

**FEBRUARY
2022**

“My humanity is bound up in yours, for we can only be human together.”

– Desmond Tutu

This quote is so aligned with the spirit of XM that it would be a valuable lead-in even if February wasn't Black History Month. Let's all take some time to reflect on the amazing contributions to the world that have been made by so many people of color.

This month, I'm also excited to announce that we've launched a new offering, [XM Fundamentals \(XMF\) Certification](#). XMF is an opportunity for anyone to earn a valuable credential by passing an exam after completing three of our online training courses. And since there are no prerequisites, you may want to recommend XMF to your team or coworkers as a way to build up the level of Experience Management knowledge across your organization.



— Bruce Temkin | Head of Qualtrics XM Institute

Editor's Picks

**Research: Global
Executive Study
on COVID Impact
on CX and EX**

READ MORE



XM Institute surveyed executives at large companies in 10 countries around the world about the state of Experience Management at their organizations. This data snapshot examines the effect of the COVID-19 pandemic on companies' changes to customer and employee experiences according to their executives.



BLOG

Employees Around the World Want to Be Listened to and Treated Better

[See More →](#)

RESEARCH

XM Customer Ratings – Overall Scores, 2021 (by Industry)

[See More →](#)

BLOG

What Employees Around the World Look for in a New Job

[See More →](#)

XM Fundamentals (XMF) Certification

Get Started

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 Isabelle Zdatny, XM Catalyst, starting February 21st. Get full access to XM Pros offerings by signing up [here](#).

TOPIC OF THE MONTH

Telling Your XM ROI Story

[See More →](#)



MEMBER SPOTLIGHT

Alisa Devlaeminck

Manager of Organization Development and Employee Engagement // Wolverine Worldwide

Alisa is passionate about people and believes listening to them is imperative for identifying and creating unique and amazing experiences. She and her team proudly launched their first-ever retail store employee engagement survey to 750 associates across 99 U.S. retail stores.



MEMBER SPOTLIGHT

Adam Korengold

Analytics Lead // National Library of Medicine

Working in XM is the latest stage of Adam's career that has focused on research and insight generation. Adam has always looked at how to "connect the dots" and make findings relevant to the people who are asking for them. At the core, Adam believes XM is all about empathy and understanding the relationships between what you are making and how your customers and stakeholders experience it.

[Explore the Community](#)

Announcements

02/03/2022 | VIRTUAL

Webinar: Trends shaping the consumer experience in 2022 with Clarabridge

Join Bruce Temkin in a deep dive into the comprehensive findings of our 2022 Global Consumer Trends Report — a study of 23,000+ people from around the world. We'll reveal exactly what consumers want from companies in 2022, and provide practical guidance on how you can overcome global supply chain disruptions and labor shortages to best meet these changing needs.

[Register Now](#) →

02/16/2022 | VIRTUAL

Interactive Online Event: Trends shaping the consumer experience in 2022

Join Moira Dorsey and Léone Brown as they dive into the comprehensive findings of our 2022 Consumer Trends Report — a study of 7,000+ people from across Europe. We'll reveal exactly what consumers want from companies in 2022, and provide practical guidance on how you can overcome global supply chain disruptions and labor shortages to best meet these changing needs. This event will end with a 10-minute informal Q&A session.

Register Now →

02/16/2022 | VIRTUAL

Webinar: Future of CX: Building agility to meet shifting needs

Join us as Bruce Temkin, Head of Qualtrics XM Institute, shares how to develop the organizational agility your business needs if you're to successfully identify and meet changing customer needs and drive unwavering loyalty.

Register Now →

02/23/2022 & 02/24/2022 | VIRTUAL

Virtual Meetups: Telling your XM ROI Story featuring Lili Tomovich

Join Lili Tomovich, Chief Marketing Officer at Barclays Bank US, and Greg Chase, XM Catalyst, for an interactive discussion on crafting an XM ROI story for different stakeholders in your organization. To accommodate different time zones, they will be hosting two separate meetups - one on

[Wednesday, February 23rd](#) at 7:00 pm ET (4:00 pm PT and 9:00 am AEST) and one on [Thursday, February 24th](#) at 11:00 am ET (8:00 am PT and 3:00 pm GMT). All XM Professionals are welcome!

Register Now →



In 2012, the average NPS was 31.7, but it is nearly 12 points lower in 2021.

— Bruce Temkin and Moira Dorsey, Examining 10 Years Of Net Promoter Scores in the U.S.

In Case You Missed It...

• **FAQs: Expert Answers** | **See More** →

• **BLOG: Introducing 2022, The Year of Agility**
| **Read More** →

- **BLOG:** Examining 10 Years of Net Promoter Scores in the U.S. | [Read More](#) →
- **VIDEO:** The Power of X- and O-Data | [Watch Now](#) →
- **BLOG:** Introducing XM Fundamentals (XMF) Certification, A Valuable Credential For Everyone | [Read More](#) →
- **LAUNCHPAD:** Building an XM Metrics Program | [Watch Now](#) →
- **RESEARCH:** Deep Dive: Designing Future of Work - EX | [See More](#) →
- **BLOG:** The Top XM Institute Content of 2021 | [Read More](#) →
- **ONLINE TRAINING:** Experience Management Foundations: Essentials for Operationalizing XM | [View Course](#) →
- **TOOL:** Leading XM-Centric Change: Strengths and Gaps | [Download Now](#) →

Subscribe

Sign up now to get this monthly newsletter delivered to your inbox.

→

Share

Send this newsletter to someone who cares about experience management.

→

Ways to Engage with the XM Institute



RESEARCH →



BLOG →



COMMUNITY →

Qualtrics
XMinstitute™

333 River Park Drive
Provo, Utah 84604
info@xminstitute.com

[Terms of Service](#) | [Privacy](#) | [Security Statement](#) | [Unsubscribe](#)
© 2022 Qualtrics. All Rights Reserved