

**JUNE
2022**

Happy LGBTQ+ Pride Month! The Experience Management movement is about understanding and catering to the needs of human beings. As a community, we should support the rights of everyone to be their true selves and embrace the wonderful individualism that makes each person a unique and valuable contributor to society.

One of the ways to better understand the thoughts and feelings of individuals is to listen to what they're saying. I was recently on my first multi-city speaking tour in over two years and heard from many companies that are using the Qualtrics XM Discover platform in their contact centers to extract insights from every conversation. It's really transformational. You can read about it in [the lead article in this month's journal](#).



— Bruce Temkin | Head of Qualtrics XM institute

Editor's Picks

Blog: Conversational Analytics Are Transforming Contact Centers

READ MORE

Contact centers today often rely on a sample of interactions for customer experience metrics and agent coaching. Conversational analytics will transform their operations

by enabling companies to immediately act on insights from every interaction.



BLOG

Assessing Agility of Your Organization, Your XM Program, and Yourself

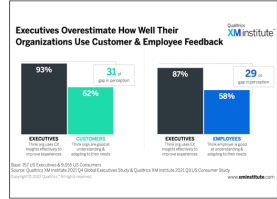
[Read More →](#)



RESEARCH

How Success, Effort, and Emotion Affect Loyalty

[See More →](#)



DATA SNIPPET

Executives Overestimate How Well Their Organizations Use Customer and Employee Feedback

[See More →](#)

Expert Answers

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

[See More](#)

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 Greg Chase, XM Catalyst, starting June 27th. Get full access to XM Pros offerings by signing up [here](#).

Pro-to-Pro: [Sign up today](#) to be matched with a fellow XM Pro and connect on a 1:1 basis on all things XM and expand your network. Registration is open until Friday, June 17th.

TOPIC OF THE MONTH

Innovative Listening Practices in XM

[See More →](#)



MEMBER SPOTLIGHT

Julie Parker

Senior Voice of the Customer Program Manager // AppFolio

Julie recently worked with the services and products team to create a new process for turning insights into action using a framework called "ACT SMART." Thanks to this new process, she is now better able to link customer feedback directly to specific actions the business is taking.



MEMBER SPOTLIGHT

Colby Allen

Customer Experience Manager // LWCC

Colby's team's program is at the beginning of the Mobilize stage of the XM Institute Maturity Model. Now that they have a solid foundation for their relational measurements, the team plans to scale into interaction measurements and focus on truly understanding the journeys that lead to and from their company.

[Explore the Community](#)

Announcements

06/22/2022 | VIRTUAL

Virtual Meetup: Innovative Listening Practices in XM feat. Gina Hancher [Session 1]

In order for organizations to continuously learn and improve the experiences they deliver, they must listen to their stakeholders. Identifying innovative ways to listen to customers and employees can uncover new needs or trends, help prioritize initiatives, and provide deeper context on issues and how to best respond to them. Join Gina Hancher, Director of Customer Success at Gigamon, and James Scutt, XM Catalyst, for an interactive discussion on innovative listening practices in XM.

Tune in on Wednesday, June 22nd at 7:00 PM ET / 09:00 AM AEST.

[Register Now →](#)

06/23/2022 | VIRTUAL

Virtual Meetup: Innovative Listening Practices in XM feat. Gina Hancher [Session 2]

In order for organizations to continuously learn and improve the experiences they deliver, they must listen to their stakeholders. Identifying innovative ways to listen to customers and employees can uncover new needs or trends, help prioritize initiatives, and provide deeper context on issues and how to best respond to them. Join Gina Hancher, Director of Customer Success at Gigamon, and James Scutt, XM Catalyst, for an interactive discussion on innovative listening practices in XM.

Tune in on Thursday, June 23rd at 11:00 AM ET / 05:00 PM CET.

[Register Now](#) →



Compared with consumers who give low emotion ratings, those who give high ratings are 4.7x more likely to purchase more and 10x more likely to recommend the company.

— Bruce Temkin, Moira Dorsey, and Talia Quaadgras, *How Success, Effort, and Emotion Affect Loyalty*

In Case You Missed It...

- **RESEARCH:** Global Study: ROI of Customer Experience, 2022 | [See More](#) →
- **RESEARCH:** U.S. Consumer Journeys Needing Improvement Across 22 Industries | [See More](#) →
- **VIDEO:** What is Net Promoter® Score (NPS)? | [Watch Now](#) →
- **RESEARCH:** Measuring the Impact of Digital Experiences | [See More](#) →
- **BLOG:** Employees Around the World Want to Be Listened to and Treated Better | [Read More](#) →
- **RESEARCH:** Global Study: Consumer Desire for Better Customer Experience | [See More](#) →

- **DATA SNIPPET:** Momentum for 13 Online Activities | [See More](#) →
- **LAUNCHPAD:** Understanding Human Behavior | [Watch Now](#) →
- **BLOG:** Three XMPs Share Tips to Prepare for the XM Professional (XMP) Certification | [Read More](#) →
- **RESEARCH:** Economics of NPS, 2022 | [See More](#) →

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 →



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

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