



**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 is essential for managing customer and employee experiences through surveys and feedback. It supports market research, employee engagement, and education across industries, facilitated by intuitive survey and data analysis tools.

Organizations efficiently use Qualtrics XM Platform to gather and analyze feedback for enhancing customer and employee experiences. The platform supports a range of applications from customer satisfaction, NPS, and website interaction to employee engagement and market research. Prebuilt integrations and AI-driven insights facilitate data collection and analysis, allowing departments to focus on productivity and content effectiveness. Despite its flexibility, some users note challenges with survey dynamics, data migration, and integration, highlighting potential areas for improvement.

## What are the key features of Qualtrics XM Platform?

- **Survey Creation:** Offers a user-friendly drag-and-drop interface for easy survey building.
- **Integration:** Provides prebuilt integrations to enhance actionable feedback collection.
- **Text iQ:** Delivers advanced text analysis to detect sentiments.
- **AI-driven Insights:** Enables effortless data collection and analysis.
- **Flexible Workflows:** Integrates seamlessly with CRM tools to automate workflows.
- **Real-time Dashboards:** Offers visual data representation to simplify decision-making.

## What ROI and benefits should users focus on in reviews?

- **Ease of Use:** Simplifies complex survey tasks for non-IT personnel.
- **Data Visualization:** Provides real-time insights for strategic planning.
- **HR Enhancements:** Improves HR processes through automated notifications.
- **Survey Logic:** Allows customization to fit diverse needs.

In industries like retail, finance, and education, Qualtrics facilitates data collection through customizable surveys and dashboards. Retailers analyze feedback on purchases, financial institutions assess call center productivity, and educators explore student engagement. The platform's adaptability supports diverse industry needs, despite the need for enhancements in certain features.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Workflows are very powerful. There are a lot of good things, but I feel workflows are the best.”



**VinayakMishra**

Technology Consultant at Zill Consulting



“The solution allows the development of multiple surveys based on the lifecycle”



**Martina Peneva**

People Technology Lead at Scandinavian Tobacco Group



“The tool's most valuable feature is its setup process. I find it intuitive, especially regarding tasks like randomization and survey logic. Delighted by Qualtrics is intuitive compared to many competitors, which justifies its price.”



**Bjorn Thorleifsson**

Head of Research & Insights at .amp sound branding



“The solution has other extra features, like Stats iQ, Text iQ, and Predict iQ.”



**Shreyash Mhatre**

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



“Text iQ is a great feature.”



**Romina Dorola**

Senior Experience Designer & Qualtrics Lead at Izo



“Its flexibility allows for easy adjustments to subscriptions, which contributes to user satisfaction”



**Siddharth Chakravanshi**

Solution Consultant at Independent



“The most valuable feature of Qualtrics Customer XM is the survey, which is very user-friendly and designed as a drag-and-drop item.”



**Verified user**

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

## What users had to say about valuable features:

“Delighted by Qualtrics is good for visualization purposes. We can frequently analyze the data with the help of dashboards. The solution has other extra features, like Stats iQ, Text iQ, and Predict iQ. We can integrate the tool with any other system through out-of-the-box integration..”

**Shreyash Mhatre**

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


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“The most valuable feature of Qualtrics Customer XM is being a one-stop solution. It allows seamless data collection, analysis, and presentation without downloading or switching between different tools. Moreover, the platform offers modular and programmable features that simplify complex tasks, even for users without an IT or programming background..”

**Ali Bin Tahir**

Research Executive at NielsenIQ

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“I prefer working in customer experience. Employee experience is a bit more complicated. Text iQ is a great feature. Real-time feedback is one of the most important features. We gather data from different resources. Dashboards are updated in real-time.

When I deliver the projects to my clients, they can take action on the feedback in real-time. The ticketing system is also very powerful. We can close the loop with the customers. The vendor is constantly iterating the platform and adding new features..”

