

**APRIL  
2022**

It's spring in the U.S., and it's fun to experience the transition into longer and warmer days. In addition to the new season, there are other exciting changes going on as well. We're starting to schedule some in-person events, which feels like an amazing milestone given the last couple of years. And we're working on some great new content, including our XM Deep Dives which examine a specific best practice through the eyes of an XM professional. Check out our latest XM Deep Dive, [featuring Alisha Thompson from Deloitte Digital](#).

If you're working on customer experience, I invite you to participate in our annual research on the state of customer experience by [completing this survey](#). Thanks in advance!



— Bruce Temkin | Head of Qualtrics XM Institute

## **Editor's Picks**

### **XM Deep Dive: Deloitte Digital Uses a Dream Team to Elevate Talent Experience**

**READ MORE**

With employee expectations increasing and the business environment becoming more competitive for talent, employers are working to find new ways to retain their employees. XM Institute spoke to Deloitte Digital's Alisha Thompson about how

they use a 'Dream Team' to take meaningful action on employee survey comments, engaging and delighting employees at an individual level and driving broader strategic change across the business.



BLOG

### Build Four Action Loops to Respond to Insights

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### Create More Actionable Insights With Employee Journey Analytics

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### Five Steps for Building a Strong CX Metrics Program in Hospitality

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## 2022 State of CX Management Survey

You're invited to participate in XM Institute research on the State of Customer Experience (CX) Management!

[Start Survey](#)



## XM Pros

XM Pros is a global peer-to-peer community of XM leaders where you can ask questions, share your best practices, and advance your career. We have ongoing discussions and a regular schedule of monthly activities, including a peer-to-peer matching program, topic-based small group discussions, and a week-long [Expert Q&A](#) with Dr. Cecelia Herbert, XM Catalyst, starting April 25th. Get full access to XM Pros offerings by signing up [here](#).

TOPIC OF THE MONTH

## Humanizing Digital Experiences

[See More](#) →



MEMBER SPOTLIGHT

## Rita Simmons

Senior Program Manager, Customer Experience // Blackline

Rita's current focus is getting the CX program off the ground at her current organization in the B2B SaaS industry. With a background in accounting, Rita is analytical and data-driven. She fell into CX by chance and quickly realized her passion for breaking down organizational silos and delivering top-notch experiences to customers.



MEMBER SPOTLIGHT

## Melissa Price

Lead Director, Customer Intelligence Analytics & Digital // CVS Health

Melissa has three focuses in her line of business. First, she leads in creating smooth and seamless digital experiences. Second, she leads intelligence operations to ensure her organization tunes into customers and their environment. Third, she leads analytics to ensure her organization is delivering quantitative intelligence about their business' successes and opportunities for improvement.

[Explore the Community](#)

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## Announcements

04/20/2022 | VIRTUAL

### Webinar: 2022's dominant CX trends and how to build lightning speed CX agility

Join Dr. Cecelia Herbert, XM Catalyst, and Ivana Sekanic, Head of Experience Management (XM) Solution Strategy ANZ, as they provide practical guidance on how to build an agile, always-on CX approach to meet shifting customer experience expectations.

[Register Now](#) →

04/20/2022 | VIRTUAL

### Virtual Meetup: Designing Digital Experiences feat. Jim Crawford [Session 1]

Join Jim Crawford, Business Process Engineer in Innovation Services for Oklahoma Human

Services, and Isabelle Zdatny, XM Catalyst for an interactive discussion on how Oklahoma DHS designed an online parent/caregiver portal to help parents find childcare so they can get back to work. Tune in on Wednesday, April 20th at 7:00 PM ET/10:00 AM AEST.

**Register Now** →

**04/21/2022 | VIRTUAL**

### **Virtual Meetup: Designing Digital Experiences feat. Jim Crawford [Session 2]**

Join Jim Crawford, Business Process Engineer in Innovation Services for Oklahoma Human Services, and Isabelle Zdatny, XM Catalyst for an interactive discussion on how Oklahoma DHS designed an online parent/caregiver portal to help parents find childcare so they can get back to work. Tune in on Thursday, April 21st at 11:00 AM ET/04:00 PM CET.

**Register Now** →



**While scores for happiness and financial security did tick up from 2020 to 2021, these were smaller than the gains in feeling healthy; both African Americans and Asians saw an eight-point gain in the health component year-over-year.**

— Bruce Temkin and Talia Quaadgras, U.S. Well-Being Increases for Everyone Except Hispanics

## **In Case You Missed It...**

- **RESEARCH:** Global Executive Study: The State of Experience Management, 2022  
| **See More** →
- **VIDEO:** What is Journey Mapping? | **Watch Now** →
- **BLOG:** Celebrating One Year of XMP!  
| **Read More** →
- **RESEARCH:** Global Study: Online Momentum Across 24 Countries | **See More** →

- **BLOG:** Which Employees Are Looking for a New Job? | [Read More](#) →
- **RESEARCH:** Momentum for 13 Online Activities | [See More](#) →
- **BLOG:** Introducing XM Fundamentals (XMF) Certification, A Valuable Credential For Everyone | [Read More](#) →
- **LAUNCHPAD:** Digital Experience Management | [Watch Now](#) →
- **BLOG:** Bad Customer Experience Puts \$4.7 Trillion in Global Consumer Sales at Risk | [Read More](#) →
- **WORKSHEET:** Template: XM Persona Documents | [Download Now](#) →

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