



DATA SNAPSHOT

State of the XM Profession, 2023

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of our study of XM professionals, we asked 245 professionals about their career trajectory so far, their current role and satisfaction, and which areas are most important for them to grow their expertise. From our analysis, we found that:

- + **XM professionals are here to help.** Nearly one in three XM professionals are most motivated to help their organization succeed, and 29% are most motivated to improve people's lives. 23% of XM professionals most enjoy 'helping other people use experience insights.'
- + **XM pros are very satisfied.** Eighty-eight percent of respondents are satisfied with their overall profession. 69% are satisfied with their opportunity for career advancement. In their current roles, 72% say they are satisfied with their current level of compensation.
- + **Not all leadership teams fully appreciate the value of XM professionals.** Just 38% of respondents feel that their organization's leadership team strongly appreciates their value. One-quarter feels less than moderately appreciated.
- + **XM professionals are looking to level up into leadership.** Over one-quarter of respondents see 'leading multi-year transformation' as the most important area into which they want to expand their expertise. Few XM professionals—just 4%—consider 'managing XM technology' to be the most important potential area of their expertise.

STUDY KEY FACTS

- 245 XM Professionals
- Sourced through the XM Institute network
- Conducted in Q4 2022

State of the XM Profession, 2023

STUDY OVERVIEW

The data for this report comes from an XM professionals study that Qualtrics XM Institute conducted in the fourth quarter of 2022. Using an online survey, XM Institute collected data from 245 XM professionals.

XM Institute surveyed XM management professionals connected to our subscriber list for our monthly newsletter, through members of XM Pros (Experience Management Professionals community), and other professional networking sites.

FIGURES IN THE REPORT

1. Respondent Organizations
2. XM Experience and Education
3. Experience Across Functional Areas
4. Roles and Responsibilities
5. Satisfaction with the XM Profession
6. Appreciation and Job Searching
7. Motivation and Enjoyment
8. Expanding Expertise

Methodology

Respondent Organizations

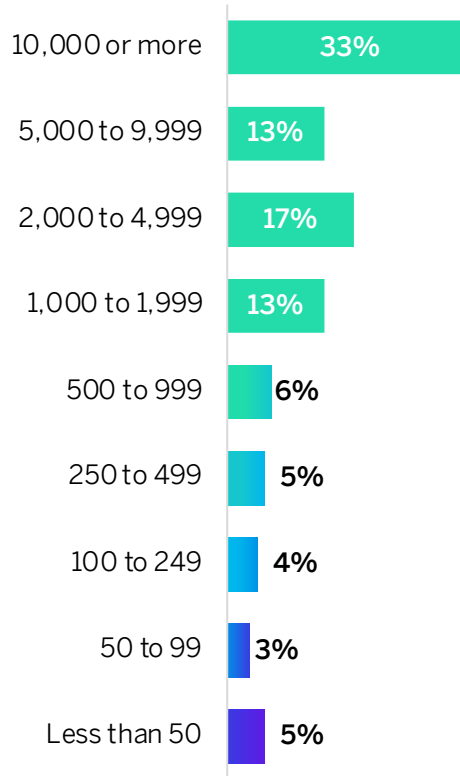
KEY TAKEAWAYS

- + Most respondents are from larger organizations.
- + Seventy-six percent of respondents work in organizations with at least 1,000 employees and nearly half are from organizations with at least 5,000 employees.
- + Two-fifths of respondents work in organizations with at least 6 full-time XM employees.

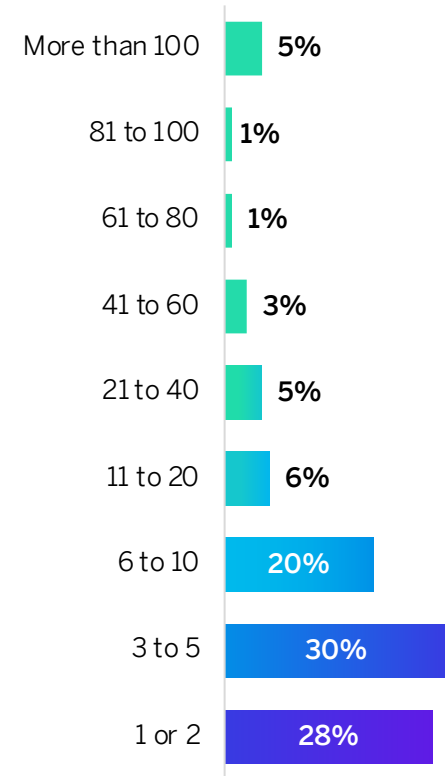
ABOUT

This chart examines what size respondents' organizations are and how many full-time employees dedicated to XM are in their organizations.

