



**QUALTRICS PLATFORM
ESSENTIALS CERTIFICATION**

Master the foundations of the Qualtrics platform

Prove your ability to understand Experience Management (XM) principles, confidently execute on research projects, and report insights using the Qualtrics platform.



RECOMMENDED AUDIENCE

Business Professionals, Insights Professionals, or IT decision makers



RECOMMENDED PREREQUISITES

None

Step 1 Learning Journey

PRICE

Available for free on XM Basecamp

ESTIMATED STUDY TIME

5 hours

LEARNING OBJECTIVES

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

- + Understand the basics of the XM discipline
- + Identify common projects for research, customer experience, and employee experience
- + Confidently navigate and execute projects in the CoreXM platform
- + Apply professional design principles to your project
- + Quickly and easily report findings in your organization

[START LEARNING JOURNEY](#)

Step 2 Final Project and Exam

PRICE
\$100

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 Qualtrics Platform Essentials exam consists of 50 multiple choice questions to be completed in 60 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



Plan on taking one of our expert level exams? Purchase the Qualtrics Platform Essentials exam as a bundle and get a \$100 discount.

PURCHASE BUNDLE

qualtrics^{XM}

For more information, visit 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.