



Qualtrics Research Core

Qualtrics Research Core Certified professionals can effectively design, execute, and analyze engaging survey experiences to collect the data they need to help identify and close experience gaps.

In this course, learn how to:

- + Add questions to collect the data you need
- + Create logic and Survey Flow Elements to create a custom experience for respondents
- + Distribute surveys anonymously through the web and to a known list of respondents
- + Analyze data and share key findings using Qualtrics reporting

RECOMMENDED FOR Professionals who want to master the fundamentals of the Qualtrics Research Core

ESTIMATED STUDY TIME 8 - 10 hours

EXAM 50 multiple choice questions; 60 minutes

EXAM PASSING SCORE 70%

LANGUAGES AVAILABLE English

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

EXAM RETAKES \$100 USD per attempt

Key Features:

- Over 20 Question Types
- Skip, Display, and Branch Logic
- Look and Feel Options
- End of Survey Elements and Embedded Data
- Anonymous Link and Contact List Distribution
- Exporting Data and Results Reporting

[Purchase Online Training](#)

Certification Content

The Qualtrics Research Core Certification introduces the Qualtrics Research Core and provides step by step guidance to configure a survey project from start to finish.

CREATING SURVEYS & CUSTOMIZING QUESTIONS Create new projects and determine the question display & behavior.

CUSTOMIZING SURVEY PATHWAYS WITH LOGIC Add question-based logic and Survey Flow elements to set how respondents move through the survey.


CONTACT MANAGEMENT Upload, edit, and sample recipient information to manage who receives survey invitations and what additional information can be used and captured in a survey response.

ANONYMOUS DISTRIBUTION Utilize the Anonymous Link, QR Codes, and the Social Media channel to collect responses from an unknown population.

EMAIL DISTRIBUTION Schedule personalized invitations, reminders, and thank you messages to recipients to drive higher response rates.

ACCESSING & DOWNLOADING YOUR DATA View, filter, and download collected responses to better understand your data set.

BUILDING RESULTS REPORTS Create a report to visualize the trends in your data and share with others.

 **HANDS ON PROJECT** Apply what you've learned by building interactive surveys with robust logic and styling. Manage distributions through several different channels and create a report to display the results.