



## FIFTH DIMENSION + QUALTRICS

Qualtrics enables Fifth Dimension to send out surveys to over 20,000 people per week and over 1.7 million people per year. They are able to provide real-time reporting to their clients with stakeholder dashboards that have been customised for their needs. This allows them to deliver quicker results to their clients.



FIFTH DIMENSION  
ACHIEVED ▶



20,000  
people reached  
every week



Agile  
sophisticated  
software



Increased  
data  
security

“We were looking for a sophisticated online platform to help us scale, given our high volume of research. Our previous provider worked for us when we were smaller, but now Qualtrics is the only provider who can meet our complex needs today and for the future”

LYNDALL SPOONER, CEO



## CHALLENGE

- ▶ Fifth Dimension was looking for a sophisticated online platform which was able to scale with their large amounts of market research which is conducted every year. Their previous provider worked for them when they were smaller, but now Qualtrics is needed to and is the only provider who can meet Fifth Dimensions complex needs today and for the future.

## SOLUTIONS, BENEFITS & RESULTS

- ▶ Qualtrics Research Suite provides Fifth Dimension with a combination of live reporting and more detailed weekly dashboards in real-time, enabling Fifth Dimension to merge survey data with market data.
- ▶ As Qualtrics is so easy-to-use, the partnership has enabled the setup of a live dashboard in just two days.
- ▶ Qualtrics enables Fifth Dimension to send out surveys to over 20,000 people per week and over 1.7 million people a year.
- ▶ Due to the fast successes Fifth Dimension has had with Qualtrics, they are now looking at how they can expand on the Qualtrics platform to enhance their offerings and business.

## ABOUT FIFTH DIMENSION

Fifth Dimension is Australia's leading strategic insights company, working with clients to grow their businesses through market research, consumer psychology, behavioural economics, and market analysis. They offer a large range of quantitative and qualitative research approaches across consumer insights, concept development, design thinking, and implementation.

[FIFTH-DIMENSION.COM.AU](http://FIFTH-DIMENSION.COM.AU) 

**INDUSTRY**  
Market Research

**REGION**  
APAC

**COMPANY SIZE**  
Small

**BUSINESS TYPE**  
B2B