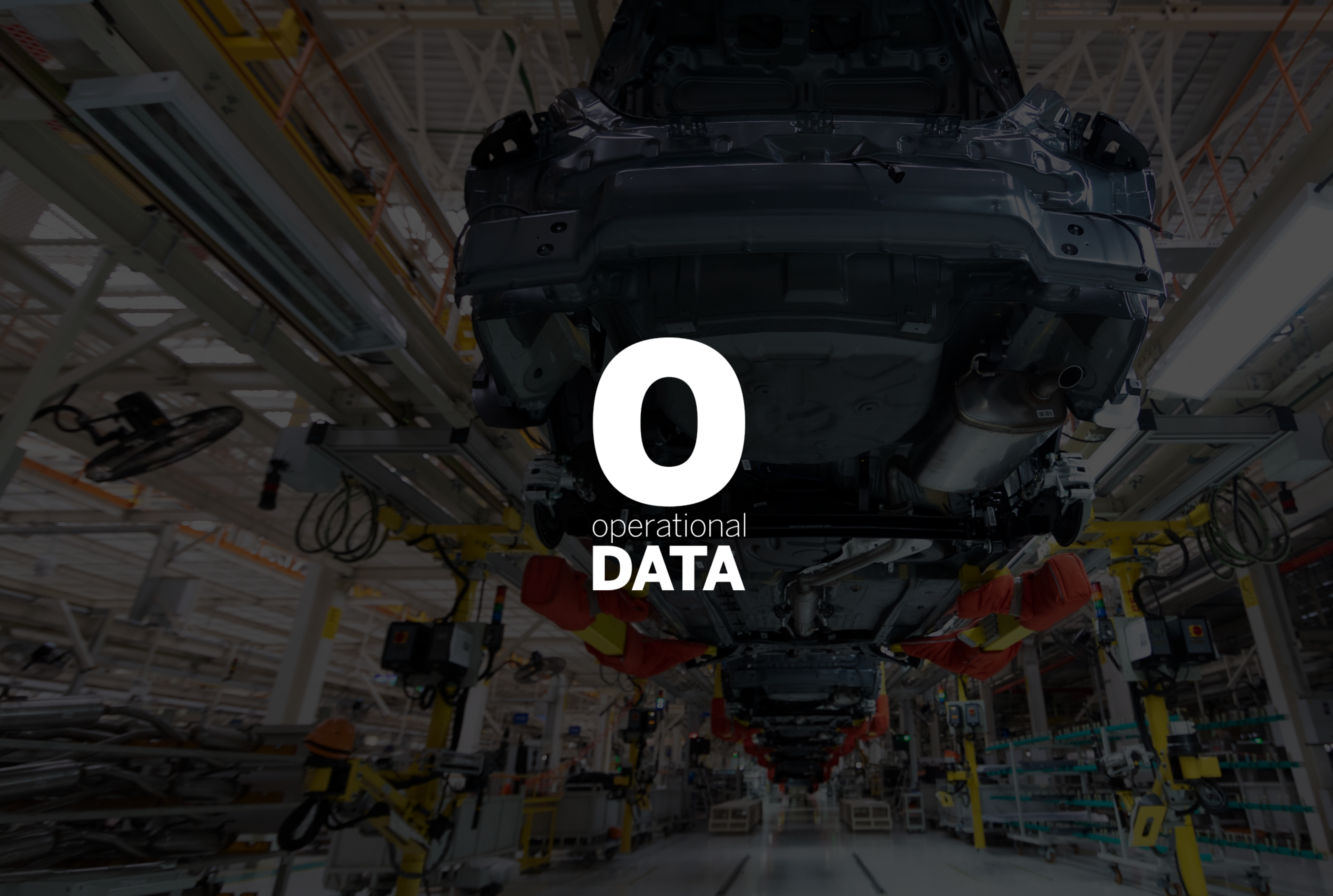


qualtrics[®] XM



O

operational
DATA



X

experience
DATA

O

operational
DATA

WIN RATE

INVENTORY TURNOVER

FINANCIALS

EMPLOYEE ATTRITION

PROFITABILITY

CART ABANDONMENT

CUSTOMER SATISFACTION

PURCHASE INTENT

EMPLOYEE ENGAGEMENT

PRODUCT FEEDBACK

NPS

BRAND PERCEPTION

X
experience
DATA

turn customers into fanatics
products into obsessions
employees into ambassadors
and brands into religions





The experience economy is **changing the way we compete.**

WELCOME
TO THE

EXPERIENCE ECONOMY



80%

**BELIEVE
THEY ARE
DELIVERING
A SUPERIOR
EXPERIENCE**

8%

**OF CUSTOMERS
AGREE**

THE EXPERIENCE GAP

FORTUNE 100 HEALTHCARE CO.

