

## CUSTOMER XM EXPERT CERTIFICATION

# Become a Qualtrics CustomerXM Expert

Prove your ability to develop a Customer Experience (CX) program, engage with customers at critical touchpoints, and share customer insights through elegant dashboards using the Qualtrics CustomerXM platform.



### RECOMMENDED AUDIENCE

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



### RECOMMENDED PREREQUISITES

Qualtrics Platform Essentials

## Step 1 Learning Journey

### PRICE

Available for free on XM Basecamp

### ESTIMATED STUDY TIME

15 hours

### LEARNING OBJECTIVES

To help you prepare for your exam, we've built the following learning journey where you'll:

- + Learn to identify the best customer experience metrics to achieve your program goals
- + Apply survey design best practices to customer experience projects
- + Learn to use the Qualtrics CX Maturity Model to assess and scale your program
- + Leverage ticketing and case management to prioritize and respond to customer feedback
- + Build elegant dashboards that share the right insights with key stakeholders

[START LEARNING JOURNEY](#)



Qualtrics  
**CustomerXM™**

## Step 2 Final Project and Exam

**PRICE**  
\$500

### FINAL PROJECT

The final project is optional but strongly recommended. This guided activity will give you extensive hands-on experience in the Qualtrics platform to help you pass your exam.

### EXAM DETAILS

All exams are taken online via our proctoring partner. The CustomerXM exam consists of 60 multiple choice questions to be completed in 75 minutes.

- + Languages Available: English
- + Exam Passing Score: 70%
- + Exam Retakes: \$100 per attempt

**PURCHASE EXAM**

## Step 3 Certificates and Badges

Once you pass the exam, you will:

- + Receive an industry-recognized certificate and badge that you can share on LinkedIn or with your team
- + Become part of an exclusive group of Qualtrics and XM professionals
- + Lift your team with the expertise they need to grow and become an XM center of excellence



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Haven't taken the Qualtrics Platform Essentials exam yet? Purchase the CustomerXM Expert exam as a bundle and get the Qualtrics Platform Essentials exam included for the same price.

**PURCHASE BUNDLE**

**qualtrics<sup>XM</sup>**

For more information, visit [qualtrics.com/training/certification](https://qualtrics.com/training/certification)

Qualtrics is the world's leading experience management platform. With Qualtrics XM you can create, monitor and manage every experience on a single platform. Our advanced artificial intelligence and machine learning helps uncover deep insights and makes connections between your customer, employee, product and brand experiences to help close experience gaps and drive value back to the bottom line. Qualtrics is a Fed RAMP authorized and HITRUST certified provider meeting the highest security requirements of the federal government and HIPAA security requirements. Learn more at [qualtrics.com](https://qualtrics.com).