Qualtrics XM

Qualtrics Platform Essentials Certification



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Product Version

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Latest Version: 6.0

Question: 1

Immediate Response, Continuous Improvement, Strategic Decision-Making, Process Integration

- A. RESPOND Skills
- B. Lead Skills
- C. Realize Skills
- D. Activate Skills

Answer: A

Question: 2

- identifies a list of CX capabilities that the organizations needs
- develops CoEs
- training and coaching to extend capabilities beyond just the experts
- A. EX XM Program Roadmap
- B. CX Expertise Building
- C. CX Role-base enablement
- D. CX Experience Integration

Answer: B

Question: 3

- 1. maintains a cross functional process to evaluate and take actions on trends and issues uncovered from customer insights
- 2. uses a well defined process for prioritizing potential areas of improvement based on CX impact and business needs
- 3. tracks and reports on the status and progress of improvement efforts
- 4. deploys process improvement teams to make changes to address high-priority items
- 5. measures and monitors the impact of new or redesigned experiences to confirm and communicate CX improvement
- A. EX Continuous Improvement
- B. strong EX strategy should:
- C. CX Continuous Improvement
- D. CX Experience Integration

Answer: C

Question: 4

Executive Sponsor, CX Core Team, Steering Committee, Working Group, XM Ambassadors

- A. Integration And Ecosystem
- B. Foundational Governance Blueprint
- C. Xm Operating Framework
- D. Cx Governance Evolution

Answer: B

Question: 5

- 1. Individual Develop, reward, and retain talent at scale
- 2. People and Culture Asses and improve manager, team, culture and organizational effectiveness
- 3. Workplace improve technology, IT services and workspace experiences for higher workforce productivity
- 4. Lifecycle/Transition Optimize key moments in the employee journey to improve candidate experience, accelerate onboarding, and identify key attrition drivers
- A. EX Process Integration
- B. EX Experience Visioning
- C. EX Impacts
- D. CX Continuous Improvement

Answer: C

Question: 6

- specifies core set of EX metrics that are consistently used across the org over time to prioritize and align EX activities
- identifies underlying key drivers that impact the metrics
- defines realistic targets for the core EX metrics
- translates key drivers into role-specific employee behaviors that positively impact the metrics
- A. EX Metrics Management
- B. EX Metrics Management: Setting Goals
- C. CX Metrics Management
- D. CX Metrics Management: How CX metrics should be

Answer: A

Question: 7

- see potential in XM
- investigate how XM can help their organization start XM activities
- awareness and support for XM
- executives bring in teams with different sources of insights
- start to tackle obvious pain points
- quick wins
- A. EX Value Delivery
- B. Initiate Stage
- C. EX Strategic Decision Making
- D. EX Immediate Response

Answer: B

Question: 8

aids in understanding where to put resources and in what order to gain the outcome you seek - simplifies where to put most attention

- A. Drivers
- B. Quadrant Analysis
- C. Activity Analysis
- D. Driver Analysis

Answer: D

Question: 9

enables scaling - aggregates cases (people) into larger, similar looking groups - very flexible and can base clusters on demographics, behaviors, psychographics, etc.

- A. Regression Analysis
- **B.** Factor Analysis
- C. Cluster Analysis
- D. Driver Analysis

Answer: C

Question: 10

- uses employee personas based on both \boldsymbol{X} and \boldsymbol{O} data to understand and share info about important segments
- creates journey maps to understand employee needs and perceptions
- looks for inspiration for new EX practices from different industries and domains
- identifies key trends that will shift employee needs and expectations and enable new types of work models into the future
- A. CX Ecosystem Communications
- B. EX Experience Visioning
- C. EX Experience Design
- D. CX Experience Design Process

Answer: B

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