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Qualtrics XM-EX-EXPERT

XM for Employee Experience Expert Certification



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Latest Version: 6.0

Question: 1

You were using Edit Multiple, but after you collected a few responses you noticed it was gone. Why did this happen?

Please choose the correct answer.

Response:

- A. They will see the same block twice, with their questions pre-populated
- B. Select the questions, go to tools, and hit strip formatting
- C. Org Unit Description Field
- D. You began collecting actual responses

Answer: D

Question: 2

For a Mailing List to import into Qualtrics, which of the following fields MUST be present in the .CSV file?

Please choose the correct answer.

Response:

- A. First Name, Last Name, Email, Phone Number
- B. First Name, Email, Phone Number
- C. First Name, Email, External Data Reference, Phone Number
- D. First Name, Last Name, Email, External Data Reference

Answer: D

Question: 3

How do you get benchmark data for a customer?

Please choose the correct answer.

Response:

- A. Engage the XM scientist.
- B. File a QPN Assistant ticket.
- C. Consult the dashboard requirements checklist.
- D. Add the "Same as Viewer" filter.

Answer: B

Question: 4

A Qualtrics customer wishes to add message translations into the message tabs for their project. Which are ways of achieving this?

There are 2 correct answers to this question.

Response:

- A. By distributing an anonymous link
- B. Through the Qualtrics library
- C. Through participant authentication
- D. By using a central kiosk
- E. Manually, within the message itself

Answer: B,E

Question: 5

Which statement is true of both Employee Lifecycle projects and Employee Engagement projects?

There are 2 correct answers to this question.

Response:

- A. They can be reported on with Qualtrics dashboards.
- B. Their goal is to measure the employee's sentiment and identify behavioral results.
- C. They leverage page filters.
- D. They are distribution methods.

Answer: A,B

Question: 6

Which three elements are key components of a comprehensive enterprise test plan?

There are 3 correct answers to this question.

Response:

- A. Time for testing
- B. Hierarchy mapping
- C. Documentation
- D. Distribution requirements
- E. Defining responsibilities

Answer: A,C,E

Question: 7

Which are the two primary reasons that Qualtrics recommends setting up users at the Dashboard Role Level?

There are 2 correct answers to this question.

Response:

- A. Distribution methods
- B. Shared permissions
- C. Action planning
- D. Tracking access
- E. Automatic translation

Answer: B,D

Question: 8

When working with enterprise customers, which are key practices for communication?

There are 3 correct answers to this question.

Response:

- A. Gathering survey requirements
- B. Historical Data
- C. Documentation
- D. Logging and following up on actions
- E. Outlining escalation plans

Answer: A,B,E

Question: 9

Demographic information added to your subject upload file is an example of what?

Please choose the correct answer.

Response:

- A. Metadata
- B. Matrix
- C. Flatten unit
- D. Lemmatization

Answer: A

Question: 10

A client has a portion of their workforce without emails. What is the best practice for getting this group access to the survey?

Please choose the correct answer.

Response:

- A. They will be assigned an SSO that eliminates the need for an email address or a password.
- B. They can only complete paper surveys.
- C. They receive a dummy email created by the system and can use an anonymous link with an authenticator.
- D. They will not be able to access the survey.

Answer: C

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