

# Qualtrics Customer Experience Management



To lead your market, you need to be able to embed customer insight into every level of your organization. Qualtrics CX is a truly holistic solution that enables you to deliver a world-class customer experience and achieve the customer, business, and financial results that matter.

## Results We Deliver

1. **Optimize customer acquisition.** Introduce accountability for marketing and sales strategies and guide further investment. Qualtrics customer experience programs are built to accelerate customer acquisition in ways that drive profitable growth and increase market share.
2. **Improve customer retention and loyalty.** Qualtrics customer experience systems identify the early warning signs for churn and attrition by segment, allowing leaders to address discontent by improving processes and coaching teams intelligently.
3. **Reduce cost to serve.** Better customer feedback keeps costs under control. Qualtrics customer experience management alerts teams to issues before defections occur, accelerates and improves resolution rates, and creates incentives for consistent experiences.
4. **Increase customer share of wallet.** Increase customer share of wallet, average revenue per user (ARPU), and overall customer lifetime value (CLV).
5. **Build brand awareness and equity.** Identify the drivers of brand awareness, brand equity, and share of mind to change brand detractors to promoters and brand promoters to evangelists.

Qualtrics is keeping GE at the  
**FOREFRONT OF INNOVATION.**

30% INCREASE IN CUSTOMER  
CONVERSION & LOYALTY



Qualtrics **DROVE MILLIONS IN  
REVENUE** and double-digit  
increases in brand awareness.

+10 POINT INCREASE IN NPS



## Core Competencies of CX



### **Culture and Leadership**

Gain executive sponsorship, publish CX values, align departments on common customer objectives, and benchmark against competitors.

### **Customer Experience Management System**

Capture omnichannel feedback along the customer journey, identify key satisfaction drivers, and use those insights to improve the customer experience.

### **Customer Intelligence**

Gather holistic, authoritative views of customers and drive systematic, strategic initiatives to improve customer outcomes.

### **Connected Employees**

Measure and act on employee engagement to empower employees and instill customer centricity across the ranks.

### **Continuous Innovation**

Build programs that scale quickly and test continuously to drive ongoing customer experience improvement.

World-class organizations don't just invest in technology, they invest in outcomes. With the only end-to-end solution for customer experience management, and the expertise to deliver at scale, Qualtrics ensures you obtain the results that matter.

### **INDUSTRY-LEADING TECHNOLOGY**

Our technology is easier to use and provides more functionality than any competing platform, giving you the freedom to evolve your CX program at the speed of your business.

### **WORLD-CLASS SERVICES AND SUPPORT**

From program experts and implementation specialists to client engineering and 24/7 support, Qualtrics offers white-glove service for every level of program complexity.

### **DESIGNED TO DRIVE ACTION**

We empower you to change the way teams operate by embedding operational and experience data into every core process.