Qualtrics
XM
Qualtrics Platform Essentials Certification

Questions And Answers PDF Format:

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Version = **Product**

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

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

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

Question: 10

- uses employee personas based on both X and 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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