How many employees are there within your overall organization?



How many full-time employees are dedicated to XM in your organization?



XM Experience and Education

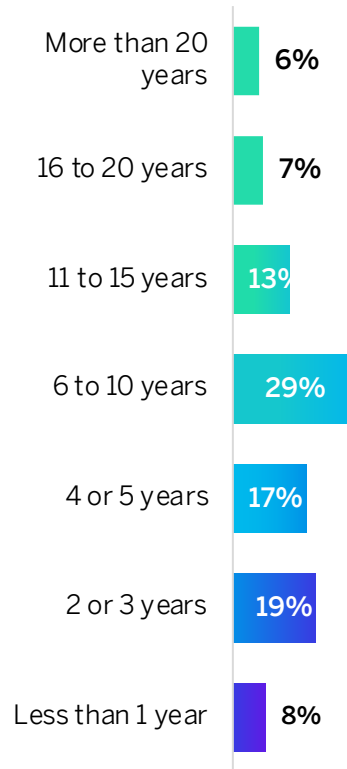
KEY TAKEAWAYS

- + 26% of respondents have 11 or more years of XM professional experience and nearly 27% have 3 or fewer years of XM experience.
- + Less than 50% of respondents have been XM professionals for at least half of their careers.
- + Ninety-five percent of respondents have at least an undergraduate degree.

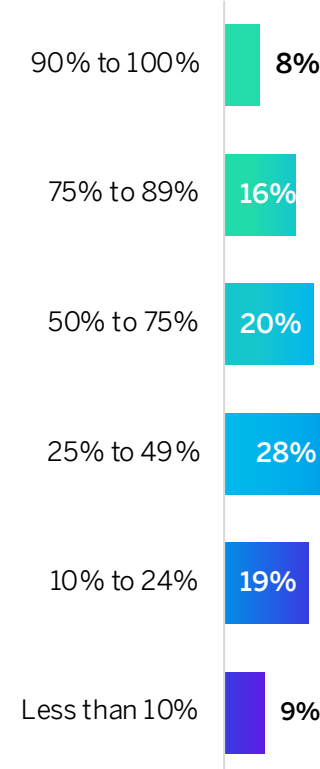
ABOUT

This chart examines how long respondents have been working in XM, what portion of their career has been XM-focused, and the highest level of education they have achieved.

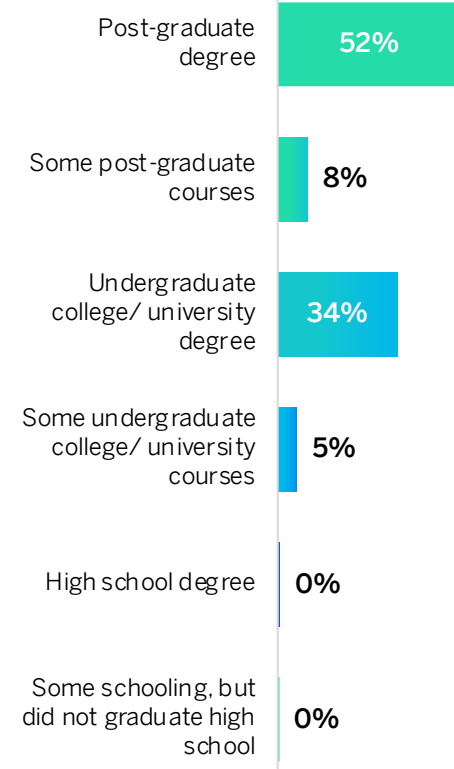
How long have you been an XM professional?



Thinking about your entire professional career, what portion (in terms of years) has been focused on XM?



What is the highest level of education that you have completed?



