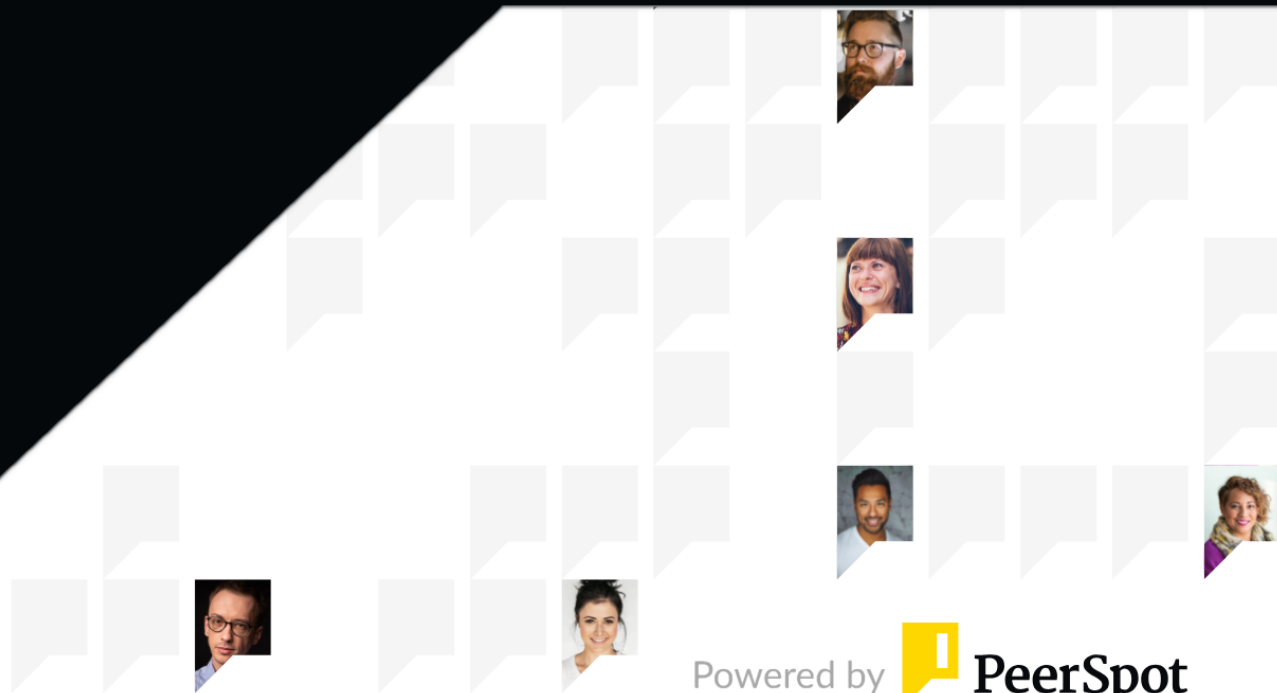




Qualtrics XM Platform

Reviews, tips, and advice from real users



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Product Recap



Qualtrics XM Platform

Qualtrics XM Platform Recap

Qualtrics XM Platform offers AI-driven analytics, seamless integrations, and an intuitive interface for efficient data collection and visualization. Known for its user-friendly design, it supports real-time feedback and sentiment analysis, catering to companies seeking streamlined workflows.

Qualtrics XM Platform enables organizations to create surveys with ease through its drag-and-drop interface. With prebuilt integrations and advanced analytics tools like Text iQ, users efficiently gather insights from data. The platform's comprehensive dashboards facilitate dynamic engagements and amplify decision-making. While the platform excels in many areas, it needs improvements in Salesforce integration, graphical analytics tools, and dashboard speeds to enhance user experience. High costs and data migration limitations are noted as concerns. Qualtrics is utilized across industries for collecting customer experience data, automating surveys, and boosting employee engagement, though some industry-specific functional enhancements are recommended.

What key features does the Qualtrics XM Platform offer?

- User-friendly survey creation: Drag-and-drop functionality simplifies design.
- AI-driven analytics: Tools like Text iQ offer real-time feedback and sentiment analysis.
- Prebuilt integrations: Seamlessly work with existing systems and tools.
- Comprehensive data visualization: Enhanced dashboards improve data interpretation.
- Automated notifications: Boost engagement with prompt updates and alerts.

