Quantum Metric and Qualtrics

Detailed Customer Insights from Start to Finish

Gain a clear window into your Voice of Customer data with the Quantum Metric integration. As your VoC tools establish an open line of communication between your brand and your customers, it is crucial that you interpret their feedback correctly and connect those insights with the necessary corresponding actions. Quickly and simply unveil the context behind the "help me!" that a customer submitted so that you know exactly what friction they encountered, where, and how many others it affected.

Benefits

Micro and Macro Customer Visibility

Obtain detailed information on customer feedback to understand exactly what the user experienced, as well as the larger scope of the issue. Quantum Metric can show you a user's specific journey, how many customers the issue has affected and what the overall impact is on revenue.

Transforming Feedback into Action

Collect valuable customer submissions, understand the technical details, context, and priority, and discern the proper next steps. Share associated session replays across teams to ensure proper communication, responsibility, and action in improving user experience.

Every Experienced Captured

Quantum Metric captures 100% of sessions, going beyond just the customers that filled out surveys to help you understand the full scope of your user experience.

Customer Satisfaction Scores in Context

Quantum Metric enables you to delve deeper into both your positive and negative customer feedback to understand why users are struggling or succeeding in their desired paths.
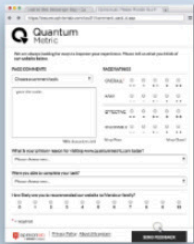
Survey feedback alone is difficult to trend and action upon

You can spend all day trying to interpret, properly assign and action on customer feedback. With Quantum Metric you not only have instant understanding of what the customer experienced, but also one-click aggregation to understand if this is a trend or just one remote user with a bad Wi-Fi connection.
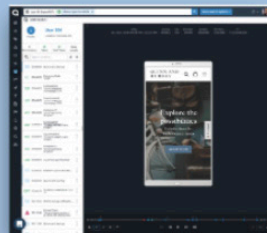
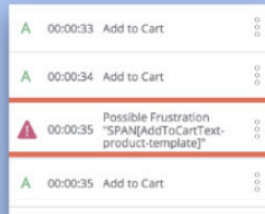| 1	2	3	4
Customer leaves feedback	Session replay of customer session linked to feedback and NPS score	OOTB analysis identifies relevant part of replay - with ability to see similar users	One click to dashboard quantifying this behavior and impact on conversion