

**JUNE
2023**

June should be an exciting time for XM Pros, as the community discusses a very popular topic of the month, Building an XM Center of Excellence (CoE). If you want to drive change, you need a strong CoE. Make sure to participate in what will be very engaging discussions.

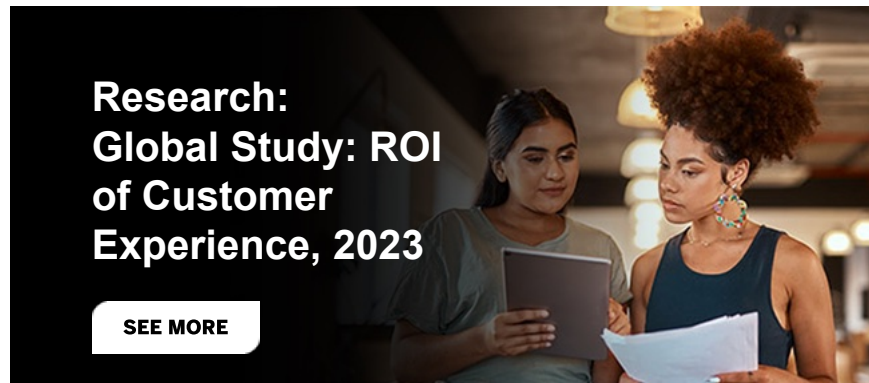
If you feel more like interacting in person, then join XM Institute faculty at one of the [many events where they will be speaking](#) over the next couple of months.

I'm also excited to share that Qualtrics has launched an improved version of its training platform, [XM Basecamp](#). This redesign includes refreshed branding, easier site navigation, and dedicated landing pages for new users, learning paths, and certifications.

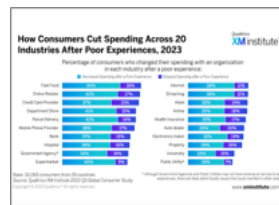


— Bruce Temkin | Head of Qualtrics XM institute

Editor's Picks



As part of our latest global study, consumers from 29 countries rated their recent experiences with 20 industries on a satisfaction scale of 1-5 stars and told us how likely they are to trust, recommend, and purchase more after that experience. From their responses, we examined the ROI of customer experience.



DATA SNIPPET
How Consumers Cut Spending Across 20 Industries After Poor Experiences, 2023

[See More →](#)



RESEARCH
U.S. Consumer Journeys Needing Improvement Across 22 Industries, 2023

[See More →](#)



TOOL
Template: Closed-Loop Workflow Map

[Download Now →](#)



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 26th. [Join the community on LinkedIn today!](#)

TOPIC OF THE MONTH

Building an XM Center of Excellence

See More →

Explore the Community

Announcements

ON DEMAND | VIRTUAL

LinkedIn Live: Building an XM Center of Excellence

For June's Topic of the Month, watch Greg Chase, XM Catalyst, as he explores how organizations are establishing Centers of Excellence as they mature their employee and customer experience programs.

Watch Now →

06/21/2023 & 06/22/2023 | VIRTUAL

Virtual Meetups: Building an XM Center of Excellence

Join us as we explore how organizations are establishing Centers of Excellence as they mature their employee and customer experience programs and get best-practice advice on how to design an effective COE structure for your organization to help deliver a more modernized experience management strategy. Tune in to the discussion on [Wednesday, June 21st](#) at 7:00 pm ET/9:00 am AEST or [Thursday, June 22nd](#) at 11:00 am ET/5:00 pm CET.

Register Now →

07/05/2023 | IN PERSON

X4 Paris

The biggest event around Experience Management returns to Paris. Join to learn how the most successful companies design their experiences to attract and retain their customers and engage their teams in a more human way.

Register Now →



Eighty-one percent of HR leaders said it would be 'valuable' to better understand the elements of EX with the strongest effect on CX.

— Cecelia Herbert, Moira Dorsey, and Talia Quaadgras, Research: Global Study: HR Executives and XM

In Case You Missed It...

- **DATA SNIPPET:** HR Executives Overestimate How Well Their Organizations Use Employee Feedback | [See More](#) →
- **RESEARCH:** The State of CX Management, 2023 | [See More](#) →
- **HOW-TO GUIDE:** How to Create a Closed-Loop Program | [See More](#) →
- **BLOG:** The ABCs of Employee Experience Action Planning and Six Roadblocks to Avoid | [Read More](#) →
- **TOOL:** Worksheet: CX Project Prioritization Exercise | [Download Now](#) →
- **BLOG:** Best of XM Institute Content: Q1 2023 | [Read More](#) →
- **LAUNCHPAD:** Driving Insights with X- and O-Data | [Watch Now](#) →
- **BLOG:** Establishing an EX Center of Excellence to Drive HR Impact | [Read More](#) →
- **DATA SNIPPET:** Executives Overestimate How Well Their Organizations Use Customer and Employee Feedback | [See More](#) →
- **RESEARCH:** XM Deep Dive: Neighborhood Health Plan of Rhode Island Drives Culture Change with Journey Maps | [See More](#) →

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Qualtrics
XM institute™

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

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