- \$100M
per year

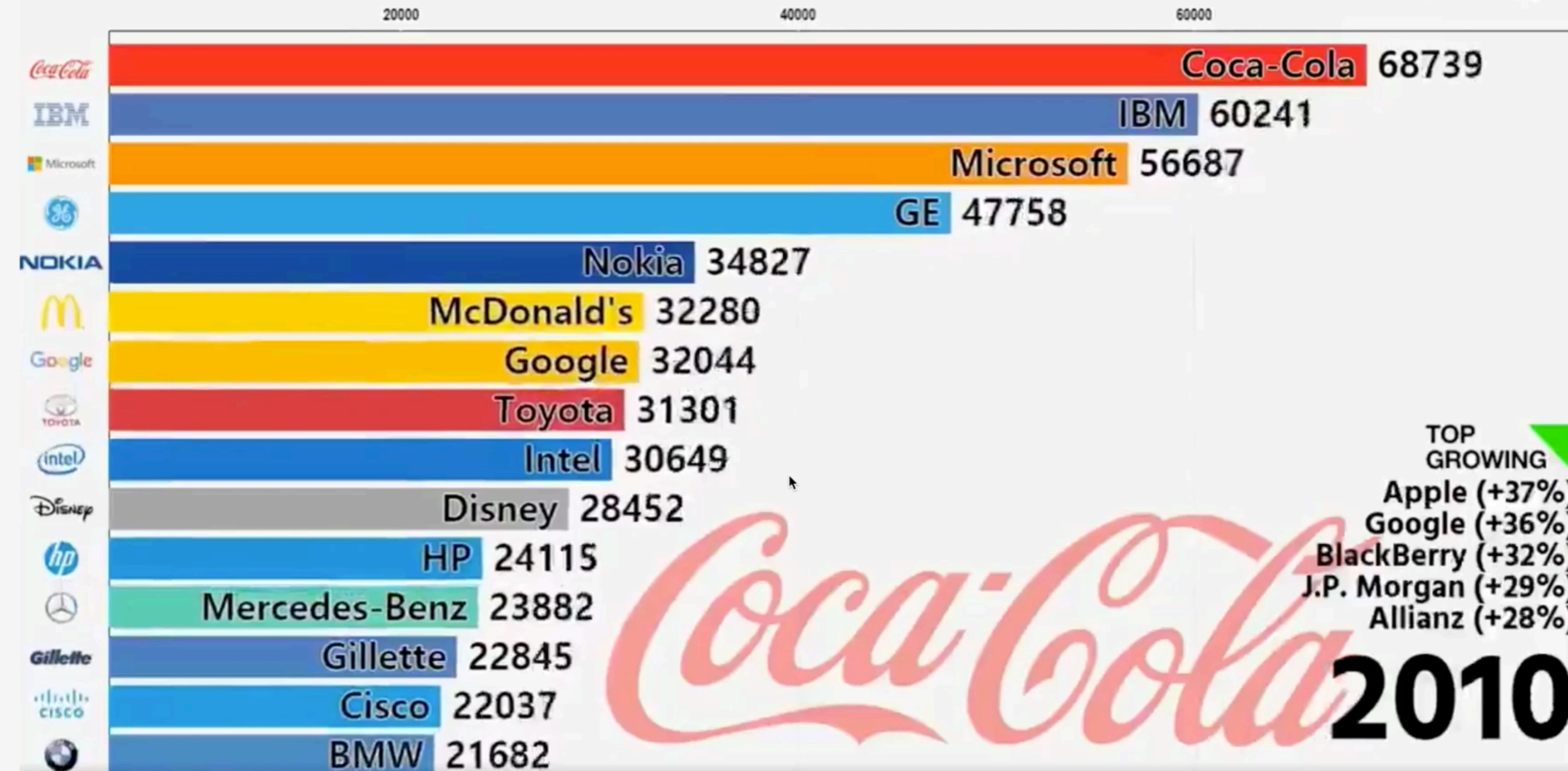
TOP 10 GLOBAL TELECOM CO.

