CoreXM Expert

Qualtrics CoreXM Experts know how to conduct the research necessary to identify and close experience gaps and no Qualtrics question is too difficult for them to answer.

In this course, learn how to:

+ Create advanced logic and Survey Flow Elements to build surveys to get the data you need
+ Localize surveys to meet the needs of a global audience
+ Distribute surveys anonymously through the web, via email, and via SMS
+ Analyze text & numeric data and share key findings using Qualtrics reporting

RECOMMENDED FOR Qualtrics Administrators, IT professionals, and researchers

ESTIMATED STUDY TIME 20 - 25 hours

EXAM 60 multiple choice questions; 75 minutes

EXAM PASSING SCORE 70%

LANGUAGES AVAILABLE English

PRICE* $1,499 for online training and 1 exam attempt

EXAM RETAKES* $50 per attempt

Key Features:

- Over 20 Question Types
- Advanced Survey Flow, Authenticators, and Quotas
- Anonymous, Email, SMS, & Offline App Distribution
- Response Editing and Weighting
- Text iQ & Sentiment Analytics
- Custom Reporting Pages

Purchase Online Training

**The training will be billed as $1,499. Each exam retake will be billed as $50*

Certification Content

The CoreXM Expert Certification teaches you the Qualtrics CoreXM and provides step by step guidance to configure multiple survey projects.

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.

CONTROLLING ACCESS TO SURVEYS Manage quotas and authenticators to control who can complete your survey.

MEASURING & VALIDATING SURVEY RESPONSES Incorporate Scoring, Math Operations, and Custom Validation to automatically evaluate your collected responses.

TRANSLATING YOUR SURVEY Add survey and message translations to record your data in one place, but offer the survey experience across several languages.

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.

MOBILE DISTRIBUTION Leverage QR Codes, SMS Invitations, and the Qualtrics Offline App to reach your respondents on the go.

ACCESSING & EDITING YOUR DATA Explore the Data & Analysis tab, apply weighting to your dataset, and edit previously collected responses with ease.

ANALYZING OPEN-ENDED RESPONSES Use Text iQ to automatically tag responses and uncover trends in submitted responses.

BUILDING TAILORED REPORTS Create beautiful and compelling visualizations to present the results to your audience.

EXPERT PROJECT Apply what you've learned by building interactive surveys using robust logic, styling, and advanced distribution methods. Then, get the most out of your collected data through text analysis and reports.