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CustomerXM
Qualtrics CustomerXM Expert Certification Exam

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Question: 1

"CX is the basis for our organization's ongoing differentiation." At which phase of the maturity model does this hypothetical company sit?

A. Embed
B. Hyperlink
C. Trigger
D. Iframe

Answer: A

Question: 2

What are the benefits of using segments?

A. The Inner Loop is likely the piece that most organizations are familiar with and act on. At the foundation, this is when the customer follow-up happens. The inner loop promotes individual behavior and learning. Front line employees who receive timely feedback have an opportunity to immediately change the customer's experience. This also impacts your employees by enabling them to feel part of the process instead of hearing complaints and always saying no.
B. A CX program used to rate the customer's satisfaction with your business when they reach out with an issue. It is also used to confirm that a customer's issue is actually solved to the their expectations. If it is not, a ticketing system must be set up that can route the ongoing issue to someone on your team empowered to solve the issue.
EX: You order a pair of shoes from an online retailer. Now, say that the package was lost or sent to the wrong location. Upon reaching out to the retailer's customer care team, they offer to re-send the package, as well as giving you a voucher for a free pair of shoes to be used in the future.
C. Segmentation is the process of dividing the contacts into different groups based on demographics, needs, priorities, common interests, and other psychographic or behavioral criteria.
The benefit of using Segments, in comparison to mailing lists or samples, is that Segments are more dynamic in nature. Contacts can be added or removed from a Segment based on changes to the contacts' attributes in the Directory. Segments are refreshed every 24hrs meaning that, by default, reviews are made once a day and Segments are updated to reflect any changes to your directory contacts. You also have the ability to rebuild segments at any time.
D. Each viewer can see a set of data that is relevant to them. From C-suite executives to middle management, to front line representatives, each person can see a customized data view, even if you only build one dashboard.
The dashboard updates in real-time. Any time a viewer wants to see up-to-the-minute data, they'll just need to log in to their account.
Because a login is required, your data is confidential and will only be seen by the viewers you select.

Data from multiple surveys can be included in one dashboard. If you'd like to compare data collected in different years or from different touchpoints, you can do so with a dashboard.
Filters can be customized by each viewer so that they can dive deep and find unexpected insights on their own.

Answer: C

Question: 3

What are some cons of using NPS? Select all that apply:
Broad appeal
Requires a large sample size (1000+)
Too much effort is focused on eliminating Detractors instead of creating Promoters
Likelihood to recommend is often correlated with business objectives
Regional differences and customer segment differences can vary widely

A. Relative Checks alert the appropriate users or teams when a metric has a positive or negative change in either direction, based on a dynamic threshold.
B. Requires a large sample size (1000+)
Too much effort is focused on eliminating Detractors instead of creating Promoters
Regional differences and customer segment differences can vary widely
Broad appeal and Likelihood to recommend is often correlated with business objective are both pros
C. Relational Studies
Customer Care Feedback
Post Location Visit Feedback
Digital Feedback
D. It allows you to automate your dashboard user administration.
SSO systems allow users to sign in to multiple platforms with just one set of login credentials.
The integration of an SSO with Qualtrics can allow changes made to your internal employee directory to be automatically updated in Qualtrics.

Answer: B

Question: 4

Select which question type is NOT compatible with a 2-way SMS Distribution:

A. Single Answer Multiple Choice
B. Text Entry
C. Rank Order
D. NPS

Answer: C

Question: 5

When should you use a Branch instead of Display Logic?

A. False, mailing lists are individually owned. If you wanted to share a list with another user in your brand, you both must be in the same Group (created by a Brand Admin) and then you will have the option to share your list with others in your Group.

B. You kick off the reindexing process which involves Qualtrics recalculating your data in order to match the settings you've indicated. This process can take some time, especially when you've collected thousands of responses to your survey. All dashboard widgets will not display while your data is reindexing and you'll see a warning at the top of the dashboard indicating that data is updating.

C. Branches are helpful when you need to either show or hide an entire block of questions to respondents based on a condition. You could apply the same Display Logic to 20 consecutive questions, for example, but using a Branch to accomplish the same outcome is much more efficient. Branches can also be used with other Survey flow elements besides Blocks of questions. Display Logic can only be applied to questions.

D. Segmentation is the process of dividing the contacts into different groups based on demographics, needs, priorities, common interests, and other psychographic or behavioral criteria.
The benefit of using Segments, in comparison to mailing lists or samples, is that Segments are more dynamic in nature. Contacts can be added or removed from a Segment based on changes to the contacts' attributes in the Directory. Segments are refreshed every 24hrs meaning that, by default, reviews are made once a day and Segments are updated to reflect any changes to your directory contacts. You also have the ability to rebuild segments at any time.

Answer: C

Question: 6

T or F - If you duplicate a Survey Flow element that has other elements nested within it, everything nested within the element will also be duplicated.

A. True
B. False

Answer: A

Question: 7

What are some examples of Tasks you can set-up?

A. Each viewer can see a set of data that is relevant to them. From C-suite executives to middle management, to front line representatives, each person can see a customized data view, even if you only build one dashboard.
The dashboard updates in real-time. Any time a viewer wants to see up-to-the-minute data, they'll just need to log in to their account.
Because a login is required, your data is confidential and will only be seen by the viewers you select.
Data from multiple surveys can be included in one dashboard. If you'd like to compare data collected in different years or from different touchpoints, you can do so with a dashboard.
Filters can be customized by each viewer so that they can dive deep and find unexpected insights on their own.
B. Relational Studies
Customer Care Feedback
Post Location Visit Feedback
Digital Feedback
C. Trending Detection keeps appropriate users updated on topic trends in open-ended feedback.
D. Tickets
Email Tasks
XM Directory
Calculate Metrics
Integrations
Web Services (API)

<div style="border:1px solid #000; display:inline-block; padding:8px;">

Answer: D

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