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
0
operational
DATA

# X
## experience
# DATA

X
experience
DATA
=
WHY

# 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

# Product Demonstration

# Thank you.

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