What benefits should users expect when reviewing Qualtrics XM Platform?

- Simplified tasks: Streamlined workflows reduce complexity in processes.
- Improved decision-making: Real-time insights assist with strategic planning.
- Enhanced engagement: Features encourage interaction and participation.
- Accessibility: Easy for users without technical expertise.

Organizations implement Qualtrics across industries to gather customer insights and automate feedback processes. Retailers use kiosks for in-store feedback, while HR departments leverage the platform for employee onboarding. Banking sectors adopt it for transactional feedback, whereas technology firms assess content effectiveness through in-depth surveys. Enhanced real-time dashboards help access and utilize collected data efficiently.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Qualtrics XM Platform is the best in class not only just having a great survey tool, but also saying we're going to do more for you than just surveys.”



Bryan Jeppsen

Market Research Manager at a insurance company with 1,001-5,000 employees



“It is a pretty good customer experience platform.”



Verified user

Manager, Application Delivery at A W Rostamani Holdings Co. (LLC)



“It is the Ferrari of XM platforms.”



Romina Dorola

Head Of Vo C Strategy & Customer Success at TheX



“Time has been saved significantly because for every application, developers do not have to make custom feedback forms.”



Singh Aman

Generative AI Engineer at Tata Consultancy

- ✓ “Qualtrics XM Platform has improved our ability to collect and analyze feedback efficiently, leading to more informed decision-making and better program management.”



Tejaswini F

Program Operations Associate at MyCaptain

- ✓ “Qualtrics XM Platform has positively impacted my organization by providing a much better understanding of our clients and partners.”



Emorales Morales

Sr. Service Delivery Consultant at a recruiting/HR firm with 11-50 employees

- ✓ “AI-driven analytics in Qualtrics XM Platform is very useful for scenarios involving text analysis, as it automatically creates topics and categories, performs sentiment analysis, and provides summaries similar to Amazon reviews, making it widely accepted by clients for its meaningful insights.”



JishnuG Anand

Senior Consultant at ALA Consulting Group

What users had to say about valuable features:

“The best features Qualtrics XM Platform offers include advanced survey logic, enterprise-grade analytics, omnichannel feedback collection, and it is starting to develop strong AI capabilities.

The most valuable feature for my team out of those is the omnichannel feedback collection because it is quite versatile. We can send out our research survey on pretty much every channel available right now, so our customers and our client customers can respond from whatever channel they choose.

Qualtrics XM Platform has positively impacted my organization by providing a much better understanding of our clients and partners. It gives us insights not only on our performance but also analytics from our competition, or rather, enterprises in the same area as us.

Regarding those insights, we collected all our data, and analyzing it was very simple. We identified the key areas that we needed to improve to satisfy our clients, so we made the necessary changes to our processes and how we approach our clients. The satisfaction rate improved significantly, and our churn rate decreased considerably..”

Emorales Morales

Sr. Service Delivery Consultant at a recruiting/HR firm with 11-50 employees

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“The best features Qualtrics XM Platform offers in my opinion include the survey tool, which is very easy to use, and we can do little short surveys with our member panel whenever we want. That's another area that I manage. We can also do long, longitudinal studies that go over years. Probably the best feature is that it can take many sources of data, not just survey data, but transcribed phone calls and claims data and auditor scores. It can take almost any data source and put it into that journey, and it just gives us a view that we've never had before. That's the number one thing.

Qualtrics XM Platform is the best in class not only just having a great survey tool, but also saying we're going to do more for you than just surveys. We're going to let you look at the whole journey. That is an amazing capability, and that's what brought us to invest more in Qualtrics XM Platform.

Since using Qualtrics XM Platform, we have moved a lot of the dashboard creation onto Qualtrics XM Platform instead of Tableau and some of the other systems we used to have that took analysts a long time to build. We've saved time with our analyst teams, both in analyzing data and producing reports and designing and deploying dashboards. It's much faster..”

Bryan Jeppsen

Market Research Manager at a insurance company with 1,001-5,000 employees

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“The most valuable features of Qualtrics XM Platform are survey design, response collection, analytics dashboard, reporting, and the ability to manage feedback across multiple channels and use cases. It makes it easy to create surveys, distribute them, collect structured responses, and analyze the results. I also value the analytics and reporting capabilities because the data can be converted into insights for product teams, application owners, and service teams.