**Romina Dorola**

Senior Experience Designer & Qualtrics Lead at Izo

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“The tool's most valuable feature is its setup process. I find it intuitive, especially regarding tasks like randomization and survey logic. Delighted by Qualtrics is intuitive compared to many competitors, which justifies its price.

Delighted by Qualtrics helps track customer satisfaction after either a purchase or an interaction by sending out surveys that ask basic questions about customer satisfaction. However, I've always been satisfied, so I've never had anything to complain about.

The tool is easy to learn. .”

**Bjorn Thorleifsson**

Head of Research & Insights at .amp sound branding

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“Workflows are very powerful. There are a lot of good things, but I feel workflows are the best. You can connect Qualtrics with any CRM tool and push or pull information between them.

It can also be integrated with other tools like Power BI. Some people feel that even the dashboard is improving a lot, and it's quite good. Personally, I feel that Tableau and Power BI are much better than iQ.

Text iQ is very powerful. It's a text analysis tool that analyzes open-ended comments. It can read all the open-ended comments based on the query you have checked and distinguish between negative and positive comments. It gives the sentiment score and categorizes the comments into different topics. It's quite powerful and helps customers a lot.

#### **AI-driven initiative:**

- Qualtrics has recently used a lot of AI in Qualtrics. One is Text iQ, which is an AI tool that uses natural language processing.
- Another is the AI chatbot that assists with support inquiries. If my query is not resolved, I can reach out to Qualtrics support, which is available 24/7 by phone or email. The AI chatbot is quite helpful.

**VinayakMishra**

Technology Consultant at Zill Consulting

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“At our company, we have availed the employee experience license for Delighted by Qualtrics, the initial license was procured in 2021. The product is almost the same even with the additional lifecycle license, so our company does not have the hire and retire options within the solution. The solution allows the development of multiple surveys based on the lifecycle. The onboarding and exit surveys, as part of the lifecycle surveys, can run automatically. According to the survey results, at our company we implement the Ad Hoc based on the set of rules connected to the HR system. For instance, due to the automation feature, after six months of completion of an employee, they are automatically added to a participant pool and invited for the survey along with reminders. Due to Delighted by Qualtrics, HRs don't have to manually send surveys. By the use of workflows in the solution, you can set notifications that will be sent via email; they can be sent to HR managers, leaders, or certain professionals. The automated notifications can be role-specified, and if surveys have sensitive elements, they need to be tracked immediately. Workflows in Delighted by Qualtrics can help users identify sensitive factors and take immediate action. Overall, Delighted by Qualtrics's system is user-friendly. With very limited training, I was able to navigate the solution and learn about the survey processes and data appearance. .”

**Martina Peneva**

People Technology Lead at Scandinavian Tobacco Group

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## Other Solutions Considered

“I have used SurveyMonkey before. We have been Qualtrics for a very long time. We have a lot of interest in Medallia for the customer experience. For employee experience, there was another Microsoft platform we used. Qualtrics was the first one that checked all the boxes, so we went with it..”

**Siddharth Chakravanshi**

Solution Consultant at Independent

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“Our company opted for Qualtrics primarily based on client preference. The specific XM module favored by our client led us to choose Qualtrics for our data collection and analysis needs. While other in-house software solutions are available, their alignment with our client's preferences and requirements made Qualtrics the preferred choice for our organization..”

**Ali Bin Tahir**

Research Executive at NielsenIQ

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“I've worked with many other platforms. We must understand that it is a customer experience management platform and not a survey platform. It is a little confusing. I have heard people comparing the tool with SurveyMonkey. It is not a correct comparison. It could be compared with QuestionPro. Medallia is a competitor of the solution. Delighted by Qualtrics is really worth it. If someone needs surveys, they must use SurveyMonkey..”

**Romina Dorola**

Senior Experience Designer & Qualtrics Lead at Izo

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“There is SurveyMonkey, which is quite good, but not comparable to Qualtrics. Qualtrics is way ahead of SurveyMonkey. There is Medallia as well, and Confirmit. Every platform has pros and cons.