-25%
**customer
base**



Top 15 Best Global Brands Ranking

Brand Value \$m



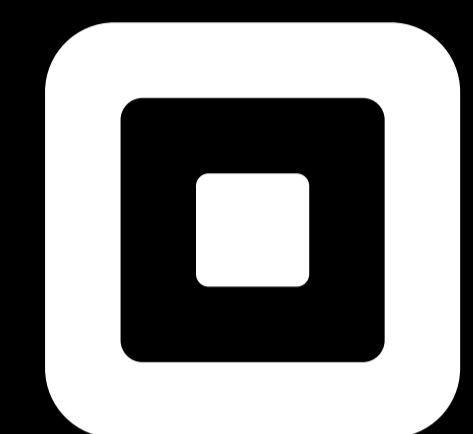


71%

RIDE HAILING

lyft Uber

PEER-TO-PEER PAYMENTS



100% **\$20^B**

YoY

IN Q4



wework

CUSTOMERS

270K

MEMBERSHIPS



wework

MEMBERSHIPS

2X LAST
YEAR

CUSTOMERS

270K



61 MILLION **US**
SUBSCRIBERS

HIGHER EDUCATION

○
**6,000 ONLINE
CLASSES**



**HIGHER
EDUCATION**

**6,000 ONLINE
CLASSES**

**12,000 ONLINE
CLASSES**





COMMODITY



GOODS

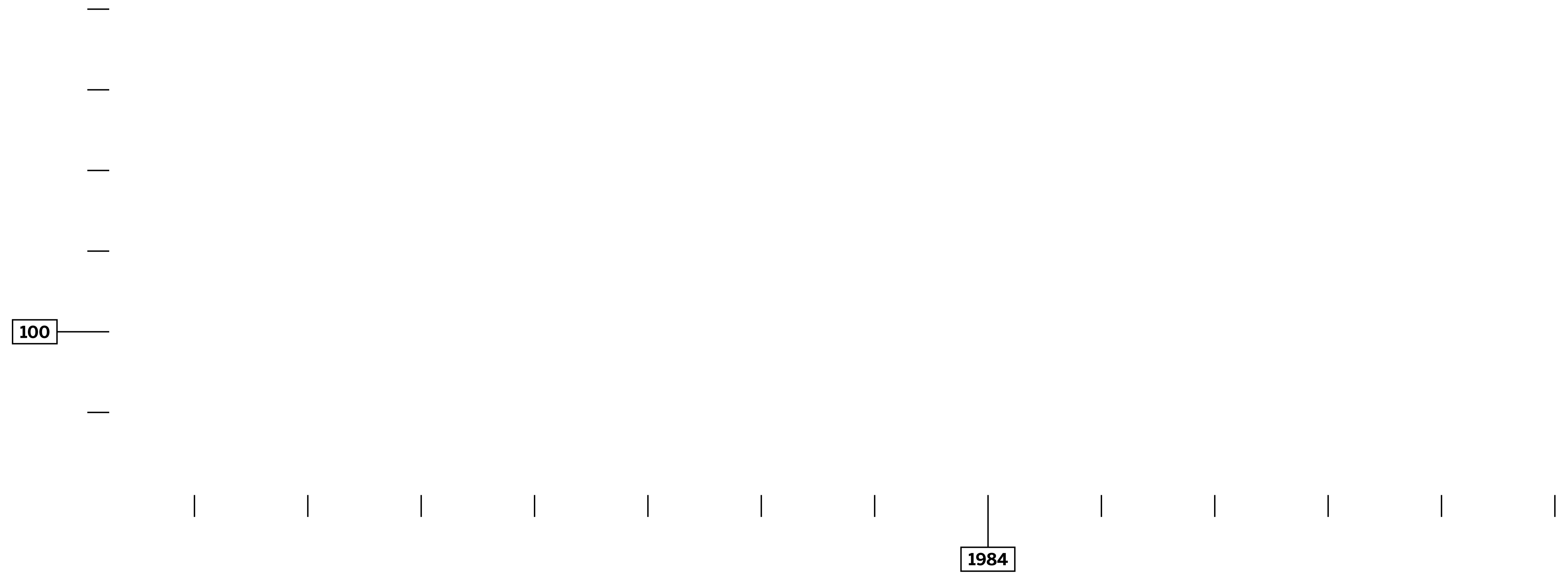


SERVICES