“Qualtrics XM Platform has improved the workflow by providing a centralized and standardized way to collect feedback and analytics data across multiple applications inside Roche. Instead of relying on ad hoc platforms, spreadsheets, or custom-built feedback forms, teams can use a common platform with better reporting and governance. It helps application owners and business teams to understand the user experience, satisfaction, pain points, adoption issues, and improvement opportunities. The integration of this was very easy for the developers, and collecting the data was far better. It improved operations, as there are no manual efforts required for multiple teams and multiple applications to build feedback solutions. In the context of Roche, the biggest benefit is that feedback can be collected consistently and converted into actionable insights for improving applications, services, and processes..”

Singh Aman

Generative AI Engineer at Tata Consultancy

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“Qualtrics XM Platform's best features are its easy-to-use survey builder, real-time reporting dashboards, advanced analytics, and automated survey distribution. In my day-to-day work as a Program Management Associate, I find the reporting and analytics dashboards most valuable because they help me quickly analyze feedback, identify trends, and share actionable insights with stakeholders.

“What I appreciate most about the reporting and analytics dashboards is the ability to view response trends and key metrics in real-time through interactive dashboards and charts. Summary visualizations, such as response distributions and trend charts, help me quickly identify patterns, measure participant satisfaction, and create stakeholder reports without spending much time manually analyzing data.

“An additional feature I appreciate about Qualtrics XM Platform is the platform's ease of use. Creating surveys, distributing them, and generating reports can all be done from a single interface, which saves time and makes feedback management much more efficient.

“Qualtrics XM Platform has improved our ability to collect and analyze feedback efficiently, leading to more informed decision-making and better program management. One key improvement has been faster access to stakeholder insights through automated reporting and dashboards, which helps identify areas for improvement and supports continuous program enhancement..”

Tejaswini F

Program Operations Associate at MyCaptain

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“As for the customer, customer experience helps us get to know the pulse of customer behavior and what customers say about us. It is primarily focused on the customer.

“We are working with the closed-loop feedback system.

“To explain how the closed-loop feedback system helps to address customer issues: based on the service and post-service, we send a survey. On a scale of one to ten, if the customer rates very poorly, such as one or two, we record the concern in our survey and a ticket gets created based on the survey response. The ticket is then assigned to the complaint and separate customer experience team, and they call the customer to understand further why they are not feeling good about us. We capture their feedback, and if anything needs to be done, we send an offer to satisfy the customer. If the service is not satisfactory, we ask them to bring the vehicle again for the service. This helps significantly to understand the customer response and improve our service.

“When it comes to capturing detailed feedback from surveys, I find it effective.

“Regarding the Qualtrics XM Platform, I use the customer satisfaction score, or CSI. The survey response shows how many customers are responding out of 100 and what type of response we are getting, which service is doing best, and similar insights. We have visibility over this in the dashboard..”

Verified user

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Manager, Application Delivery at A W Rostamani Holdings Co. (LLC)

“As a consultant, I believe the biggest advantages of Qualtrics XM Platform are that it stands out mainly because it is not just a survey platform; you can manage experience throughout the whole process. You can listen and understand the data that you are collecting through very easy-to-define and easy-to-use dashboards. It may be easier to learn Qualtrics XM Platform for people who do not have knowledge of data and analytics because it features a drag-and-drop dashboard system. You can also close the loop directly from the platform, as it has a ticketing system.

“Regarding the closed-loop feedback system in Qualtrics XM Platform, it helps customers address issues by creating customizable workflows that are triggered when a response comes in. You can activate a workflow that creates a ticket if that response meets certain requirements, for example, if it is a detractor customer or has a problem with a certain issue that I am following up on. Then, you can create a ticket and an email, assign it to different groups or nations, and give it a priority.

“When discussing AI analytics in Qualtrics XM Platform, a few years ago, they started working with something called Text iQ, which is an NLP system for verbatim analysis. You can build a topic tree, and it assigns a sentiment level automatically, including sentiment and effort, which is really valuable for digital. This is one of the first features I started working with, and they have since added generative AI functionalities. One thing I really appreciate as a consultant is that you can switch these features on and off depending on the level of maturity that a company has with AI, allowing companies to turn it off if they do not want it.

