

**JULY  
2023**

Well, we're halfway through the year. It seems like a great time to remind everyone that 2023 is, "[The Year of Empathy.](#)" In just the past month, XM Institute faculty have delivered speeches in the US, UK, France, Canada, and Singapore focused on this key topic. I call it our "Empathy Tour." It's been great to see such a positive response to the content. Just about everyone understands the need for more empathy!

As you think about the second half of the year, I challenge you to think about how you can increase empathy across your organization with customers and employees, as well as in your personal life with friends, family members, and strangers. Together, we can raise the level of empathy around the world.

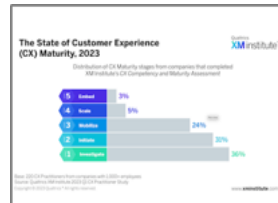


— Bruce Temkin | Head of Qualtrics XM institute

## Editor's Picks



Many organizations across the United States use Net Promoter Score® (NPS®) as a key metric to understand customer loyalty and the quality of their customer experience. In this data snapshot, we examine the relationship between NPS and customer experience and share key insights on how loyalty differs according to NPS across 22 industries.



RESEARCH  
**The State of CX Maturity, 2023**

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DATA SNIPPET  
**The State of B2B CX Management, 2023**

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MULTIMEDIA  
**The Six XM Competencies**

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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 24th. [Join the community on LinkedIn today!](#)

### TOPIC OF THE MONTH

## Navigating Your Career in Experience Management

[See More](#) →

[Explore the Community](#)

## Announcements

07/12/23 | VIRTUAL

### LinkedIn Live: Navigating Your Career in Experience Management

For July's Topic of the Month, see Moira Dorsey, XM Catalyst, as she explores how to navigate your career in Experience Management.

[Attend](#) →

07/19/2023 & 07/20/2023 | VIRTUAL

### Virtual Meetups: Navigating Your Career in Experience Management

Join Moira Dorsey as she leads a panel discussion with XM leaders about the past, present, and future of their career journeys. Tune in to the discussion on [Wednesday, July 19th](#) at 7:00 pm ET/9:00 am AEST or [Thursday, July 20th](#) at 11:00 am ET/5:00 pm CET.

[Register Now](#) →

07/26/2023 | IN PERSON

### XM Live Singapore

Join over 500+ of Singapore's business leaders at XM Live this July. A full-day in-person event designed for you to discover the power and ROI of being a human-centric business.

[Register Now](#) →



**Almost 50% of consumers cut or stop their spending with an organization after a poor experience.**

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

## In Case You Missed It...

- **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](#) →
- **HOW-TO GUIDE:** How to Build an EX Program Roadmap | [See More](#) →
- **MULTIMEDIA:** What is Net Promoter® Score (NPS)? | [Watch Now](#) →
- **BLOG:** Five Steps for Building a Strong CX Metrics Program in Hospitality | [Read More](#) →
- **RESEARCH:** Global Study: ROI of Customer Experience, 2023 | [See More](#) →
- **TOOL:** Template: Closed-Loop Workflow Map | [Download Now](#) →
- **BLOG:** Introducing 2023, The Year of Empathy | [Read More](#) →
- **RESEARCH:** How Success, Effort, and Emotion Affect Loyalty | [See More](#) →
- **RESEARCH:** XM Deep Dive: Deloitte Digital Uses a Dream Team to Elevate Talent Experience | [See More](#) →

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## Ways to Engage with the XM Institute



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**BLOG** →



**COMMUNITY** →

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