Experience Across Functional Areas

KEY TAKEAWAYS

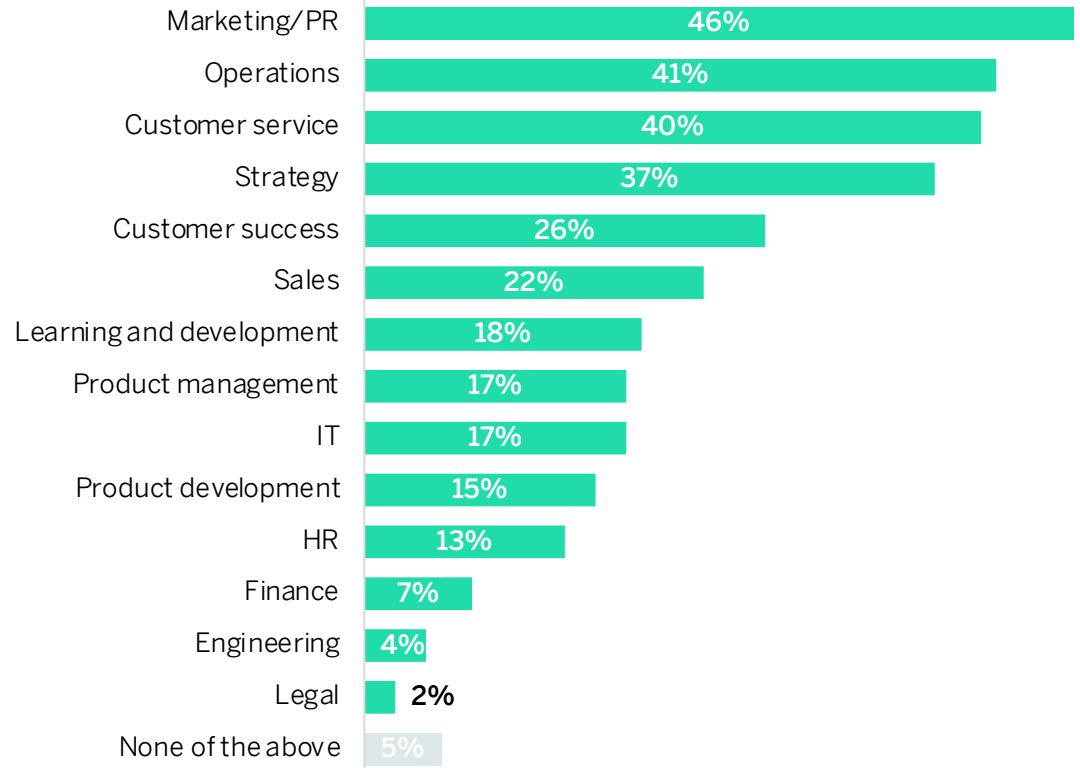
- + XM Professionals have a variety of different professional backgrounds.
- + More than 40% have spent time in marketing/PR, operations, and customer service.

ABOUT

This chart examines what functional areas respondents have worked in for at least one full year previously in their careers.

Thinking about your entire professional career, which of the following functional areas have you worked in for at least one full year?

(Select all that apply)