“The integration with Qualtrics XM Platform is seamless as you have a huge catalog of native connectors for different integrations. I have used Salesforce and Zendesk, as well as SFTP for ETL, and those were quite seamless connections that were really easy to set up because they are available in the platform's interface. You do not need someone specialized in technology to do it; you can follow the steps in the documentation. You can, of course, use the API if you require more customization for different systems that do not have native connectors..”

Romina Dorola

Head Of Vo C Strategy & Customer Success at TheX

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Other Solutions Considered

“We used to use Tableau for a lot of our dashboards and we still use Tableau for some areas, but a lot of the CX and customer feedback data is moving to Qualtrics XM Platform..”

Bryan Jeppsen

Market Research Manager at a insurance company with 1,001-5,000 employees

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“I did not personally use a different solution before Qualtrics XM Platform. Qualtrics XM Platform was already the standard platform used within the organization for survey management, feedback collection, and reporting when I started using it. It was the only advanced platform that the organization has introduced from the past six months, and I have been using it for the past three to four months..”

Tejaswini F

Program Operations Associate at MyCaptain

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“We evaluated two or three different survey vendors before choosing Qualtrics XM Platform. Press Ganey was one for regulatory research and we switched to Qualtrics XM Platform first for regulatory work away from Press Ganey. We also looked at Medallia a little bit, but we had other groups already using Qualtrics XM Platform for some things, and we just expanded into it..”

Bryan Jeppsen

Market Research Manager at a insurance company with 1,001-5,000 employees

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“We are not using AI analytics related to Qualtrics XM Platform. We have not opted for any capabilities.

“Regarding the requirements for AI analytics, the requirements are there, but we are not there at this time, so we are focusing on another area..”

Verified user

Manager, Application Delivery at A W Rostamani Holdings Co. (LLC)

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“Among its competitors, I believe Qualtrics XM Platform is the leader according to some Gartner references. However, when compared to commercial costs, there is a far difference between Qualtrics XM Platform and Medallia, Salesforce in terms of complaint management, or SurveyMonkey. The commercial costs of these alternatives are all lower. Qualtrics XM Platform's commercial cost is very high..”

Verified user

[Read full review](#) 

Manager, Application Delivery at A W Rostamani Holdings Co. (LLC)

“In comparing Qualtrics XM Platform to similar products, I find it quite superior. That is why it is the product we choose to use. We have analyzed other options, though I have not actually used them. We found that other products, which may be considered cheaper for customers who cannot afford Qualtrics XM Platform, typically have fewer features and a more difficult interface. Setting them up often requires add-ons or special consulting, costing almost the same as Qualtrics XM Platform, which does not make any sense.

“I believe that Qualtrics XM Platform remains the best product. We have analyzed other options, and those alternatives appear to have fewer features and a more challenging interface, thus justifying our choice of Qualtrics XM Platform..”

Romina Dorola

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Head Of Vo C Strategy & Customer Success at TheX

ROI

Real user quotes about their ROI:

“We have seen a return on investment because it has saved us time, definitely. Regarding money, I am not certain, but it has been quite helpful to improve our processes and how we approach our projects..”

Emorales Morales

Sr. Service Delivery Consultant at a recruiting/HR firm with 11-50 employees

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“I do not have specific ROI metrics, but Qualtrics XM Platform has helped save time by automating survey distribution, response collection, and reporting. Tasks that would otherwise require manual data consolidation and analysis can be completed much faster, allowing teams to focus more on acting on insights rather than gathering them..”

Tejaswini F

Program Operations Associate at MyCaptain

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“Time has been saved significantly because for every application, developers do not have to make custom feedback forms. It is already compatible with every application that we are using and is something standardized in Roche. It is easier for any user inside Roche to give feedback or to collect any data..”

Singh Aman

Generative AI Engineer at Tata Consultancy

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“Regarding ROI with Qualtrics XM Platform, it is observable if used correctly. If you use it as if it were SurveyMonkey, then there is no value in paying for it. However, if you have a team that genuinely wants to focus on CX and the necessary resources, then you should definitely invest in it. It is the Ferrari of XM platforms..”

Romina Dorola

Head Of Vo C Strategy & Customer Success at TheX

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“However, I believe it is eventually worth buying. From an ROI perspective, we still need to work on this. We cannot realize the benefit directly because customer experience improvement may increase customer retention and similar outcomes. It is a long-term investment. We cannot directly correlate and get the ROI directly. In terms of commercial aspects, it is quite high when compared to other products. There is still a possibility that Qualtrics XM Platform could reduce the platform cost as the license cost is too high..”

