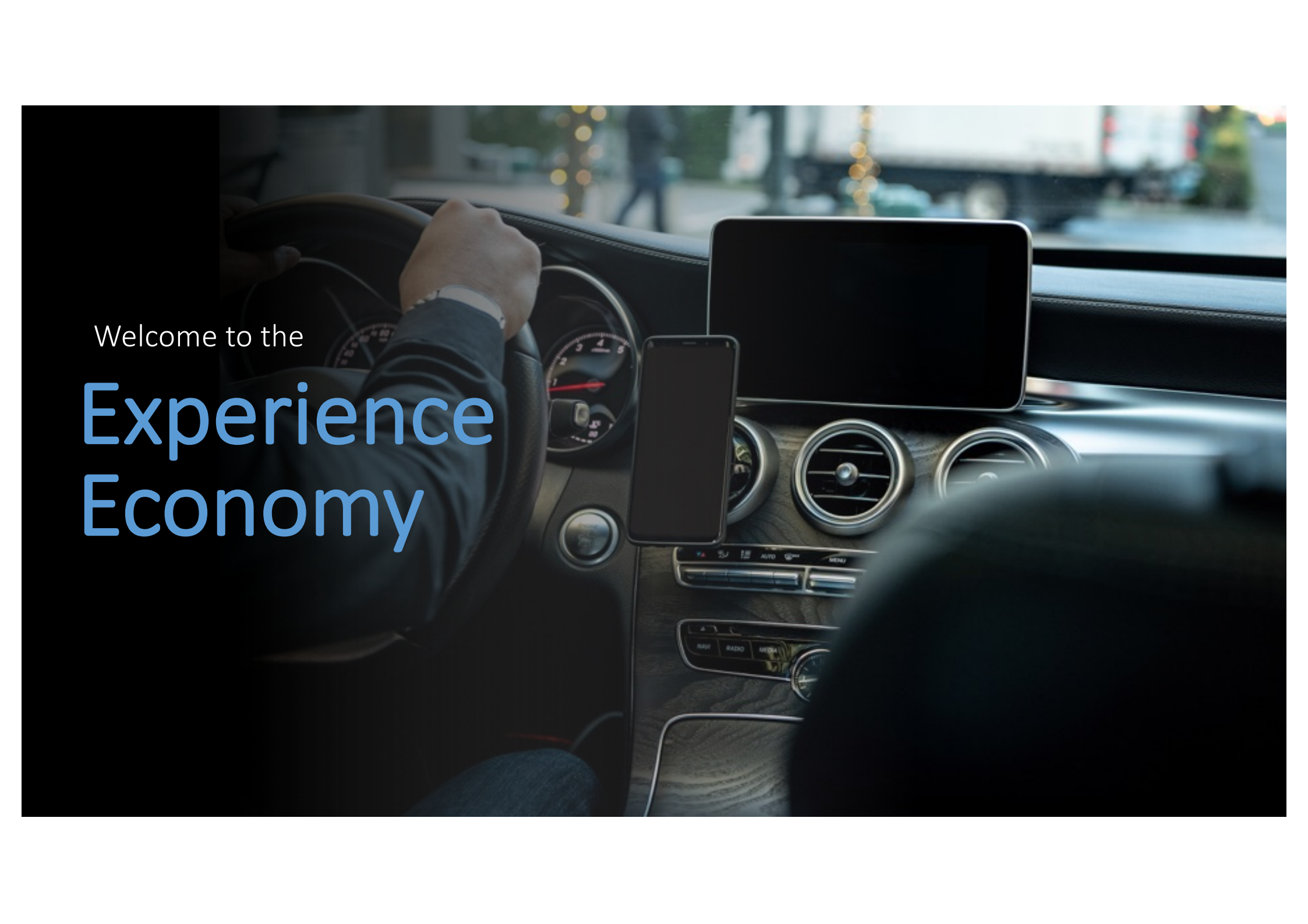


A photograph of a car's interior from the driver's perspective. A person's hand is on the steering wheel. The dashboard features a large infotainment screen, two circular air vents, and a smartphone mounted vertically. A tablet is placed on the windshield. The background shows a blurred city street at night with bokeh lights.

