

# Qualtrics XM Institute's Top Factoids of 2023

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## Employee Experience

**2.5 billion** employees aren't trying their hardest at work.

*XM Institute Global Coconsumer Study*



2

## Journeys

Compared to customers who don't, those who encounter problems are



**26** pts

less likely to rebuy.

*XM Institute US Consumer Study*

3

## HR Executives

**30%** of HR leaders cite **lack of clear strategy** as an obstacle to EX success.

*XM Institute Global HR Executives Study*

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## CX Practitioners

**2/3** of CX practitioners place their organization into the first two stages of maturity:  
**INVESTIGATE & INITIATE**

*Qualtrics XM Institute XM Professionals Study*

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## Net Promoter Score



**30** Grocery earned the highest NPS

**Consumer Payments** has the lowest NPS



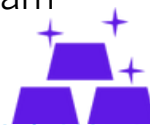
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*XM Institute US Consumer Study*

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## XM Professionals

**38%** of XM professionals say their leadership team **strongly appreciates their value.**



*XM Institute CX Practitioners Study*

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## Channel Preferences

Customers prefer human-assisted over digital channels

for **7 of 9** common interactions.



*XM Institute Global Consumer Study*

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## Digital Experience

Mobile websites deliver the worst digital experiences

**17%** of users reported problems with this method.

*XM Institute US Consumer Study*



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## Well-Being

Global well-being **declined** by 1.8 points.

*XM Institute Global Consumer Study*

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## Industry Metrics



**Airlines** saw the biggest improvements to

**TRUST: +4 pts**

**ADVOCACY: +3.5 pts**

*XM Institute Global Consumer Study*

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## AI by Country

**UAE +57**

most positive outlook on AI

**Canada -20**

least positive outlook on AI

*XM Institute Global Consumer Study*

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## Employee Engagement

The top driver of **ENGAGEMENT** is



having organizational processes that enable employees to effectively meet their customers' needs.

*Qualtrics Employee Experience Trends Global Study*

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## Consumer Loyalty

Almost **50%**

of consumers cut or stop spending with an organization after a poor experience

*XM Institute Global Consumer Study*