Verified user

[Read full review](#) 

Manager, Application Delivery at A W Rostamani Holdings Co. (LLC)

“The biggest outcome we've seen since using Qualtrics XM Platform more extensively is that we've maintained our high star rating. It looked like we were going to go down because CMS is the one that scores us and it's very hard. The difference between a good star score and a bad one is very close. It's very important that we just maximize what we can. It helps us to make fast decisions based on what we can affect and what we can change. Because costs are going up, we can't always just be cheaper. We have to find value. Finding value is one way that this has helped us to talk to our members and see what they really value and what benefits they value over other benefits..”

Bryan Jeppsen

[Read full review](#) 

Market Research Manager at a insurance company with 1,001-5,000 employees

Use Case

“Regarding my client's use cases, they are using Qualtrics XM Platform to measure customer experience, employee experience, conducting market research, and measuring digital experience..”

Romina Dorola

Head Of Vo C Strategy & Customer Success at TheX

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“I am using Qualtrics XM Platform mainly to capture customer feedback and customer surveys of the service we provide. It gives a dashboard to view and monitor the CSI score. If the scoring is less, a close the loop ticket gets opened. Based on that, we can follow up and close the loop. There are multiple provisions related to Qualtrics XM Platform. It is a pretty good customer experience platform..”

Verified user

Manager, Application Delivery at A W Rostamani Holdings Co. (LLC)

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“My main use case for Qualtrics XM Platform is for customer satisfaction, employee engagement, and market research.

A specific example of how I use it for customer satisfaction is after every implementation that we do, we send out surveys to our clients and partners to measure how satisfied they are with our services.

I use Qualtrics XM Platform for market research as well. We are also partners for Qualtrics, so we implement the solution for various clients..”

Emorales Morales

[Read full review](#) 

Sr. Service Delivery Consultant at a recruiting/HR firm with 11-50 employees

“As a Program Management Associate, I have been using Qualtrics XM Platform for the past three to four months to create, distribute, and analyze surveys, helping collect stakeholder feedback and track program-related insights for decision-making.

“A recent example was creating and managing an internal program feedback survey to gather participant satisfaction and improvement suggestions. Using Qualtrics XM Platform, I collected responses, analyzed trends through dashboards, and shared insights with stakeholders, which helped identify areas for improvement and enhance future program planning.

“Besides creating surveys, I also use Qualtrics XM Platform to monitor response rates, analyze feedback trends, and generate reports for stakeholders. It helps streamline the feedback collection process and supports data-driven decision-making for program involvements..”

Tejaswini F

Program Operations Associate at MyCaptain

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“We have been using Qualtrics XM Platform for the last two years. We use Qualtrics XM Platform in Roche enterprise context across multiple applications to collect feedback, surveys, responses, and experience data, as well as analytics data. The main use case includes internal surveys, user feedback, application feedback, employee or stakeholder experience, measurements, and analytics-driven decision support. It is useful when we need a structured way to collect responses from different groups, analyze the results, identify trends, and share insights with the right teams. In large organizations like Roche, the value is that multiple teams can use a common platform for feedback collection instead of building separate survey and analytics workflows for every application.

“For example, we have an application called eLabDoc, and similarly, we have multiple applications that are using Qualtrics XM Platform. In eLabDoc, which is a public domain application accessible to everybody in the world, we collect data about how many daily users are active on the application, what features they are using, and any feedback they want to give. We collect all this data to improve our application and to notify the stakeholders about the results..”

Singh Aman

Generative AI Engineer at Tata Consultancy

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“Qualtrics XM Platform started as a survey tool for our members, and I manage that relationship as the manager of research partners. Last year, we decided to upgrade to their full platform using all of the AI tools, and I managed that installation and entire project from implementation to passing it over to another manager who builds all the dashboards. We are now implemented to use everything on that platform and putting all of our data sources in there from a 360-degree view.