Qualtrics has a lot of pros. For example, the workflows are very good. They integrate with a lot of things, like Salesforce, Google Sheets, Tableau, Power BI, Snowflake, Canvas, and more. Qualtrics has a lot of pros compared to other tools like SurveyMonkey. But with respect to the dashboard, I think Qualtrics should work on it. Even the survey-taking experience, I feel that Hotjar and SurveyMonkey are better than Qualtrics. The survey-taking experience is quite good, but it is quite improved in Hotjar and SurveyMonkey..”

**VinayakMishra**

Technology Consultant at Zill Consulting

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“I have used SPSS Survey software, SurveyMonkey and SurveyGizmo. This is the best software out there. SurveyMonkey is more limited in functionality and only allows you to ask 10 questions in the free version. SurveyGizmo crashes too much. Qualtrics is what I want to grow my company's use into..”

**Lawrence Hecht**

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President (consultant) at a tech services company with 51-200 employees

# ROI

Real user quotes about their ROI:

“The ROI is quite good. There are a lot of big clients that use Qualtrics. So, the return on investment is good, and that's the reason people go for Qualtrics..”

**VinayakMishra**

Technology Consultant at Zill Consulting


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“Qualtrics easily integrates with various software applications, facilitating a comprehensive overview of customer data within the platform. This integration enables businesses to gain insights into the customer journey, allowing them to draw meaningful conclusions and take action at the right time. Everything is dynamic..”

**Jishnu G Anand**

Senior Consultant at a consultancy with 11-50 employees

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# Use Case

“I used the solution for undertaking research or setting up surveys and questionnaires. I also used it quite a lot as a lecturer to get students' information through forms..”

**NickSmith**

Planning Associate at Peritem Consultants Ltd

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“We mainly use Qualtrics Customer XM for customer compliance, mentioning in social media what they're talking about us and how our rivals are talking about it. We use the solution for survey management and have multiple surveys conducted through Qualtrics Customer XM..”

**Verified user**

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

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“At our company, we don't use the solution daily, but it's used on a project basis, as Delighted by Qualtrics is a tool for HR operations. Currently, our company is managing some onboarding and exit surveys around the tool to collect data. The aforementioned surveys identify customers with whom the tool's criteria align. At our company, we also have process owners who analyze the results with Delighted by Qualtrics occasionally. .”

**Martina Peneva**

People Technology Lead at Scandinavian Tobacco Group

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“The primary use case for utilizing Qualtrics Customer XM revolves around data collection through various surveys conducted across different target groups. We use multiple methodologies, such as face-to-face interactions or technical interviews. The collected data can be viewed in real time on a dashboard, allowing stakeholders from various departments to access and analyze the data efficiently..”

**Ali Bin Tahir**

Research Executive at NielsenIQ

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“I work with clients from the APAC and EMEA regions at a consulting firm.

The tool is also quite good. We get regular updates on Qualtrics as a weekly product update, so the product is upgraded every week.

So, use cases differ from industry to industry. I have dealt with the medical industry, banking, finance, and other sectors. Depending on the domain, customers reach out to us based on their use case.

It can be an after-sales customer experience or a website feedback survey. It can also be post-transactional feedback, getting feedback from the customer transaction-wise. There are different touchpoints for different industries and different use cases. I get a lot of custom use cases to solve..”

**VinayakMishra**

Technology Consultant at Zill Consulting

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“Qualtrics is an experience management platform with four major modules: customer, product, brand, and employee. Initially, we focused on customer experience, specifically call center feedback and agent productivity. Our main objectives were to measure customer satisfaction and NPS after every interaction, such as phone calls. We streamlined this process by automating the triggering of surveys for agents. Additionally, we utilized Qualtrics for gathering store purchase feedback in a retail setting. For instance, customers could provide feedback via kiosks placed in stores, where they could indicate their satisfaction levels using a color-coded system such as green, yellow, or red. We also implemented this feedback system in kiosks.

