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Qualtrics XM-PE

**Experience Management (XM) Platform Essentials
Certification**



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Latest Version: 6.0

Question: 1

A retail company runs a transactional survey after every online purchase. They want to:

- Use customer name and order number in the invitation
- Segment dashboard views by store region and order amount
- Include sentiment analysis of open-text feedback

Which features are required?

There are 3 correct answers to this question.

Response:

- A. Embedded Data
- B. Text iQ
- C. Display Logic
- D. Contact List with custom fields
- E. Trend Line widget

Answer: A,B,D

Question: 2

Which widget would best represent how a single key metric has changed over time, such as monthly satisfaction score?

Please choose the correct answer.

Response:

- A. Gauge
- B. Trend Line
- C. Table
- D. Pie Chart

Answer: B

Question: 3

Which of the following are considered survey design best practices in Qualtrics?

There are 2 correct answers to this question.

Response:

- A. Use of clear, concise language

- B. Mixing random and ordered response options without rationale
- C. Grouping related questions into blocks
- D. Asking multiple questions in a single sentence

Answer: A,C

Question: 4

A marketing team wants to launch a product feedback survey using Qualtrics CoreXM. They want to:

- Personalize the welcome message using the respondent's name
- Ask different questions based on previous answers
- Stop collecting responses after 100 entries

Which platform features should they use to fulfill all these requirements?

There are 3 correct answers to this question.

Response:

- A. Embedded Data
- B. Display Logic
- C. Piped Text
- D. Quotas
- E. Triggers

Answer: B,C,D

Question: 5

When sharing a dashboard with multiple stakeholders, which of the following can be configured?

There are 2 correct answers to this question.

Response:

- A. Personalized filters per viewer
- B. Export to SPSS
- C. Schedule email delivery
- D. Assign question weights

Answer: A,C

Question: 6

What actions can you perform from a Qualtrics Results Dashboard to share insights with stakeholders?

There are 2 correct answers to this question.

Response:

- A. Schedule recurring email reports
- B. Modify back-end survey logic
- C. Download dashboards as PDFs
- D. Write Python scripts

Answer: A,C

Question: 7

What happens when you distribute a survey using a contact list with embedded fields (e.g., Region, Age)?

Please choose the correct answer.

Response:

- A. The fields are lost during distribution
- B. The survey ignores embedded fields
- C. The embedded fields are available in response data and can be used in logic
- D. Participants are required to enter those fields manually

Answer: C

Question: 8

What type of question should you use in Qualtrics to allow users to rank multiple items?

Please choose the correct answer.

Response:

- A. Matrix Table
- B. Rank Order
- C. Descriptive Text
- D. Slider

Answer: B

Question: 9

In the context of XM, what does “closing the loop” typically refer to?

Please choose the correct answer.

Response:

- A. Archiving old data

- B. Following up with respondents after a negative experience
- C. Running a regression model
- D. Linking survey responses to financial outcomes

Answer: B

Question: 10

Which feature enables personalized question text using previously collected data in the same response?
Please choose the correct answer.

Response:

- A. Display Logic
- B. Piped Text
- C. Skip Logic
- D. Validation Criteria

Answer: B

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