

**MARCH
2022**

I can't talk about experience management without first taking a moment to share my hopes and prayers for the Ukrainian people. My grandfather was born in Liubech, just north of Kyiv. And while I don't view myself as "Ukrainian," my heritage makes it even harder to watch a proud nation being attacked by a tyrant. I hope that peace will be quickly restored in the region. As Ronald Reagan said: "Peace is not absence of conflict, it is the ability to handle conflict by peaceful means."

On a more positive note, this month marks an exciting milestone, the one-year anniversary of the [XM Professional \(XMP\) Certification](#). If you're an XM professional with at least three years of experience leading XM programs, then you should start the process of earning the XMP credential.



— Bruce Temkin | Head of Qualtrics XM Institute

Editor's Picks

**Research: Global
Executive Study on
The State of Experience
Management, 2022**

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XM Institute surveyed over 1,500 executives at companies with 2,000 or more employees around the world about the state of experience management at their

organizations. This data snapshot examines the experience management capabilities, obstacles, and expected need for experience management that they reported.



VIDEO

What is Journey Mapping?

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BLOG

Celebrating One Year of XMP!

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RESEARCH

Global Study: Online Momentum Across 24 Countries

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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 Moira Dorsey, XM Catalyst, starting March 28th. Get full access to XM Pros offerings by signing up [here](#).

The latest Pro-to-Pro cycle is now open. XM Pros members have the opportunity to be paired with another XM professional from around the world. Sign up is open for a limited time - [register now!](#)

TOPIC OF THE MONTH

Building a Culture of Belonging

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MEMBER SPOTLIGHT

Ashima Bhagat

Director of Business Management // Vodafone Idea Limited

Ashima's current focus is learning more about XM and building her skill set. Recently, Ashima created a small support group within her organization to support the sales team with internal approval processes to speed up their quote-to-customer cycle and successfully demonstrated a 30% increase in the first month.



MEMBER SPOTLIGHT

Katie Anthony

Head of Global Customer Experience Research // Dexcom

Katie manages the Global Voice of Customer Program at Dexcom and collaborates cross-functionally and internationally with their global partners alongside her team. Dexcom has customer listening touchpoints active in 16 countries and in 14 different languages; with this always-on global feedback, they are able to tailor experiences to specific markets instead of using a one-size-fits-all approach.

[Explore the Community](#)

Announcements

03/08/2022 | VIRTUAL

Webinar: Dive deep into the global state of experience management in 2022

Join Moira Dorsey, XM Catalyst, as she unpacks what the past 12 months mean for experience management today and for the rest of 2022, as well as our latest research into the global state of XM. You'll be certain to gain a deeper insight into what your employees and customers expect as we move towards a post-pandemic world.

[Register Now](#) →

03/09/2022 | VIRTUAL

Webinar: The 2022 CX trends and how to build CX agility to meet shifting needs

[Session 1]

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

Register Now →

03/15/2022 | VIRTUAL

Webinar: The 2022 CX trends and how to build CX agility to meet shifting needs [Session 2]

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

Register Now →

03/23/2022 & 03/24/2022 | VIRTUAL

Virtual Meetups: Building a Culture of Belonging

Join Dr. Cecelia Herbert, XM Catalyst, or Bruce Temkin, Head of Qualtrics XM Institute, as they lead the interactive discussions on how to create a culture of employee belonging and how to prioritize it for your organization. Tune in with Cecelia on Wednesday, March 23rd at 7 pm ET/10 am AEST and with Bruce on Thursday, March 24th at 11 am ET/6 pm CET.

Register Now →



On average across the 24 countries, 61% of employees agree that their primary employer needs to do a better job of listening to their feedback.

— Bruce Temkin, Employees Around the World Want to Be Listened to and Treated Better

In Case You Missed It...

- **RESEARCH:** Global Executive Study: COVID Impact on CX and EX | [See More](#) →
- **BLOG:** What Employees Around the World Look for in a New Job | [Read More](#) →
- **VIDEO:** Applying Experience Design to Disrupt the Status Quo | [Watch Now](#) →
- **BLOG:** Introducing XM Fundamentals (XMF) Certification, A Valuable Credential For Everyone | [Read More](#) →
- **LAUNCHPAD:** Activating Employees Around Experience Management | [Watch Now](#) →
- **BLOG:** Employees Around the World Want to Be Listened to and Treated Better | [Read More](#) →
- **RESEARCH:** XMI Customer Ratings – Overall Scores, 2021 (by Industry) | [See More](#) →
- **BLOG:** The Voice of the Community: January 2022 | [Read More](#) →
- **TOOL:** XM Professional (XMP) Certification Handbook | [Download Now](#) →
- **RESEARCH:** Global Study: Online Momentum Across 13 Activities | [See More](#) →

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