We also use Qualtrics for gathering online website feedback. It's particularly useful for assessing the effectiveness of our content, especially for one of our clients who heavily relied on blogs, articles, and other published content to drive engagement on their website. Essentially, Qualtrics enables us to receive feedback on content releases promptly. We utilize it not only for website feedback but also for support articles. While its primary application lies within customer support, we also leverage Qualtrics for marketing purposes. Specifically, we employ it for website and app feedback to ensure users have a seamless experience, prompting pop-ups to gather their feedback at various touchpoints, such as completing transactions. This initial usage expanded as we gained familiarity with the product, leading us to adopt it for employee experience management. This involves running annual employee engagement surveys, as well as studies focusing on diversity and inclusion, conducted every three to six months. These surveys allow us to monitor employee satisfaction, gauge their sentiment towards the work environment, and gather insights on their willingness to recommend the company to others. In essence, Qualtrics serves as a vital tool for collecting and analyzing workplace feedback..”

**Siddharth Chakravanshi**

Solution Consultant at Independent

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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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“It is not easy to implement because it requires an implementation partner for about three to four months. We use a third-party implementer because Qualtrics resources are too expensive..”


**Diwakar Loshali**

Global Head HR Tech & Operations at a manufacturing company with 10,001+ employees

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“The tool is deployed on the cloud. The ease of setup varies depending on the complexity of the business. It will be easy if we have a very simple configuration. If we implement it for banks, they have a lot of security, firewalls, and additional configurations, which would take more time and be more complex. The deployment is quite simple for us. The tool is quite customizable..”

**Romina Dorola**

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Senior Experience Designer & Qualtrics Lead at Izo


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“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**

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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 haven't contacted the tool's support. The online community is pretty good. So if you find yourself stuck, you can quickly get an answer by Googling the questions..”

**Bjorn Thorleifsson**

Head of Research & Insights at .amp sound branding

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“The technical support is quite good. The support people are quick to respond. When the front-line people cannot solve our issue, they escalate the ticket to the engineering team. They also keep us updated about any incidents that occur..”

**Romina Dorola**

Senior Experience Designer & Qualtrics Lead at Izo

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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

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“You can also write or call customer support immediately if something is not working fine. They can solve your problem. The flexibility is impressive. It's even better than calling a retail store to ask if they have a jacket in your size. It's even faster than that..”

**Siddharth Chakravanshi**

Solution Consultant at Independent

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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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“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

“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 work for a consulting company. It advises clients about customer experience, employee experience, and brand experience. There is a discover feature available in another tool. Qualtrics has a similar feature. It is good. We are partners. We also use the solution in our own company.

I will recommend the tool to others. It's important to keep updated on the features and study the use of the platform completely. Sometimes, people buy the license before they learn to use it. There is quite a lot to do with it. It is a unique tool and should be taken advantage of.

Overall, I rate the product a ten out of ten..”

**Romina Dorola**

Senior Experience Designer & Qualtrics Lead at Izo

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“Integrating the solution is easy for some of the out-of-the-box workflow rules. However, we sometimes face challenges because of restrictions on the client side. The solution provides good real-time feedback. The product is updated each month, and we learn a lot of new things. We try to implement everything that has been upgraded into the tool in our sandbox environment.

I would recommend the solution to other users. If you wish to do any kind of survey analysis, Delighted by Qualtrics is a great tool for analyzing your data. Not only can you analyze your data, but you can also do any statistical analysis, analyze your data, send data with the help of KPIs, and create any kind of integration.

If you wish to send your data from Qualtrics, you can export it or create some API-based use cases. You can automatically update to any kind of platform that you wish to use. Other than that, you can also use the solution to keep your data private.

Overall, I rate the solution an eight out of ten..”

