



# Qualtrics Customer Experience Expert

Qualtrics Customer Experience Experts can identify, monitor, and act on key moments along the customer journey. By incorporating robust feedback programs, Qualtrics CX Experts empower their organizations to integrate the customer viewpoint into every decision.

In this course, learn how to:

- + Design seamless surveys that engage customers and collect metrics of interest
- + Control which customers receive feedback invitations using a contact directory
- + Close the loop to react immediately to customer feedback
- + Apply statistical analysis to reveal critical drivers of customer delight and pain
- + Build elegant dashboards to share the right insights with key stakeholders

**RECOMMENDED FOR** Customer Experience professionals who want to configure and manage a CX program

**ESTIMATED STUDY TIME** 25 - 30 hours

**EXAM** 60 multiple choice questions; 75 minutes

**EXAM PASSING SCORE** 70%

**LANGUAGES AVAILABLE** English

**PRICE** \$2,499 USD for online training and 1 exam attempt

**EXAM RETAKES** \$150 USD per attempt

## CX Programs Covered:

- Strategic Annual Relational Program
- Digital Website Feedback Program
- Transactional Contact Center Feedback Program

## Key Features:

- Advanced Survey Flow and Logic
- iQ Directory, Driver iQ, Text iQ, and Stats iQ
- Ticket management
- Role-based dashboards

[Purchase Online Training](#)

# Certification Content

The Qualtrics Customer Experience Expert Certification teaches you Qualtrics Customer Experience and provides step by step guidance to configure multiple CX programs.

**INTRODUCTION TO CX** Get familiar with the fundamental customer experience metrics and program components.

**CONFIGURING YOUR SURVEY** Build an engaging survey complete with organizational branding, question logic, and dynamic text.

**COLLECTING YOUR FEEDBACK** Distribute access to your survey through anonymous and personal channels including online website intercepts, personalized email invitations, and several link types.

**REPORTING YOUR FEEDBACK** Design effective role-based dashboards to showcase your experience and operational data to empower your stakeholders to monitor and act in response to the feedback collected.

**ANALYZING YOUR FEEDBACK** Access your raw data and apply advanced statistical analysis to better understand the drivers of customer satisfaction.

**LOCALIZING YOUR PROGRAM** Translate your survey, invitations, and dashboards to cater to a global audience spanning various languages.

**FOLLOWING UP ON FEEDBACK** Ensure customers receive the necessary attention by automating ticket management.

 **STRATEGIC ANNUAL RELATIONAL PROGRAM** Apply what you've learned and build a relational survey to capture customer sentiment, schedule email invitations and reminders, and design a comprehensive dashboard page to communicate the results.

 **DIGITAL WEBSITE FEEDBACK PROGRAM** Apply what you've learned and build a persistent website feedback survey, launch an intercept that blends with your website, and present the data in a targeted dashboard.

 **TRANSACTIONAL CONTACT CENTER FEEDBACK PROGRAM** Apply what you've learned and build a post-interaction feedback survey, automate ticket creation to follow up with detractors, and design a role-based dashboard to monitor trends.

 **ENGAGING STAKEHOLDERS WITH AN EXECUTIVE DASHBOARD** Apply what you've learned and build a comprehensive dashboard that displays data across several touchpoints to best engage with your internal stakeholders.