We are bringing in transcripts from our call center, our member surveys, and also member data from the healthcare uses that they do based on when a request is put in to pay for a claim. All of that tells us the full journey of what the members are doing, and we can display that in dashboards and track what are good high points where they're giving us quality reviews from a survey score or from a comment made in a call to one of our member support agents. We can also track when they have gone to have something done at one of the hospitals, and then we can send a post-service survey to them and capture that information. We can show a full lifestyle and journey of the members, and this helps us not only build better products and better plans to offer, but also find loopholes or problems where maybe a payment system isn't working or a website page isn't working. We don't just depend on the reports that those groups have based on raw data but get comments to fill in what and why is happening.

We added a company that specializes in creating those dashboards, and we've gone to a more advanced maturity for our feedback. This has caused one of our company's main goals to be based on likelihood to recommend, and the whole company's success each year depends on having that score reach the goals. We are not only deriving data and an attitude of data in making decisions at the company, but it also helps us specifically to increase and maintain the star value that the healthcare company has. We have a goal of reaching 4.5 stars and we did it this year, and staying up there in this tough healthcare space depends a lot on how we are teaching people to use their feedback better, and that's thanks to Qualtrics XM Platform.

We use the AI features of Qualtrics XM Platform. We had help from a company

called Farlinium, who is a specialist in integrating that journey mapping with the AI. With their help, we were able to create the dashboards that are best for the product teams and the support teams to use because it doesn't help if nobody's looking at it. We've made new versions of reports and dashboards that are interactive and very easy to use to look at a comment if you want, or look at a group of comments, or look at thousands of comments, tens of thousands, or just one. It's very easy to scale up and down. Especially with open-end text and unstructured comments, the AI tool is great because it used to be we would have to download the comments and put them in Copilot or some other AI tool, but now we can do AI analysis right in Qualtrics XM Platform, which saves us extra steps and expenses.

Qualtrics XM Platform is deployed in my organization as a private cloud, and all the tools run on Qualtrics's server..”

Bryan Jepps

Market Research Manager at a insurance company with 1,001-5,000 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup and installation of Qualtrics were straightforward. Being a web-based service, users only need to log in with their credentials obtained after purchasing a product from the Qualtrics website. There is no elaborate setup process required..”

Ali Bin Tahir

Research Executive at NielsenIQ

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“I was not directly involved in pricing or licensing decisions, but from a user's perspective, the setup was straightforward since Qualtrics XM Platform is a cloud-based SaaS platform. There was no infrastructure setup required on our side, and access to the platform was provisioned quickly, allowing us to start creating surveys and analyzing feedback with minimal effort..”

Tejaswini F

Program Operations Associate at MyCaptain

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“My experience with pricing, setup cost, and licensing was that it was not cheap, but it wasn't crazy expensive. We looked at it and our finance people looked at it and said that based on the benefit we expected to receive, it was worth it. It wasn't hard to set up the licensing. They were generous with the hours and data amounts that we're able to use. We haven't bumped up against them at all. We're happy with it and we're even looking at expanding it..”

Bryan Jeppsen

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Market Research Manager at a insurance company with 1,001-5,000 employees

“In terms of the installation process and deployment of Qualtrics XM Platform, it depends on the product you are implementing and your technology maturity. As a consultant, I observe that many companies need a push to set this up, but you do not necessarily need one because the configurations are accessible in the interface. With sufficient time and resources, you could set yourself up on the platform, but larger organizations may require consulting services..”

Romina Dorola

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Head Of Vo C Strategy & Customer Success at TheX

“The initial setup is pretty straightforward. It's very user-friendly and very intuitive.

I set up the initial project survey dashboard, including the workflow and integrations for data input and service delivery. This process is entirely automated, allowing for seamless operation. Initially, I handle the setup, and then we train clients, guiding them through the system we've established. Moving forward, clients manage the process themselves, which is intuitive. Even newcomers grasp the basics within two to three months.

Deployment depends on the urgency. Initially, once the SoW is signed with Qualtrics, within two weeks, the designated account executives will receive the login credentials and necessary information. The timeline for building and launching the survey varies based on the project's urgency. We've executed launches in as little as two days for simpler surveys, while complex surveys might take longer, even up to eight months. The timeframe depends on factors such as survey complexity and any necessary integrations. It can be completed within two weeks..”

Jishnu G Anand

Senior Consultant at a consultancy with 11-50 employees

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“It is very easy. Qualtrics provides Basecamp videos on their support site. When we reach out to clients interested to build questionnaires, we provide them with these videos, which are helpful.

