

qualtrics  EXPERIENCE
MGMT™

we live in a **NEW WORLD**

80%

of customers have chosen
to switch brands due to a
poor customer experience

$\frac{2}{3}$

of the workforce
is disengaged

\$40B

a year spent on outsourced
market research

80%

OF CEOs
BELIEVE THEY
DELIVER A
SUPERIOR
EXPERIENCE

THE EXPERIENCE GAP

8%

OF THEIR
CUSTOMERS
AGREE



Employee Engagement

Customer Satisfaction

Brand Perception

User Experience

Product Satisfaction

Sales

Production

Finance

SKUs

HRIS



we help close the **EXPERIENCE GAP**

75%

of the Fortune 100

9K

customers globally

100+

countries

The Experience Management Platform

customer **EXPERIENCE**

Build greater loyalty by asking about your customer's experiences, preferences, and expectations, and acting on their feedback.



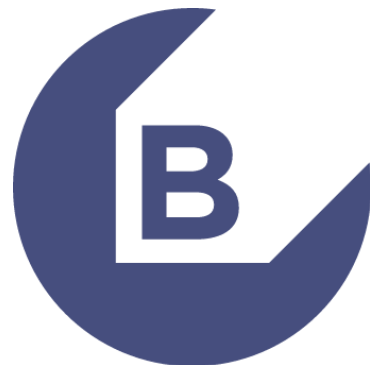
employee **EXPERIENCE**

Measure sentiment across the entire employee lifecycle, prioritize key employee experience drivers, increase productivity through employee engagement, and build stronger teams.



brand **EXPERIENCE**

Benchmark and track brand awareness, equity and perceptions; improve brand advertising; and optimize brand strategy.



product **EXPERIENCE**

Uncover unmet product needs, prioritize product features, measure user experience, and predict market adoption and usage.







Qualtrics
CustomerXM™

- OMNI CHANNEL MEASUREMENT
- IN-APP & WEBSITE FEEDBACK
- CX REPORTING / ANALYTICS / DASHBOARDS
- FOLLOW-UP & CASE MANAGEMENT
- OPERATIONAL INTEGRATION





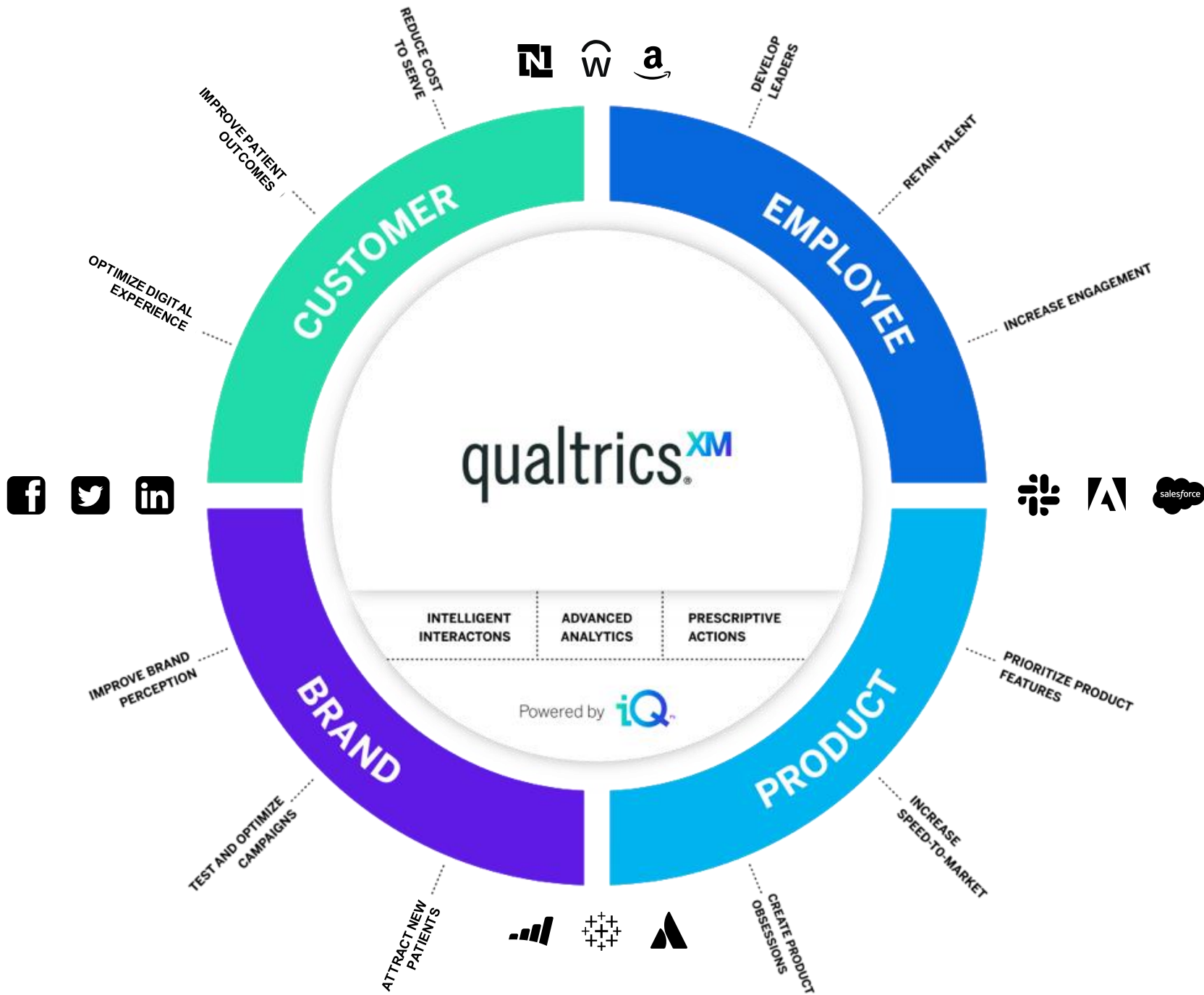
- EMPLOYEE ENGAGEMENT
- EMPLOYEE PULSE
- PRE-HIRE AND ONBOARDING
- EXIT INSIGHTS
- 360 & 180 SOLUTIONS

