

Accelerate your Voice of Customer program with Quantum Metric and Qualtrics

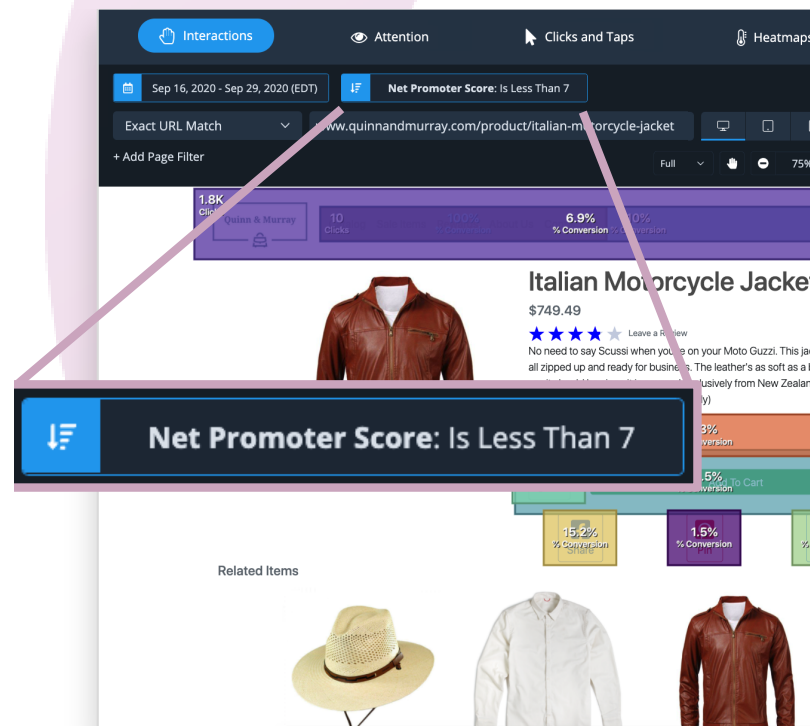
Integrate **Quantum Metric** and **Qualtrics** to gain clearer visibility into every customer journey. When you pair customer feedback from Qualtrics with behavioral and technical insights from Quantum Metric, you'll gain much deeper context and reasoning behind your customer observations.

Operationalize direct customer feedback

Qualtrics captures and analyzes voice of customer feedback—across web, social, mobile, and contact center—in real time. Action workflows to all levels of the organization help increase customer satisfaction, customer loyalty, Net Promoter Scores, and overall business performance.

Quantum Metric captures 100% of user sessions, not just the activity of customers who leave feedback. This bigger picture view enables you to take a closer look at positive and negative customer sentiment, and helps you identify the critical moments that cause customers to struggle and/or the wins that lead to success.

Quantum Metric and Qualtrics work together to help you better understand your customers.



Prioritize based on impact

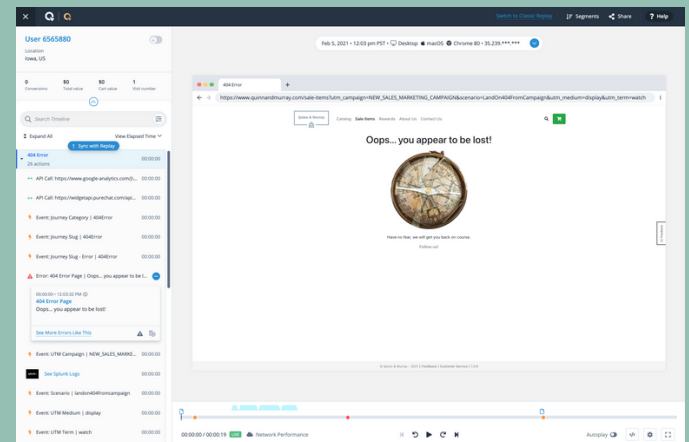
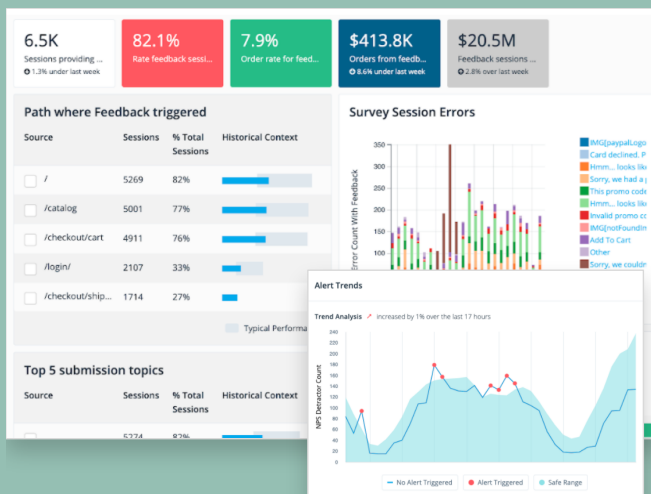
Use customer feedback to prioritize the issues that impact revenue, reputation, and customer experience. From any individual survey, quantify the overall impact on conversion, numbers of users affected, and annual opportunity.

Trigger timely surveys

Gather well-timed feedback based on Quantum Metric's behavioral indicators. With real-time web-hooks, trigger a Qualtrics survey when a customer shows high engagement or frustration at key points of the customer journey.

Transform feedback into action

Delve deeper into both positive and negative customer feedback to understand why users are struggling or succeeding. Learn how many customers share the same negative experience and how to prioritize improving the overall digital journey.



Support both web and native apps, making it possible to conduct surveys across multiple end-to-end scenarios.

You can quantify all similar survey results and associated session replays with one mouse click, called "See More Like This."