

AUGUST
2023

I'm excited to lead off this Journal with new research on the [future of digital CX programs](#). While organizations are already driving value with their current digital efforts, XM Institute has identified that experience management (XM) programs are evolving towards something we call "Modern XM". In this advanced state, customer and employee experience programs will be more integrated throughout the operations of an organization.

For inspiration on where you can drive your digital efforts, take a look at Qualtrics' new [digital customer experience tools](#) like customer journey optimization and digital experience analytics.



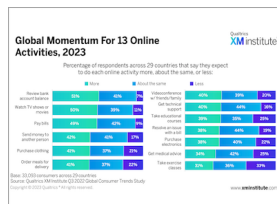
— Bruce Temkin | Head of Qualtrics XM institute

Editor's Picks

Blog: The Path to Building a Modern Digital CX Program

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While many organizations have some basic Digital CX elements in place, these programs are not yet optimized for the Digital-first Business Era. In this post, we break down the path they should follow to modernize their Digital CX efforts.



DATA SNIPPET

Momentum for 13 Online Activities, 2023

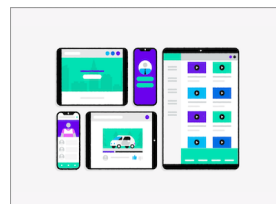
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BLOG

Tapping Into Five Types of Digital X-Data Collection Mechanisms

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Digital Experience Management

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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 James Scutt, XM Catalyst, starting August 28th. [Join the community on LinkedIn today!](#)

TOPIC OF THE MONTH

Leading CX/EX Through Times of Change

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MEMBER SPOTLIGHT

Emily Green

Senior Manager of Customer Experience at Yaamava' Resort and Casino at San Manuel

Watch our discussion with XM Pros member Emily Green, Senior Manager of Customer Experience at Yaamava' Resort and Casino [here on LinkedIn](#).

[Explore the Community](#)

Announcements

08/03/23 | VIRTUAL

LinkedIn Live: Leading CX/EX Through Times of Change

For August's Topic of the Month, watch James Scutt, XM Catalyst, explore how to think about leading CX & EX programs through times of change.

[Attend](#) →

08/23/2023 & 08/24/2023 | VIRTUAL

Virtual Meetups: Leading CX/EX Through Times of Change

Join us as we discuss how to think about leading CX & EX programs through times of change. Tune in to the discussion on [Wednesday, August 23rd](#) at 7:00 pm ET/9:00 am AEST or [Thursday, August 24th](#) at 10:00 am ET/5:00 pm CET.

[Register Now](#) →

“

72% of XM Professionals say that it is 'important' for their organization to improve its overall level of empathy.

— Bruce Temkin, Moira Dorsey, and Talia Quaadgras, Experience Management Trends, 2023

In Case You Missed It...

- **RESEARCH:** Economics of NPS, 2023
| [See More](#) →
- **MULTIMEDIA:** The Six XM Competencies
| [Watch Now](#) →
- **HOW-TO GUIDE:** How to Create a Closed Loop Program | [See More](#) →
- **MULTIMEDIA:** Modern XM | [Watch Now](#) →
- **BLOG:** Seven Limitations of eNPS as an Employee Experience Metric | [Read More](#) →
- **DATA SNIPPET:** The State of CX Maturity, 2023 | [See More](#) →
- **RESEARCH:** The State of B2B CX Management, 2023 | [See More](#) →
- **LAUNCHPAD:** Maturing Your XM Program
| [Watch Now](#) →
- **RESEARCH:** Global Study: Employee Experience Trends in the Americas, 2022
| [See More](#) →
- **RESEARCH:** XM Deep Dive: HSBC Canada Designs the Future of Work Around Four Global Workstyles | [See More](#) →

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