**JULY
2022**

The summer is heating up in the U.S. and so is the XM Institute publishing machine, as you can see with all of our latest content. I'm really excited to be sharing a brand new format, How-To Guides. They lay out the step-by-step process for accomplishing key Experience Management objectives and incorporate related tips and tools. Our first two How-To Guides cover building customer experience (CX) and employee experience (EX) roadmaps. I hope that you find them valuable!

On another note, join me on July 27th for the upcoming Qualtrics XM Talks, How To Lead Through Uncertainty. I will be sharing three ingredients for successfully navigating these turbulent times. You'll also hear some great insights from Kim Billeter, Americas People Advisory Services Leader at EY.

— Bruce Temkin | Head of Qualtrics XM institute

Editor's Picks

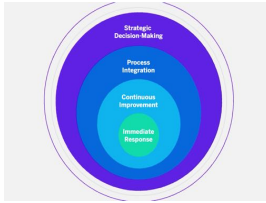# How-to Guide: How to Build a CX Program Roadmap

READ MORE

This how-to guide will help you develop your customer experience (CX) program roadmap – a critical tool for translating a CX program's vision and strategy into a tangible set of activities and for building alignment with key stakeholders.

HOW-TO GUIDE

How to Build an EX Program Roadmap

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MULTIMEDIA

Four Insights-Driven Action Loops

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RESEARCH

XM Deep Dive: Neighborhood Health Plan of Rhode Island Drives Culture Change with Journey Maps

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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 Moira Dorsey, XM Catalyst, starting July 25th. Get full access to XM Pros offerings by signing up here.

TOPIC OF THE MONTH

Engaging Frontline Employees

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Cody Wedl

Head of eXperience Management // sovanta AG

Cody believes that you cannot have a great user experience without a seamlessly integrated XM program. He focuses on ensuring a great user experience is injected into the XM programs his organization helps its customers build. He is proud of his team's work implementing and innovating programs, including the creation of a UX score that measures the user experience maturity of business applications.

Explore the Community

Announcements

07/20/2022 | VIRTUAL

Virtual Meetup: Engaging Frontline Employees feat. Forrest Caldwell [Session 1]

Customer Experience is a direct reflection of your culture, and it's extremely important for leaders to create and enforce a customer-centric culture at all levels of their organization. Join Forrest Caldwell, Director of Customer Experience at Yaamava Resort and Casino, and Greg Chase, XM Catalyst, to hear about how they are engaging frontline team members to deliver outstanding customer experience to their guests. Join us on Wednesday, July 20th at 7:00pm ET/9:00am AEST.
Register Now →

07/21/2022 | VIRTUAL

Virtual Meetup: Engaging Frontline Employees feat. Forrest Caldwell [Session 2]

Customer Experience is a direct reflection of your culture, and it's extremely important for leaders to create and enforce a customer-centric culture at all levels of their organization. Join Forrest Caldwell, Director of Customer Experience at Yaamava Resort and Casino, and Greg Chase, XM Catalyst, to hear about how they are engaging frontline team members to deliver outstanding customer experience to their guests. Join us on Thursday, July 21st at 11:00am ET/5:00pm CET.
Register Now →

07/29/2022 | VIRTUAL

Qualtrics XM Talks: How to Lead Through Uncertainty

In this period of uncertainty, understanding the evolving needs and wants of your communities is more important than ever. The companies that act with empathy are the ones that will forge deep

connections with those they serve and come out of the current climate stronger than before. Join EY and industry leader, Bruce Temkin, Head of XM Institute to understand how you can prepare for uncertainty and come out on top.

Register Now →

> ## Most organizations are great at gathering and disseminating actionable insights, but only 7% of employees agree that their company acts on their feedback really well.

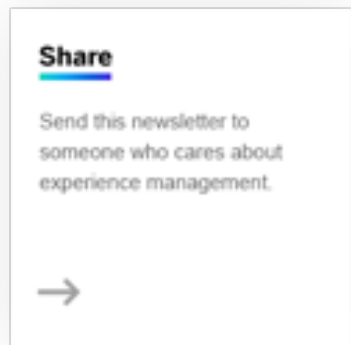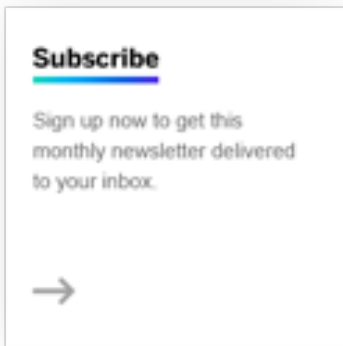— Kevin Campbell and Cecelia Herbert, The ABCs of Employee Experience Action Planning and Six Roadblocks to Avoid

In Case You Missed It...

- **BLOG:** Conversational Analytics Are Transforming Contact Centers | **Read More** →

- **DATA SNIPPET:** Executives Overestimate How Well Their Organizations Use Customer and Employee Feedback | **See More** →

- **MULTIMEDIA:** What is Journey Mapping? | **Watch Now** →

- **DATA SNIPPET:** Executives Expect Customers and Employees to get More Demanding | **See More** →

- **RESEARCH:** How Success, Effort, and Emotion Affect Loyalty | **See More** →

- **BLOG:** Assessing Agility of Your Organization, Your XM Program, and Yourself | **Read More** →

- **RESEARCH:** Global Study: U.S. Consumer Journeys Needing Improvement Across 22 Industries | **See More** →

- **BLOG:** The ABCs of Employee Experience Action Planning and Six Roadblocks to Avoid | **Read More** →

- **TOOL:** Worksheet: Translating Verbatims into

- **BLOG:** Create More Actionable Insights With Employee Journey Analytics | **Read More** →

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