Roles and Responsibilities

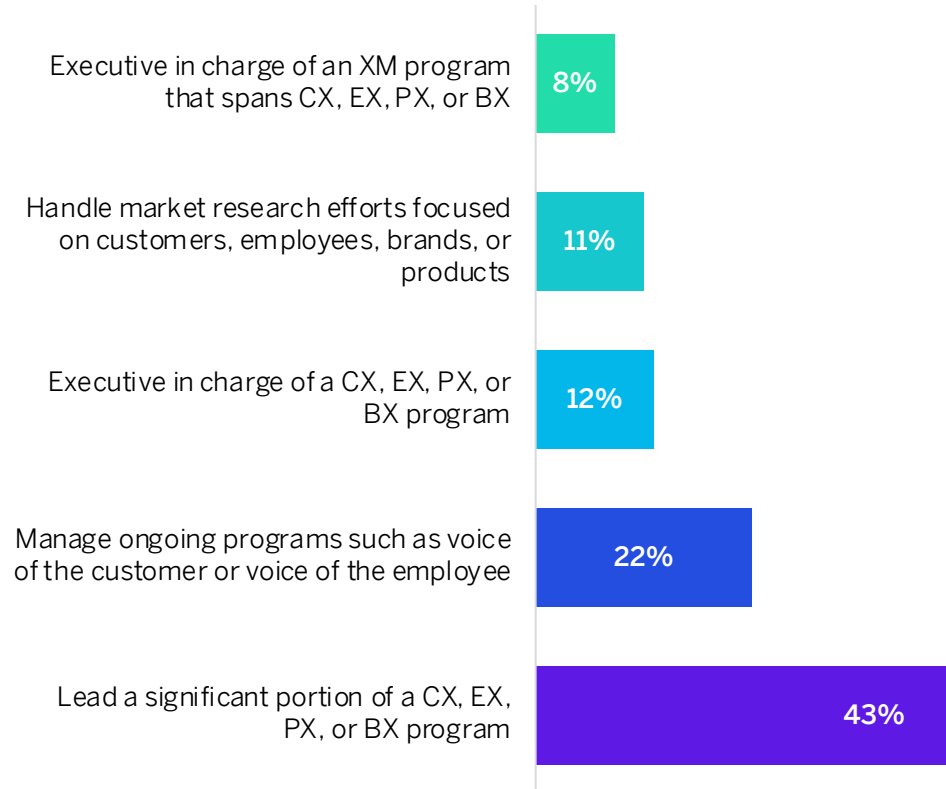
KEY TAKEAWAYS

- + More than 60% of respondents lead a significant portion of their XM programs.
- + 20% of respondents are executives. 8% oversee an XM program that spans one or more experience areas, while 12% oversee a CX, EX, PX, or BX program.

ABOUT

This chart examines what roles and responsibilities respondents hold.

Which of the following best describes your PRIMARY responsibility?



Satisfaction with the XM Profession

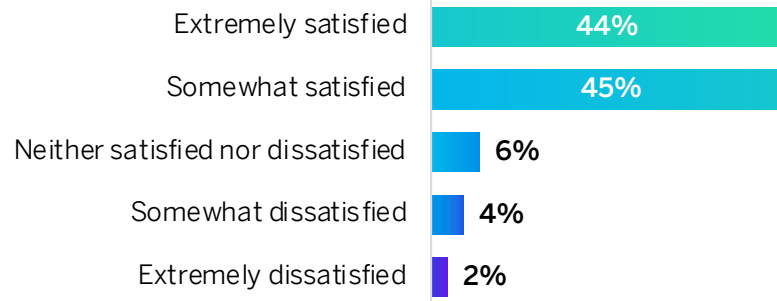
KEY TAKEAWAYS

- + Eighty-eight percent of respondents are satisfied with the XM profession, while only 6% are dissatisfied.
- + Seventy-two percent of respondents are satisfied with their level of compensation, while only 15% are dissatisfied.
- + Sixty-nine percent of respondents are satisfied with their opportunity for career advancement, while only 13% are dissatisfied.

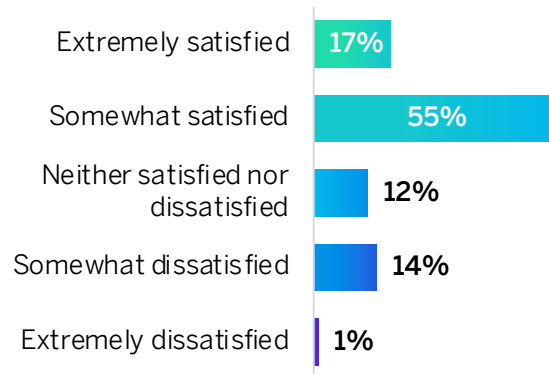
ABOUT

This chart examines how satisfied respondents are with their profession, with their current level of compensation, and their opportunity for advancement as an XM professional.

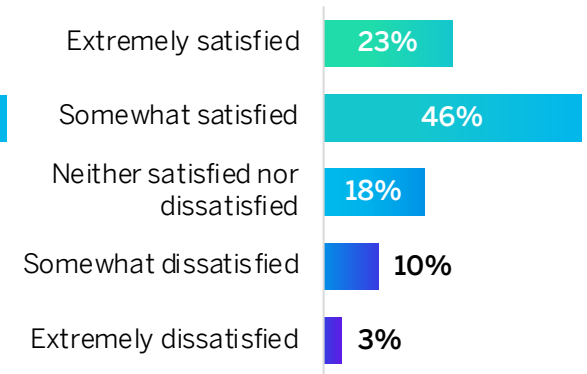
How satisfied are you with being an XM professional?



