

**MAY  
2022**

Last week I gave my first in-person speech in over two years. It was great to once again look out at an audience and be able to have “live” conversations with Experience Management professionals. I hope that you are also enjoying more of these “back-to-normal” experiences.

Despite the restarting of travel schedules, our team continues to publish a lot of great new content. Much of our recent research focuses on the value of XM. In this Journal, you’ll find new data on ROI of CX, the cost of poor digital experience, and the business impact of different customer journeys. And in case you’ve fallen behind on our previous month’s journals, check out this [recap of our top content from Q1](#).



— Bruce Temkin | Head of Qualtrics XM Institute

## **Editor’s Picks**

### **Research: Global Study - ROI of Customer Experience, 2022**

**READ MORE**

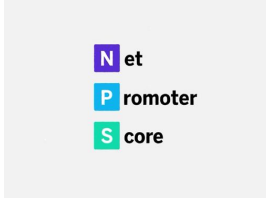
As part of XM Institute’s latest global consumer study, consumers around the world rated their satisfaction with recent experiences across 17 industries and then reported how likely they are to trust, recommend, and purchase more after that experience. XM Institute analyzed their responses to examine the ROI of customer experience.



RESEARCH

### U.S. Consumer Journeys Needing Improvement Across 22 Industries

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VIDEO

### What is Net Promoter® Score (NPS)?

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### Measuring The Impact of Digital Experiences

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## Expert Answers

XM Institute faculty answers common questions we hear from XM professionals.

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## 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 James Scutt, XM Catalyst, starting May 23rd. Get full access to XM Pros offerings by signing up [here](#).

TOPIC OF  
THE MONTH

## Getting the Most from Maturity Assessments

[See More →](#)

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MEMBER SPOTLIGHT

## Sara Schumann

Associate Director of Strategy // Boston University

Sara is excited by the burgeoning opportunities that XM is creating by looking at operational data, experiential data, and the impact that an organization's culture has on the way that data is used, reviewed, and actioned upon. She loves the strategy, design thinking, and the human and technology systems considered when implementing experience management.

[Explore the Community](#)

## Announcements

05/10/2022 | VIRTUAL

### Webinar: Leading Effective Transformation Strategy

What do you want your organization to look like - and how do you get there? Join James Scutt, XM Catalyst, alongside Ian Benson, Yvonne Gallagher, Tim Lai, and David Wilde as they review the approaches taken by senior leaders in assessing the current state of their organization, establishing a vision, getting buy-in and funding, and mapping out goals, desired outcomes, and a timeline.

[Register Now](#) →

05/18/2022 | VIRTUAL

### Virtual Meetup: Getting the Most from Maturity Assessments feat. Katie Anthony [Session 1]

Join Katie Anthony, Sr. Manager, Global Experience Research at Dexcom, and Moira Dorsey, XM Catalyst, for an interactive discussion on getting the most out of maturity assessments. Tune in on Wednesday, May 18th at 7:00 PM ET/9:00 AM AEST.

[Register Now](#) →

05/19/2022 | VIRTUAL

### Virtual Meetup: Getting the Most from Maturity Assessments feat. Katie Anthony [Session 2]

Join Katie Anthony, Sr. Manager, Global Experience Research at Dexcom, and Moira Dorsey, XM Catalyst, for an interactive discussion on getting the most out of maturity assessments. Tune in on Thursday, May 19th at 11:00 AM ET/5:00 PM CET.

[Register Now](#) →



Compared to a 1-2- star experience, after a 5- star experience, consumers are 3.6x more likely to recommend and 2.6x more likely to purchase more.

— Bruce Temkin, Moira Dorsey, and Talia Quaadgras, Global Study: ROI of Customer Experience, 2022

## In Case You Missed It...

- **RESEARCH:** XM Deep Dive: Deloitte Digital Uses a Dream Team to Elevate Talent Experience | [See More](#) →
- **BLOG:** Create More Actionable Insights With Employee Journey Analytics | [Read More](#) →
- **RESEARCH:** Economics of NPS, 2022 | [See More](#) →
- **BLOG:** Seven Mistakes to Avoid When Closing the Loop With Customers | [Read More](#) →
- **TOOL:** Executives' Commitment to XM: Assessment | [Download Now](#) →
- **BLOG:** Build Four Action Loops to Respond to Insights | [Read More](#) →
- **BLOG:** Five Steps for Building a Strong CX Metrics Program in Hospitality | [Read More](#) →
- **DATA SNIPPET:** XM Leaders Enjoy Stronger Business Performance, 2022 | [See More](#) →
- **VIDEO:** Applying Experience Design to Disrupt the Status Quo | [Watch Now](#) →
- **BLOG:** Examining U.S. Optimism Across Gender and Age | [Read More](#) →

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