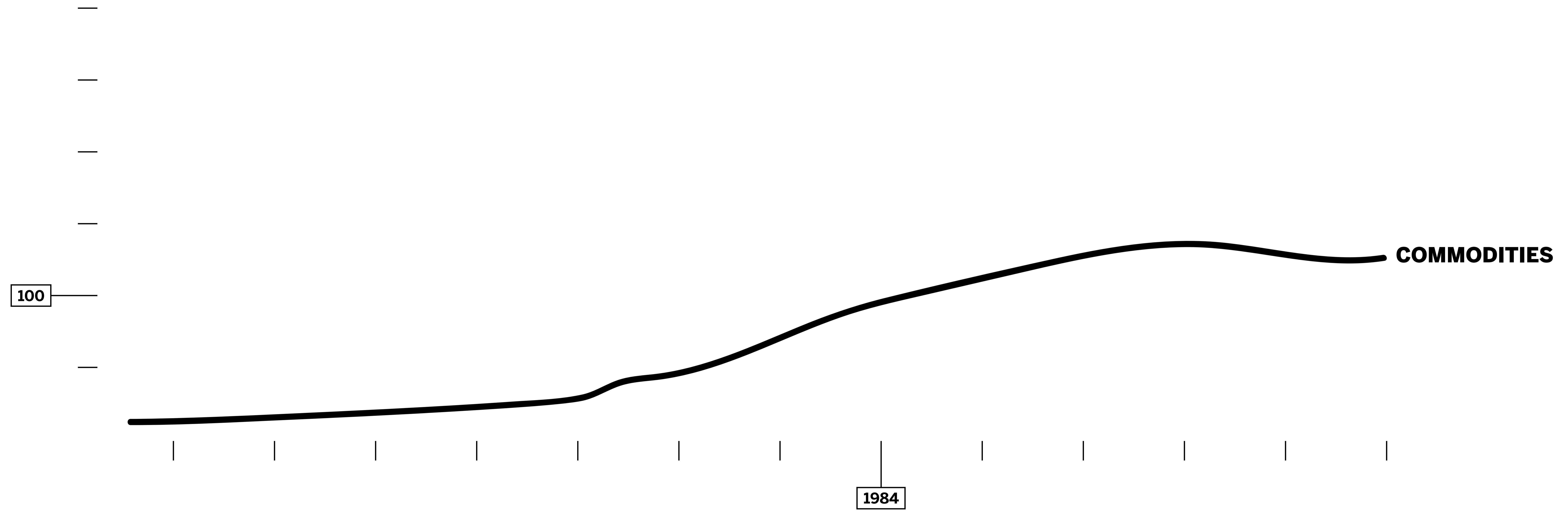


EXPERIENCE

CONSUMER PRICE INDEX 1960-2010

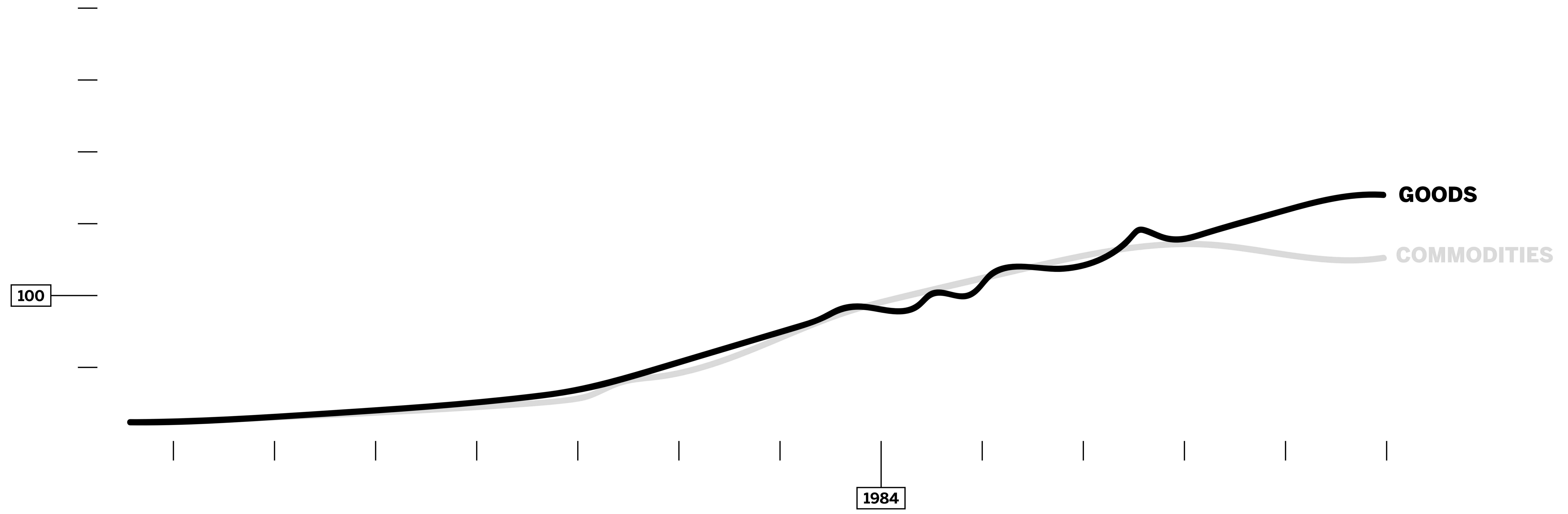


CONSUMER PRICE INDEX 1960-2010

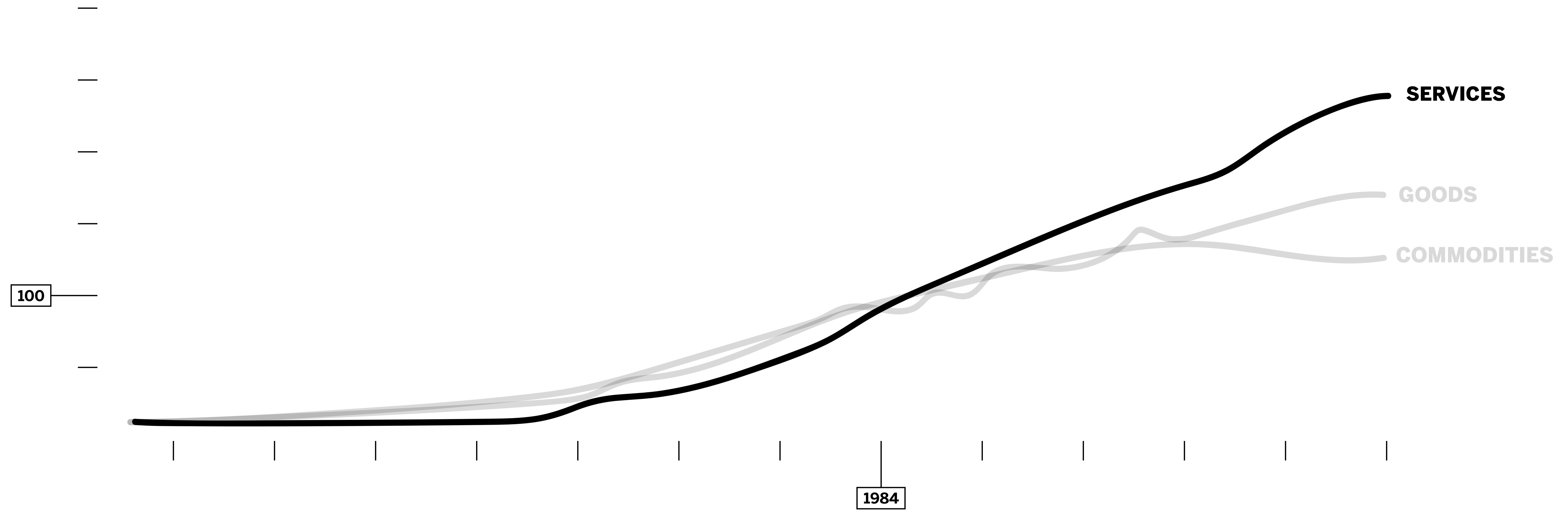


Source: Bureau of labor statistics: Lee S. Kaplan,
lee3Consultants.com.

