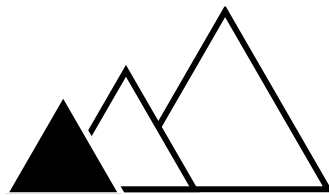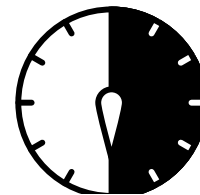# DESIGNING TO CAPTURE MEANINGFUL CX DATA

RECOMMENDED FOR
CX professionals

SKILL LEVEL
Beginner

TRAINING LENGTH
6 hours

TRAINING CONTENT

Learn how to collect meaningful and actionable customer data across the channels that matter to you by designing engaging surveys that collect the information you need and avoid biased results.

+ Understanding common CX metrics and the importance of measuring each one

+ Identifying the right metrics to include in each project you build

+ Writing questions and answers that avoid bias and capture honest feedback

+ Maximizing respondent engagement during a survey by appyling design principles

+ Selecting the right sample population and distribution channel

+ Building engaging invitations that improve response rates

+ Configuring relational, transactional, and digital surveys in Qualtrics

HOW IT WORKS

This training is 6 hours with two 30 minute breaks and contains slide presentations and opportunities for hands-on practice. Every attendee needs to bring his or her own laptop and charger. All other materials needed will be provided.

TRAINING AGENDA

This hands-on training is designed for researchers and CX professionals who need to know the ins and outs of designing and capturing customer feedback across the channels that matter for you. In this training, you will learn how to ask questions that avoid bias but capture the data you need, and how to target the right customers to survey.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:05 PM	**Map the Customer Journey** Gain an understanding of how best to guide your organization in the identification and mapping of the journeys that your customers often partake in when engaging with you.
12:30 PM	**Designing a Relational Study** Develop a relational study that aids your organization in better understanding the ongoing relationships that customers have with you and what drives them.
1:30 PM	**BREAK**
2:00 PM	**Building a Relational Study in Qualtrics** Join in on a step-by-step demonstration focused on how to build a relational study within the Qualtrics platform.
3:00 PM	**Designing a Digital Study** Gauge customer experiences with your website and app by collecting feedback as customers browse.
4:00 PM	**BREAK**
4:30 PM	**Designing a Post-Transaction Study** Create a study that helps your organization identify key areas of opportunity after a purchase occurs.
5:15 PM	**Desinging a Contact Center Feedback Study** Design a study that captures the experience customers have after engaging with your contact center to address questions and resolve issues.
6:00 PM	Closing Remarks

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