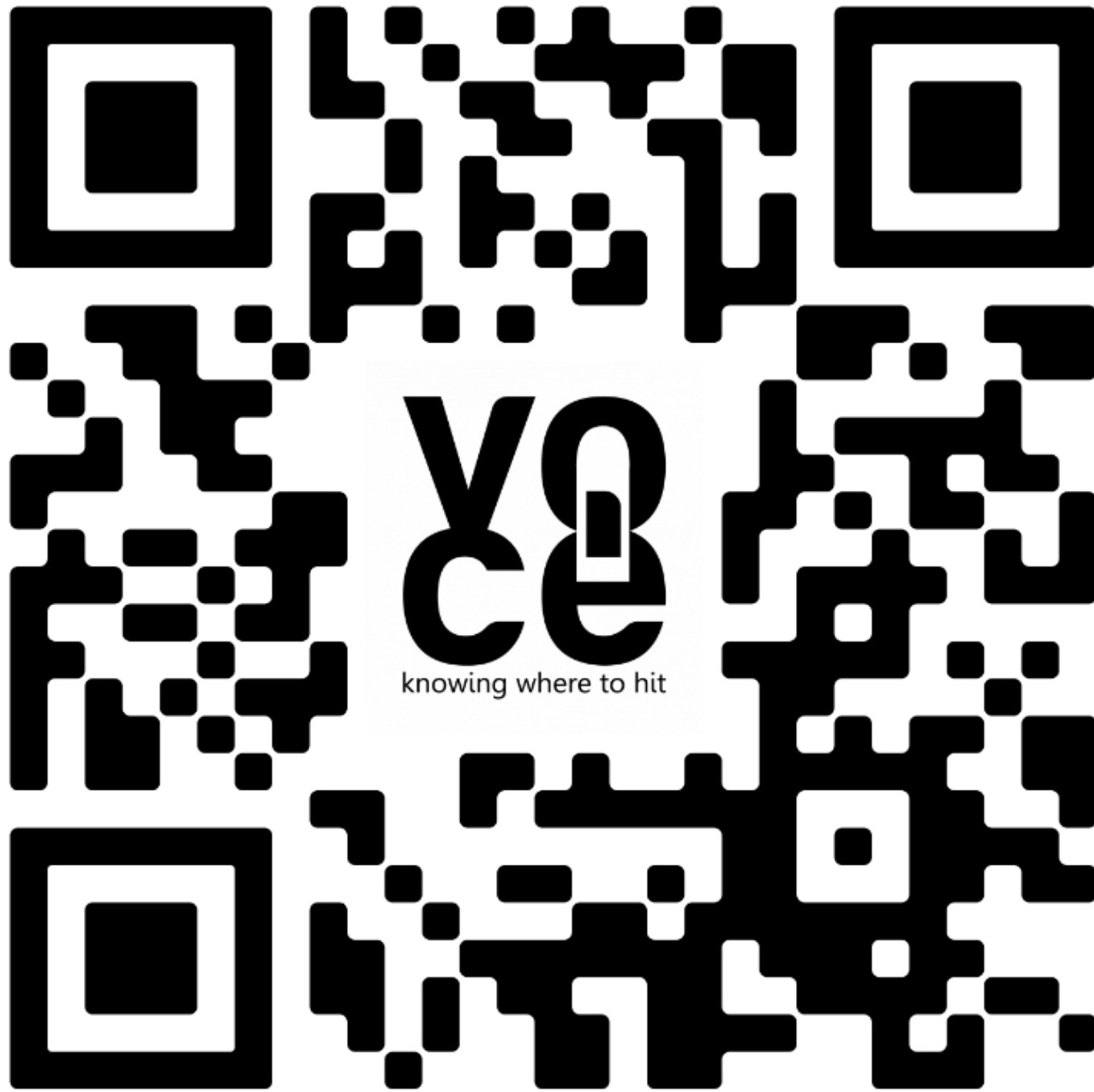


- CONCEPT TESTING
- PRICING RESEARCH
- USER EXPERIENCE
- MARKET ANALYSIS
- CONJOINT ANALYSIS



- BRAND AWARENESS
- BRAND EQUITY
- ADVERTISING AND COPY TESTING
- BRAND STRATEGY RESEARCH
- SEGMENTATION AND POSITIONING





VCE
knowing where to hit