How satisfied are you with your current level of compensation?



How satisfied are you with your opportunity for career advancement as an XM professional?



Appreciation and Job Searching

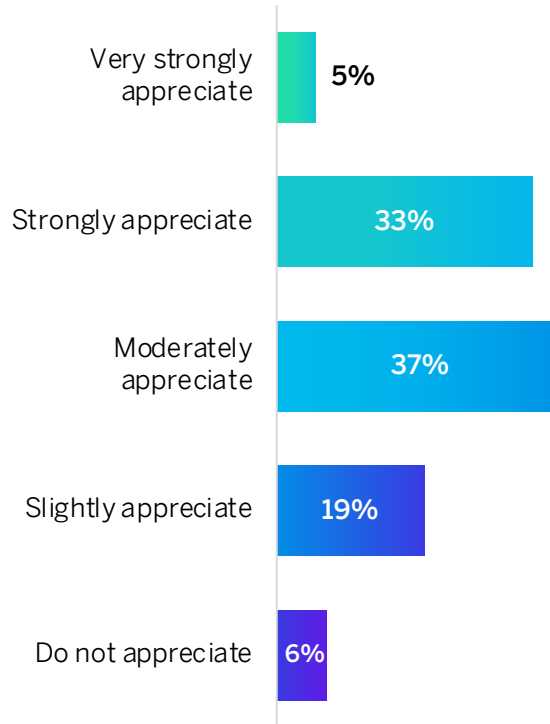
KEY TAKEAWAYS

- + Nearly two in five respondents feel strongly or very strongly appreciated by their senior leadership team, while one quarter feels less than moderately appreciated.
- + Thirty-five percent of respondents are likely to look for a new job within six months, while 38% are not likely to look for a job.

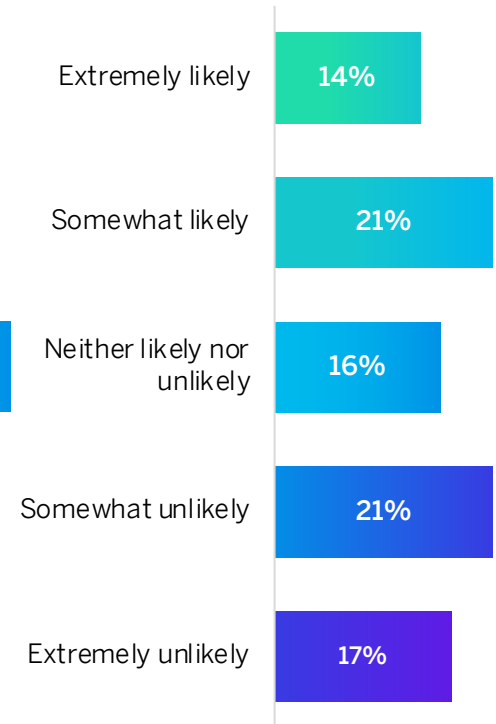
ABOUT

This chart examines the percentage of respondents that feel appreciated by their senior leadership team and the percentage likely to look for a new job in the same profession in the next six months.

To what degree do you feel that your organization's senior leadership team appreciates the value of XM professionals like you?



How likely are you to look for a new XM job outside of your company within the next six months?



Motivation and Enjoyment

KEY TAKEAWAYS

- + Respondents are most motivated by helping their organization succeed and improving people's lives.
- + Respondents most enjoy helping other people use experience insights and drive change across their organizations.

