get metadata, and then manually run searches on responses. You export logs to CSV, copy IDs from one sheet to another, and spend hours just linking who said what, when they said it, and which program triggered the alert.

With this MCP, you don't do any of that clicking or copying. You tell your agent exactly what you need—like 'Give me all responses mentioning billing errors.' The agent executes the query using `search_responses` and delivers a clean summary right away. It's instant data retrieval without leaving your chat.

Accessing Medallia's Core Data Through Conversation

The tedious manual steps that vanish are the endless cycles of navigating between `list_surveys`, checking `get_program_details`, and then having to run separate queries for user access via `list_users`. You never have to remember which specific ID you found on one tab to use on another.

Now, your AI client handles the entire data orchestration layer. It pulls the metadata from a survey, checks if an alert exists for that program, and finds relevant responses—all in sequence based on your simple prompt.

Medallia: 10 Tools for CX Data

These tools give you deep access into Medallia's data structure. You can list surveys, search responses by keyword, and manage program metadata all through your AI client.

#	TOOL	DESCRIPTION
01	<code>get_alert</code>	Pulls specific details for a single feedback alert.
02	<code>get_program_details</code>	Retrieves the configuration and status of one experience management program.
03	<code>get_response</code>	Gets all the content and metadata for a specific customer response.
04	<code>get_survey</code>	Fetches the detailed setup information for a single survey.
05	<code>list_alerts</code>	Provides a list of recent feedback alerts in your account.
06	<code>list_programs</code>	Lists all experience management programs available to you.
07	<code>list_responses</code>	Retrieves a paginated list of survey responses.
08	<code>list_surveys</code>	Generates a complete list of all customer surveys in your Medallia instance.
09	<code>list_users</code>	Lists the authorized users and their access levels within Medallia.
10	<code>search_responses</code>	Searches through survey responses using a specific text term to find relevant feedback.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U List all active surveys in Medallia.



Retrieving surveys... I found several active surveys including 'Post-Purchase Feedback' and 'Customer Satisfaction 2024'.

U Search responses for the term 'disappointed'.



Searching... I identified 5 responses containing the term 'disappointed'. Would you like to see the details for these entries?

U Show recent alerts from high-priority programs.



Querying alerts... There are 3 new alerts triggered by low NPS scores in the 'Premium Support' program.

Frequently Asked Questions

01 How do I find out what surveys are available using Medallia MCP?

You use the `list_surveys` tool to get a complete inventory. This command pulls a listing of every single survey in your instance, so you know exactly where to look for data.

02 Can I search responses across all programs with Medallia MCP?

Yes, the `search_responses` tool lets you query customer feedback using specific terms. It searches across available responses regardless of which program generated them.

03 What is list_alerts used for in the Medallia MCP?

The list_alerts function shows you a summary of all recent alerts that have been triggered by customer feedback. This helps Operations teams prioritize immediate attention points.

04 Does get_program_details show me everything about an experience program?

Yes, getting details for a specific program provides deep insights into its configuration and current status within Medallia. It's useful for audits or pre-launch checks.

05 Is list_users part of the Medallia MCP for checking permissions?

Absolutely. You can run list_users to view all authorized users in your system, helping you manage and verify who has access to CX data.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT

WHERE TO CONFIGURE



Claude AI

Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint



Cursor

Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint



VS Code

Ctrl/Cmd+Shift+P → "MCP: Add Server" → add `"medallia": { "url": "..." }`



Windsurf

MCP Settings → `mcp_settings.json` → Add endpoint URL



ChatGPT

Settings → Tools & plugins → Add MCP server → Paste endpoint



Gemini

Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI
ABOUT THIS

Let your preferred AI
explain this MCP server



Ask ChatGPT



Ask Claude



Ask Perplexity



Ask Gemini



Ask Grok



READY TO CONNECT

Medallia is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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