

work different 2021



Taking small actions to deliver big wins

WATCH ON DEMAND NOW

XM OS Experience Design + Experience Improvement

The NEW OPERATING SYSTEM FOR XM IS HERE.

REQUEST DEMO

LEARN MORE



Qualtrics DesignXM

Uncover the products, services, and experiences that customers and employees want next.

LEARN MORE

- CORE XM >
- RESEARCH & INSIGHTS >
- CONJOINT ANALYSIS >



Qualtrics CustomerXM

Decrease churn. Increase customer lifetime value. Reduce cost to serve.

WATCH ON DEMAND DEMO

- LEARN MORE >
- DIGITAL CX >
- CLOSED LOOP FOLLOW-UP >
- CUSTOMER RETENTION >



Qualtrics EmployeeXM

Attract and retain talent. Increase engagement. Improve productivity.

WATCH ON DEMAND DEMO

- LEARN MORE >
- EMPLOYEE ENGAGEMENT >
- EMPLOYEEXM FOR IT >
- EMPLOYEE PULSE >



Qualtrics ProductXM

Improve product market fit. Increase share of wallet. Decrease time to market.

LEARN MORE

- PRICING OPTIMIZATION >
- CONCEPT TESTING >
- MARKET SEGMENTATION >



Qualtrics BrandXM

Acquire new customers. Increase market share. Improve awareness and perception.



Qualtrics XM Services

Expert designed White-glove implementation and management

Welcome back! Still wondering if Qualtrics is a good fit? I can get you connected to our sales team...





has a 633% ROI

Qualtrics commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying its customer experience (CX) platform.

[READ THE FULL REPORT HERE >](#)

Ready to take your customer experience to the next level?

REQUEST DEMO

What is Customer Experience Management?

Customer experience (CX) is the total perception someone has of your organization. It's the cumulation of all the various experiences customers have with your company, and can help:

- Improve customer retention and loyalty
- Increase customer share of wallet
- Optimize customer acquisition
- Reduce cost to serve
- Increase brand awareness and equity

The best customer experience management software programs track every customer interaction and analyze the data to close the gap between what customers expect and what the experience currently being delivered.

A recent study showed that "Customer Experience Leaders" grow 2x faster and maintain operations that are 15% leaner than the average company.

[LEARN MORE >](#)

Feedback

- Qualtrics DesignXM
- Qualtrics CustomerXM**
- Qualtrics ProductXM
- Qualtrics EmployeeXM
- Qualtrics BrandXM
- Qualtrics XM Services

- + Digital Customer Experience
- + Account Management
- + Foundational CX
- + Customer Survey Software
- + Customer Experience Management (CXM)
- + Voice of Customer Software
- + Customer Retention Software
- + Location Based CX
- + Customer Care
- + Customer Analytics
- + NPS Software
- + Frontline Feedback from Employees
- + Closed Loop Customer Follow Up
- + Online Reputation Management

POPULAR USE CASES

- Customer Experience Management (CXM)
- NPS Software
- Employee Engagement Software
- Online Survey Software
- Market Research Software
- 360° Employee Feedback

- Customer Survey Software
- Website & App Feedback
- Voice of Customer Software
- Employee Pulse Surveys
- Onboarding & New Hire Surveys
- Online Reputation Management

SUPPORT

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RESOURCES

- Customers
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- Events
- Training & Certification
- Resource Library
- XM Basecamp

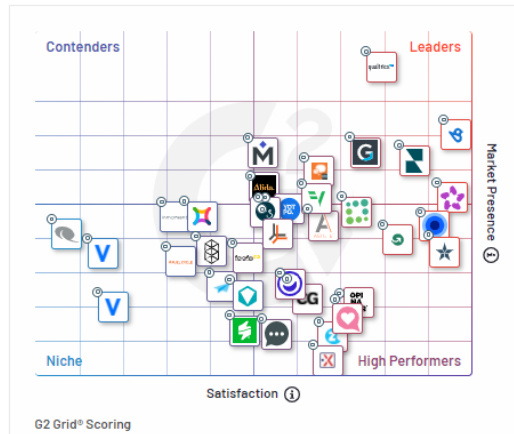
What brought you to Qualtrics today?

Cookie Preferences

Customers rate Qualtrics #1 in customer retention software

The crowd has spoken. Qualtrics is proud to be the XM pioneer and customer retention software category leader in the top right quadrant on the #1 independent software review site.

Read unbiased reviews from real customers and compare for yourself.



G2 Grid® Scoring
G2 Grid for Experience Management Software

What is customer retention and churn software?

Customer retention software helps you measure and understand the customer's journey and the experiences they have, from relational to transactional experiences, such as purchase or post-support follow-up. By combining this experience data with operational data, you can surface key insights, such as likelihood to churn. With [closed-loop and action planning tools](#), users can follow up with at-risk customers to improve retention and reduce the need to acquire new customers.

[LEARN MORE ABOUT CLOSED-LOOP CX >](#)

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