It's quite user-friendly, and anyone can build surveys. We also give training for the dashboard, but there are videos clients can view to get started and build some things in Qualtrics.

Implementation strategy:

1. The implementation strategy starts with a kickoff. Sometimes, there's an internal kickoff where we, including the Qualtrics account executive, discuss the client's use case.
2. Then, there's a kickoff call with the client where we explain each deliverable from our side and theirs. We give a timeline with a rough project plan, which the client can tweak.
3. We suggest weekly calls with the client and ask for the Qualtrics account credentials. They should create an admin account for us, and then we get started with the build work. We have weekly calls with the client.

The project flow depends on the client's use case and its complexity. Sometimes we start with single sign-on and custom email domain setup, then SSL setup, followed by the survey build, XM directory setup, and so on. Then we move to the dashboard, and if there's any Text iQ work, we do that, along with Customer Advisory work.

However, the flow of the project depends on the clients and their use cases.

Integration capabilities:

- Qualtrics supports integration, but it depends on which CRM tool we use. There are three methods to integrate with another CRM tool: JSON event, SFTP, and API calls.
- JSON events require creating a workflow and a web service task to pass information from Qualtrics to other CRM tools. It involves creating a data load

and adding all the information you want to pass.

- SFTP is used to pull information from a server into Qualtrics, like pulling a contact list. Qualtrics provides its own SFTP server, but you can use other servers like the client's FTP server or even Google Drive.
- API calls are used for pushing information from Qualtrics to any CRM or pulling information from any CRM into Qualtrics. One example is a refund use case where the client was selling earphones. As soon as the earphones were sold on the website, the information would come into Qualtrics, and a service would be triggered from Qualtrics. The customer would then receive a survey via email.

VinayakMishra

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Technology Consultant at Zill Consulting

Customer Service and Support

“I have not needed much direct vendor support for basic survey and analytics use cases because the platform is generally usable once the setup is clear. I have reached customer support once for some initial setup, and it was very good at that time..”

Singh Aman

Generative AI Engineer at Tata Consultancy

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“I have contacted the technical support team multiple times, particularly during the initial stages. They have been highly responsive, assisting various channels such as their website or direct communication..”

Ali Bin Tahir

Research Executive at NielsenIQ

[Read full review](#) 

“I have not personally needed to contact Qualtrics XM Platform customer support, as the platform has been stable and easy to use. Based on available resources, the documentation, knowledge base, and training materials have been sufficient for the tasks I have worked on..”

Tejaswini F

Program Operations Associate at MyCaptain

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“When we raise an issue, the support team takes about one to two days to solve it, and we can't wait that long. When we try to explain our issue on a phone call, they say they will discuss it with our internal team, which will take one to two business days. Solving our issue takes a lot of time, and our clients can't wait that long..”

Shreyash Mhatre

Information Technology Analyst at a consultancy with 10,001+ employees

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“Customer support for Qualtrics XM Platform has been excellent. I don't know if we get some elevated support, but every time I have a question, somebody is ready to help me either through a chat right now or if I submit an email question, I usually get a response the same day or within one day. I also have a technical success manager that I can call, someone who is there to help me with whatever I need..”

Bryan Jeppsen

Market Research Manager at a insurance company with 1,001-5,000 employees

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“A couple of years ago, when I started with the solution, whenever I contacted the support team in that phase, I received good assistance as most of my queries were basic. Presently, I witness a decline in support quality as the support team members are unaware of how to resolve the issues I am facing, and thus, they reach out to engineers, which becomes quite time-consuming. I would rate the customer support a six out of ten. .”

Martina Peneva

People Technology Lead at Scandinavian Tobacco Group

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Other Advice

“My advice for others looking into using Qualtrics XM Platform is to be ready to pay a steep price and prepare yourself for the learning curve. It can be a bit steep, but overall, the process should be reasonably simple. I would rate this product a seven on a scale of one to ten..”

Emorales Morales

Sr. Service Delivery Consultant at a recruiting/HR firm with 11-50 employees

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“Qualtrics XM Platform has changed a lot, and I am happy to share my updated review. The pricing of Qualtrics XM Platform varies based on response numbers and has changed a lot recently, but I am not completely aware of the specifics. I would rate Qualtrics XM Platform as a nine out of ten..”