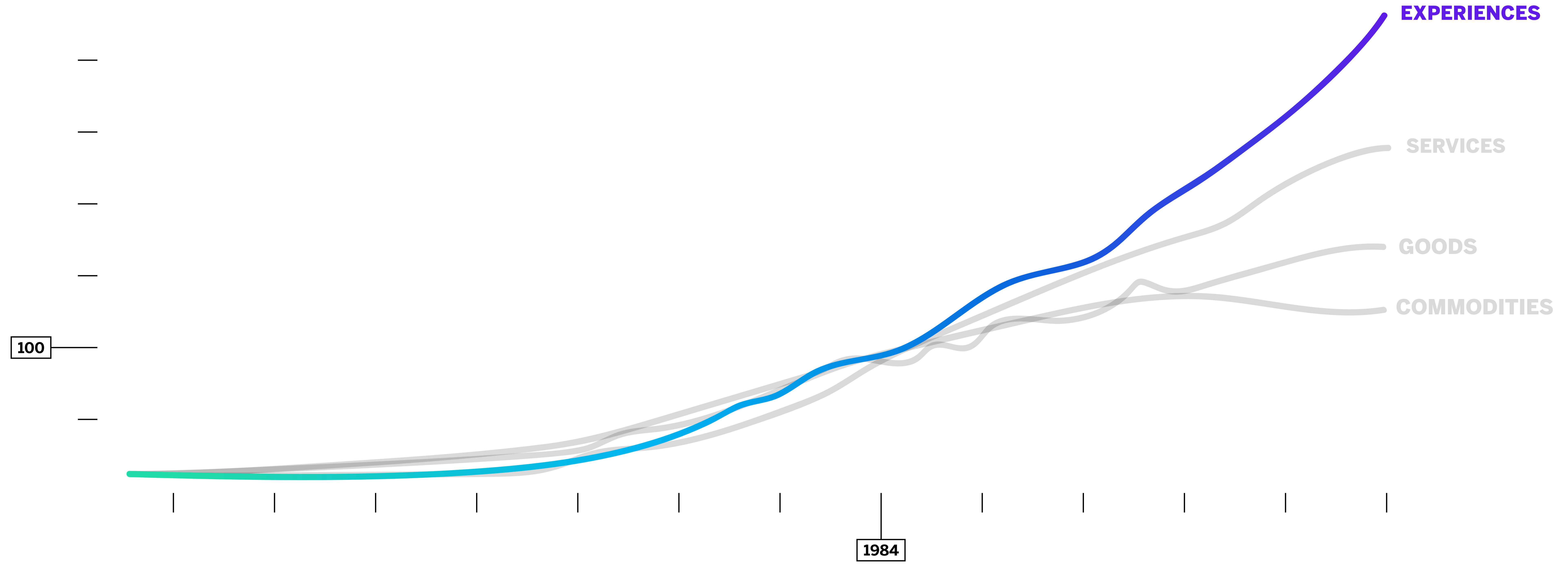
CONSUMER PRICE INDEX 1960-2010



CONSUMER PRICE INDEX 1960-2010



CONSUMER PRICE INDEX 1960-2010








THE RACE TO THE TOP

EXPERIENCES






A blue line graph showing an upward trend, starting from the bottom left and ending at the top right, labeled 'EXPERIENCES'.








