

**Experience Matters**

# Qualtrics Overview and Demonstration

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# Agenda

- Introduction (X Data and O Data)
- Survey projects
- Actions
- Distribution
- Reporting
- Sample projects using Qualtrics



**O**

operational  
**DATA**



**X**

experience  
**DATA**

**SALES REPORTS**

**MANUFACTURING ANALYTICS**

**FINANCIALS**

**OPERATIONAL METRICS**

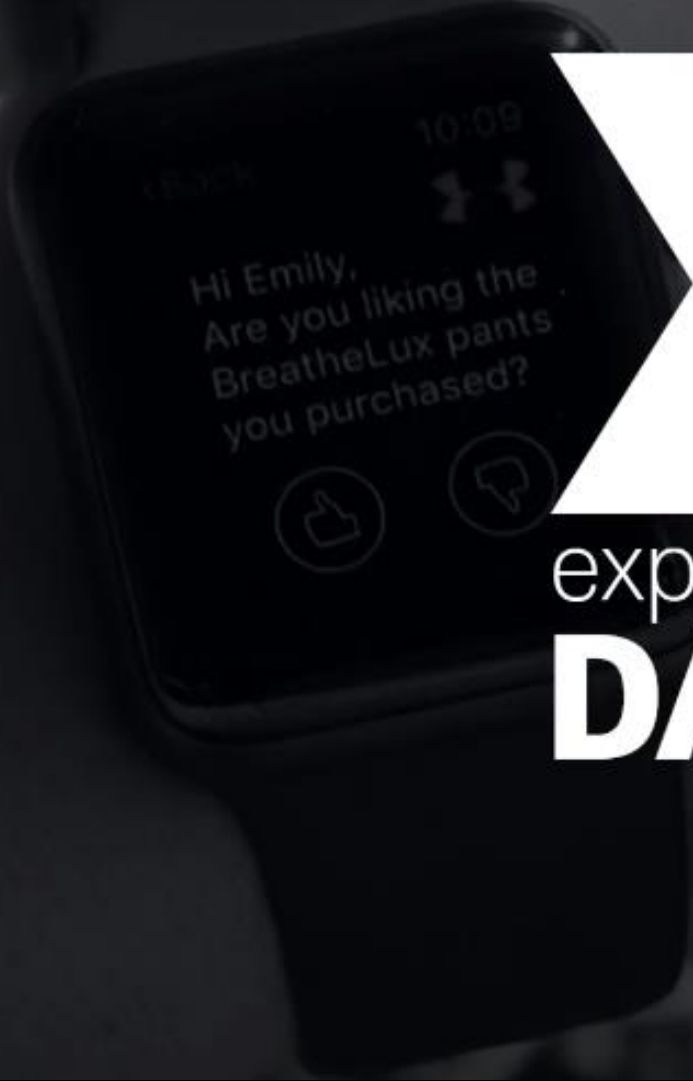
**HR DATA**

**WEBSITE CLICK RATES**

**O**

operational


**DATA**



# X

experience

# DATA








**X = WHY**






experience  
**DATA**

# Four Core 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
-  Training 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



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# Product Demonstration

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# Thank you.

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