**Shreyash Mhatre**

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

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“If you're considering using Qualtrics for the first time, I suggest you try it. However, before deciding, it's important to consider the pricing aspect. The cost can vary depending on the company and its specific needs. Qualtrics might be expensive for personal use, and alternative free solutions such as Google Surveys or some cybersecurity platforms offer affordable options. However, Qualtrics provides a comprehensive solution that encompasses data collection, analysis, and reporting. It's particularly beneficial for organizations with multiple users who must collaborate on data analysis and reporting. In terms of the cost-benefit ratio, it's worth the investment.

Based on my experience, I would rate Qualtrics Customer XM as nine out of ten. While there are certain limitations regarding questionnaire customization, the platform excels in service quality, stability, and reliability. Its comprehensive features and ease of use make it a valuable tool for efficient data management and analysis, contributing significantly to our organization's operations. While Qualtrics itself may not directly integrate with other customer systems, solutions can facilitate the implementation of surveys or studies on various platforms..”

**Ali Bin Tahir**

Research Executive at NielsenIQ

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“TexIQ analyzes text data. Traditionally, text analysis has been challenging, but with AI, Qualtrics has developed advanced models that can be referenced for various industries, such as restaurants and banking. These models categorize and analyze text, allowing users to understand sentiments and identify areas for improvement. Qualtrics offers other analytical capabilities similar to tools like Tableau and Power BI. Qualtrics's ability to consolidate insights into a single dashboard sets it apart. This dashboard can be customized based on user permissions, providing tailored views for managers and executives. Qualtrics simplifies the process by requiring only one dashboard to accommodate different

user needs and permissions.


It becomes a bit hefty when it comes to integrations, automation, or API-based things. If they want to build a survey and later launch it, those parts are even simpler.

I recommend the solution. Qualtrics offers outstanding survey programming capabilities alongside pre-built solutions for various products. For instance, it seamlessly integrates with SuccessFactors, ServiceNow, and AWS. It provides out-of-the-box integration expertise; even if something isn't readily available, it can be achieved through APIs. This enables users to integrate with their in-house systems and consolidate data, facilitating survey distribution via multiple channels, including text messages. Unlike traditional market research tools that often require multiple platforms, Qualtrics Customer XM streamlines the process into a workflow. From survey creation to data capture and analysis, users can leverage AI for insights and use built-in functionalities to address customer issues effectively. Its intuitive interface simplifies training, ensuring team members can quickly grasp its usage and maximize its potential.

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

**Jishnu G Anand**

Senior Consultant at a consultancy with 11-50 employees

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“As per the engagement survey in our company, the enterprise tool is used to measure employee engagement and experience. When our company runs the global version of Delighted by Qualtrics, which also covers the non-office members of the organization, the setup is a little bit different, and we measure the entire experience working in the company. The solution helps us get an overview of what's happening around the customers or employees. Delighted by Qualtrics also helps measure the posts, provides insights into multiple business areas, and

identifies issues. At our company, Delighted by Qualtrics is a leadership tool that assists leaders with team insights, and some managers also have access to the reports feature. Our company had a partner who is certified in both the HRIS system and Qualtrics, they helped in integrating SuccessFactors with Qualtrics. The directory and contacts in Qualtrics get automatically updated with real-time data from HR systems. All employees of our company are added to the Qualtrics directory with some additional metadata that remains up-to-date. For instance, if I update my profile in a Qualtrics-powered HR system, all the relevant data gets transmitted to the Qualtrics system. With the SuccessFactors integration with the solution, there are new advantages; for example, an event is sent when an individual is terminated voluntarily, so if someone submits their resignation today, the termination gets processed in the system. Then the individual gets flagged as a resigned employee in Qualtrics, and surveys are automatically sent to the person. There are such aforementioned integrations available because Qualtrics used to be a part of the SAP ecosystem and such integrations are implemented in the backend in a plug-and-play format. The setup of the solution was easy, and in our organization, it's deployed on the cloud. I would rate Delighted by Qualtrics as nine out of ten. I would advise anyone looking to adopt Delighted by Qualtrics to first gain capability in handling the system and develop the strategy for identifying the purpose or use cases of the solution. In addition to the aforementioned points, I would also suggest having someone responsible for action planning, insights, and analysis. A company should also look for a solution partner or consultancy that already has knowledge of employee experience management. .”

