

SEPTEMBER 2023

September is AI month at XM Institute. According to Chat GPT: “Gen AI promises transformative effects. For customers, it means hyper-personalization, rapid issue resolution, and innovative offerings. Employees can expect automated tasks, tailored learning, data analysis support, and enhanced workplace efficiency.”

Join XM Institute as we discuss the September Topic of the Month, “Is AI Good or Bad for Experience Management.” And make sure to [sign up](#) for our XM Learning Labs “Successfully Embracing AI Without All the Hype!”

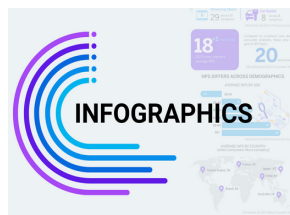


— Bruce Temkin | Head of Qualtrics XM Institute

Editor's Picks



Executives' XM ambition levels affect their willingness to support all the changes necessary to achieve long-term XM success. This post introduces an assessment you can use to evaluate your senior leaders' XM Ambition across 4 key drivers.



INFOGRAPHIC
**NPS Facts and Figures,
2023**

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BLOG
Tips for Designing Action-Centric Dashboards for Executives

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TOOL
Assessment: XM-Centric Culture

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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 Bruce Temkin, starting September 25th. [Join the community on LinkedIn today!](#)

TOPIC OF THE MONTH

Is AI Good or Bad for Experience Management?

See More →

Explore the Community

Announcements

09/06/23 | VIRTUAL

LinkedIn Live: Is AI Good or Bad for Experience Management?

For September's Topic of the Month, join Bruce Temkin as he discusses the future impact of AI, the work we do, and the experiences that organizations deliver.

Attend →

09/13/2023 & 09/14/2023 | VIRTUAL

Virtual Meetups: Is AI Good or Bad for Experience Management?

Join us as we discuss the future impact of AI, the work we do, and the experiences that organizations deliver. Tune in to the discussion on [Wednesday, September 13th](#) at 7:00 pm ET/9:00 am AEST or [Thursday, September 14th](#) at 11:00 am ET/5:00 pm CET.

Register Now →



Consumers prefer human-assisted over self-service channels for 7 out of 9 common interactions.

— XM Institute, Data Snippet: Customers Prefer Human Interaction Channels

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- **DATA SNIPPET:** Momentum for 13 Online Activities, 2023 | [See More](#) →
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