qualtrics.
customer **EXPERIENCE™**

-  Omni channel measurement
-  In-app and website feedback
-  CX reporting, analytics & dashboards
-  Follow-up & case management
-  Operational integration






qualtrics.
employee **EXPERIENCE™**

-  Employee engagement
-  360 employee feedback
-  Pulse Surveys
-  Exit interviews
-  Pre-hire & onboarding

qualtrics.
brand **EXPERIENCE™**

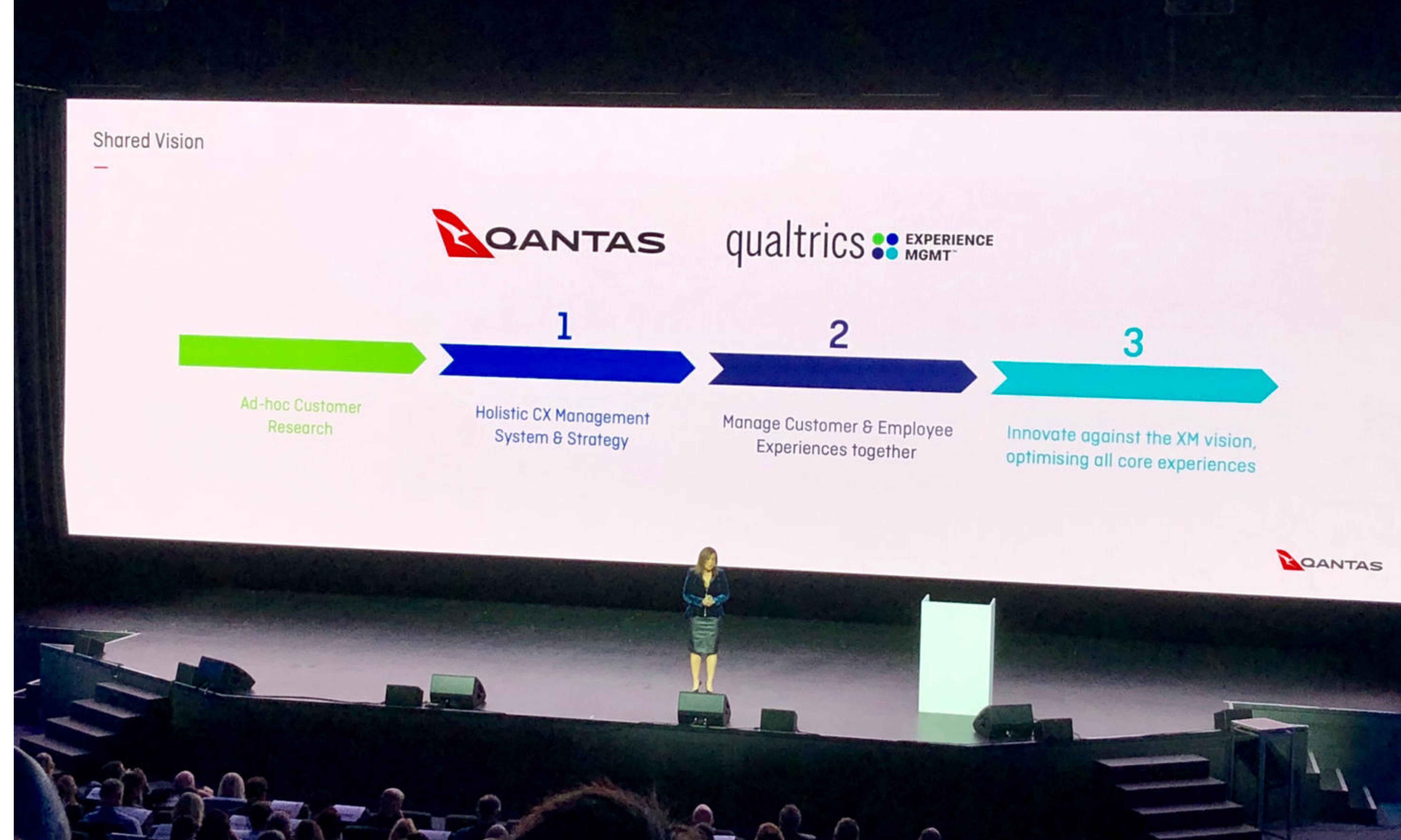
-  Brand awareness
-  Brand equity
-  Advertising & copy testing
-  Brand strategy research
-  Segmentation & positioning

qualtrics.
product **EXPERIENCE™**

-  Concept testing
-  Pricing research
-  User experience
-  Market analysis
-  Conjoint analysis



**“SIMPLIFY
STANDARDISE
RATIONALISE”**



qualtrics[®] XM