JishnuG Anand

Senior Consultant at ALA Consulting Group

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“I would recommend Qualtrics XM Platform to organizations that need a robust solution for survey management, feedback collection, and experience analytics. My advice would be to take advantage of its reporting and dashboard capabilities. Start with standard templates and invest some time in learning the advanced analytics features to get the most value from Qualtrics XM Platform. I would rate this product a nine out of ten..”

Tejaswini F

Program Operations Associate at MyCaptain

[Read full review](#) 

“I would recommend it to other users. My advice to other users would be to reach out to Qualtrics support and the XM community, which is quite helpful.

If a particular use case is very peculiar and unique in nature, users can reach out to the XM community, where people from all around the globe who use Qualtrics can help you out. If you are stuck anywhere, they can help. The XM community is quite helpful.

Overall, I would rate the solution a nine out of ten. .”

VinayakMishra

Technology Consultant at Zill Consulting

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“I assess the effectiveness of Qualtrics XM Platform in capturing detailed feedback from surveys as very effective. You can customize the exact type of survey that you want, assessed or not assessed, with almost 20 or 25 types of questions that range from simple multiple-choice questions to video-type questions where customers

can upload a video with the answer. The platform transforms speech to text and analyzes sentiment, achieving a high level of detail in one of those questions in the survey.

“In terms of metrics tracked in the dashboard of Qualtrics XM Platform, I focus on [NPS](#), CSAT, CES, and FCR, but it depends on the business case since I work across industries and different use cases. We are trying to start incorporating churn and customer lifetime value (CLV), which is also critical for us.

“I rate this product with a review rating of 10..”

Romina Dorola

Head Of Vo C Strategy & Customer Success at TheX

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“I feel the output from Qualtrics XM Platform is as accurate and certainly better than a lot of the AI tools that I see and use that use the web and the internet because Qualtrics XM Platform looks at my data. It's counting things and analyzing comments that are in my company's specific data, in the surveys and call transcripts that we provide. It's not going outside to decide. It's using the vast amount of data I have from big hospital and insurance company customers. I feel we're bouncing our needs against companies just like us all over the country and the world. I feel it is safe and accurate because it's looking at just healthcare data and not being influenced by other things.

I would advise looking for a competitor and asking them how they are helping someone who is a competitor for you or does the same kind of work you do. They can often show how success is working in the same kind of work that you're doing. As a healthcare platform, they can show us what other companies that don't compete with us and are on the other side of the country are doing. They can say, "look at this dashboard, we can modify this for you." It's easy to see how that would benefit without having to try to imagine too much or having to do too much testing or custom work. They have category sets, for example, for text analysis and

the AI models can be adapted based on what some similar insurance company or healthcare company is doing on the East [Coast](#).

The governance and security of Qualtrics XM Platform is very good because as a healthcare company with a unified system, we have a hospital system and an insurance system with personal data from members. They have to be great or we wouldn't partner because we load member information and patient information onto that and it has to be safe. We can't afford to risk that. Qualtrics XM Platform has done their job to make sure that we feel comfortable that there's not going to be any data loss or any problems with member data. I would rate this review a 9 overall..”

Bryan Jeppsen

Market Research Manager at a insurance company with 1,001-5,000 employees

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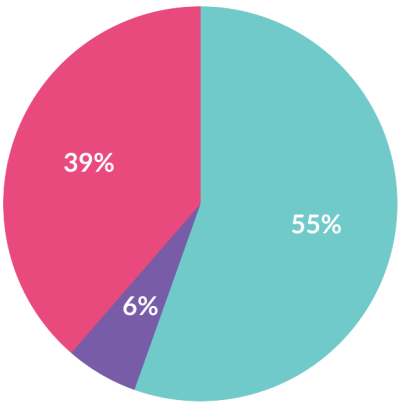
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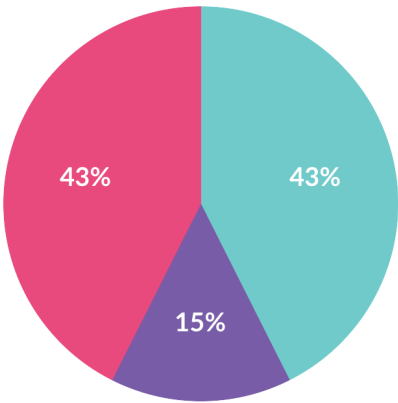


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