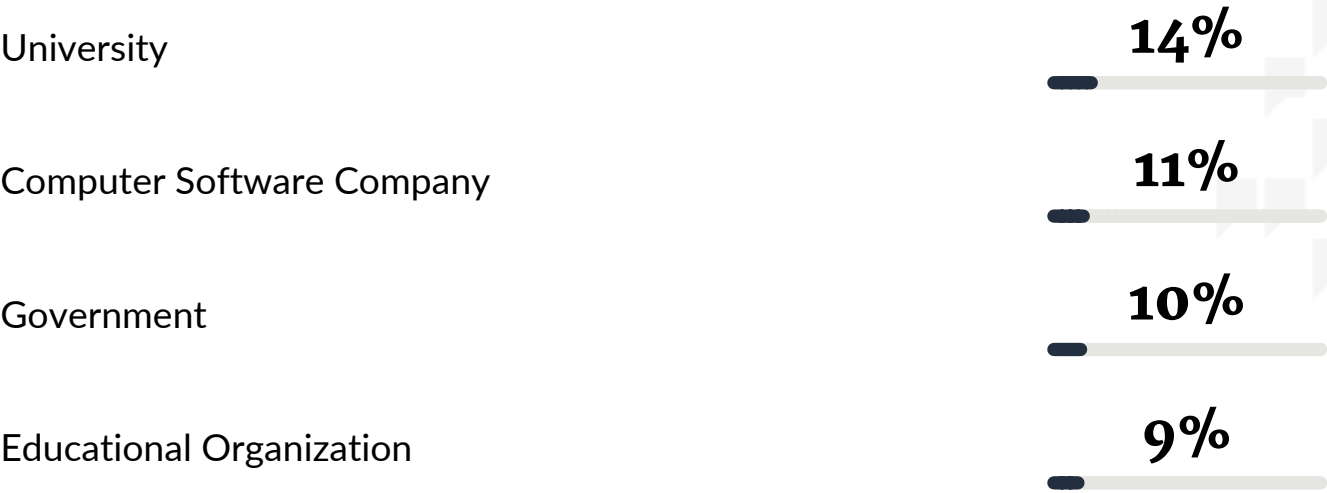
**Martina Peneva**

People Technology Lead at Scandinavian Tobacco Group

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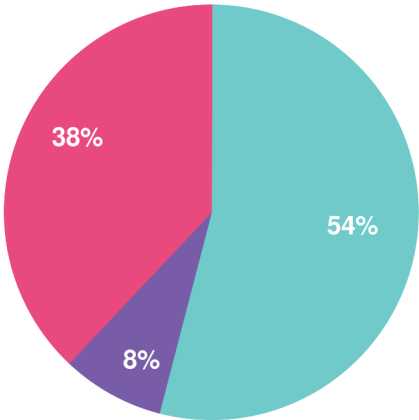
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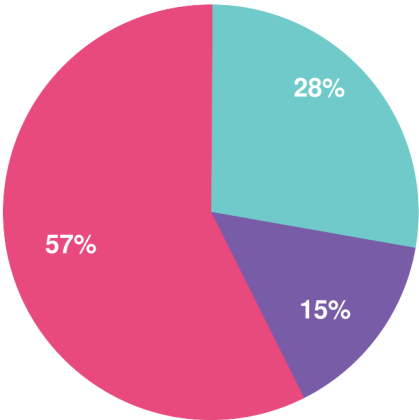
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# Company Size

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Large Enterprise      Midsized Enterprise      Small Business

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