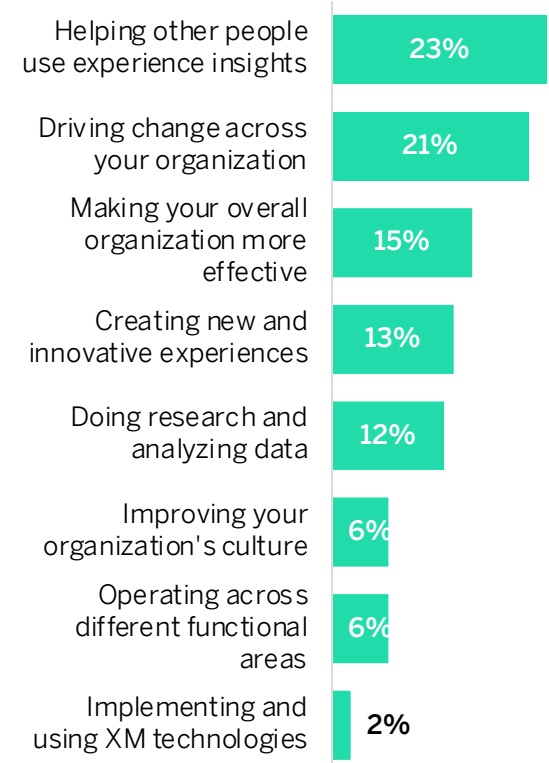
ABOUT

This chart examines what respondents are currently motivated by, and what they enjoy most about being an XM professional.

Thinking about the current moment in your career, which of the following motivates you the MOST?



Which of the following do you most enjoy about being an XM professional?



Expanding Expertise

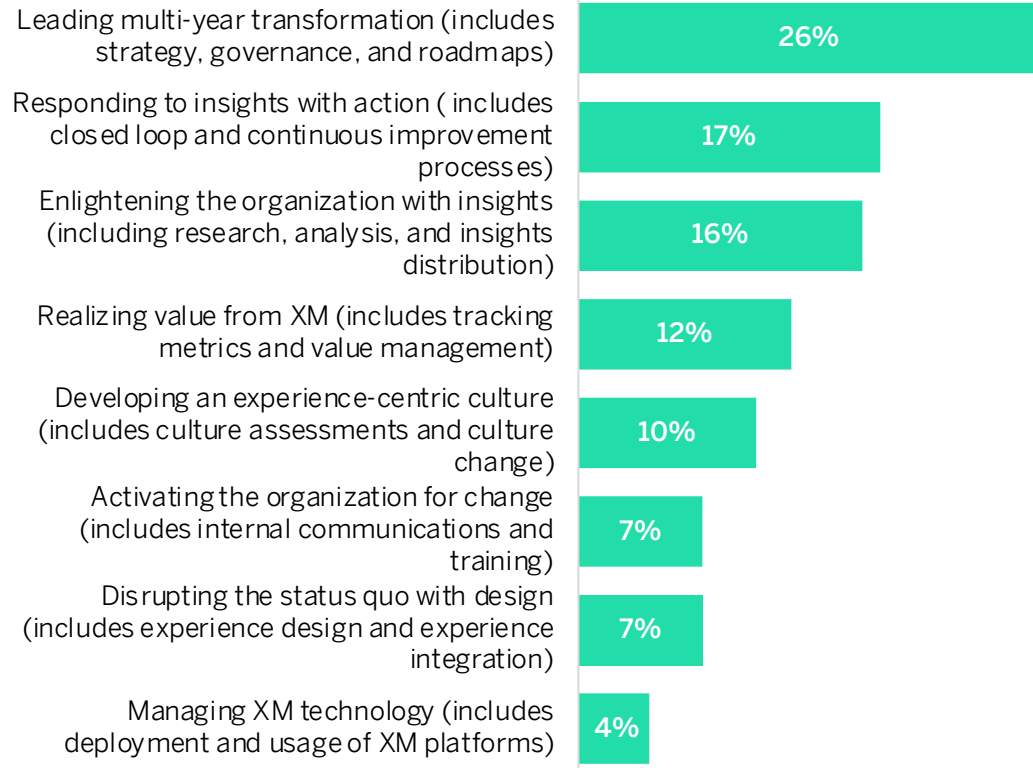
KEY TAKEAWAYS

- + Over one-quarter of respondents said they need to expand their expertise in leading multi-year transformation, followed by 17% needing to improve their knowledge around responding to actions with insights.
- + XM professionals are least likely to say that they need to expand their personal expertise in managing XM technology over the next few years of their careers.

ABOUT

This chart examines the significant components of respondents' current roles and which area they believe is most important to expand their expertise in.

As you think about the next few years of your career, which of the following is the MOST IMPORTANT area for you to expand your personal expertise?



DATA CALCULATION

All question calculations were conducted by dividing the number of respondents that selected each option by the total number of respondents for that question.

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