Welcome to the

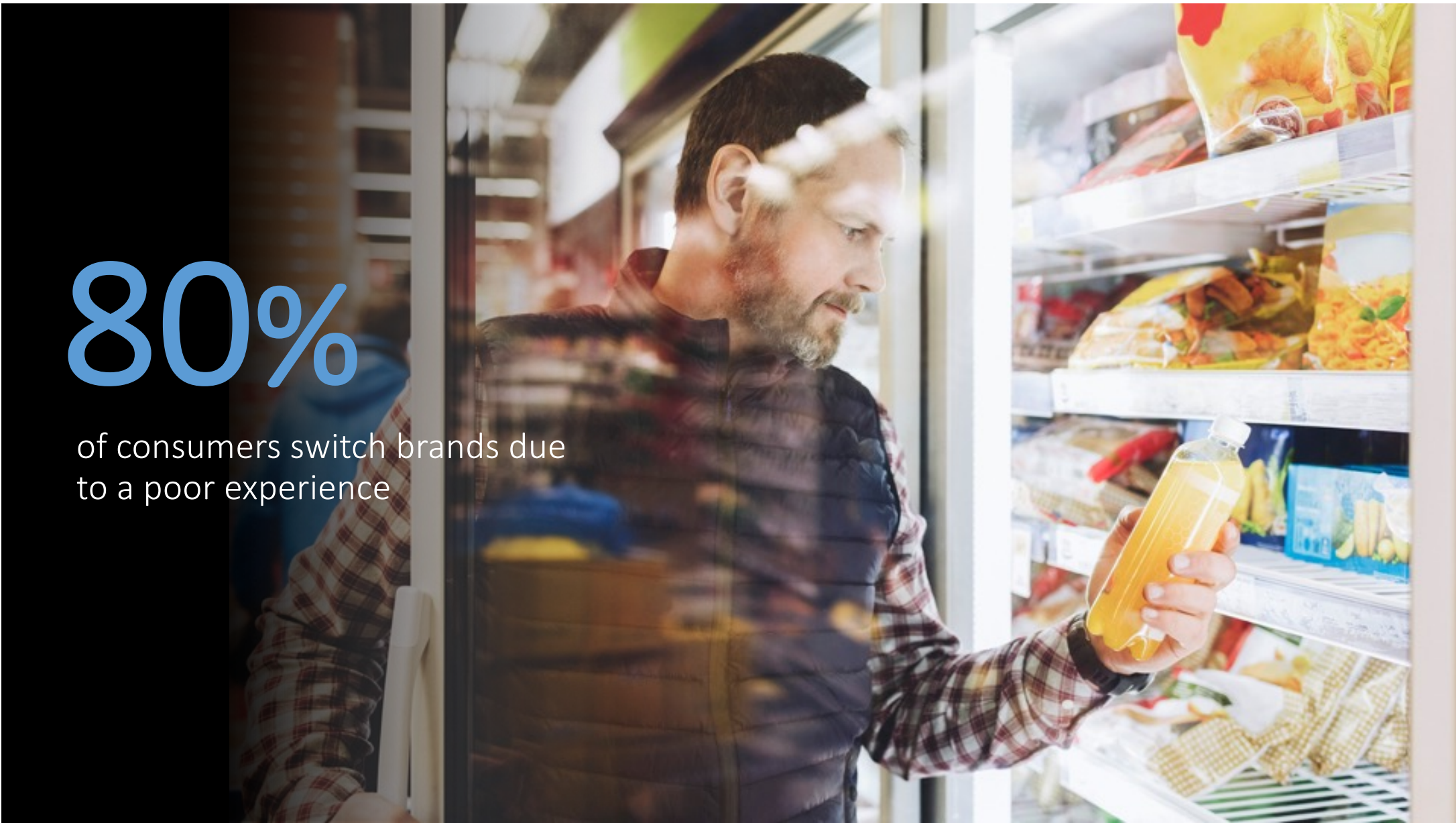
Experience Economy

Henrik Cronebäck



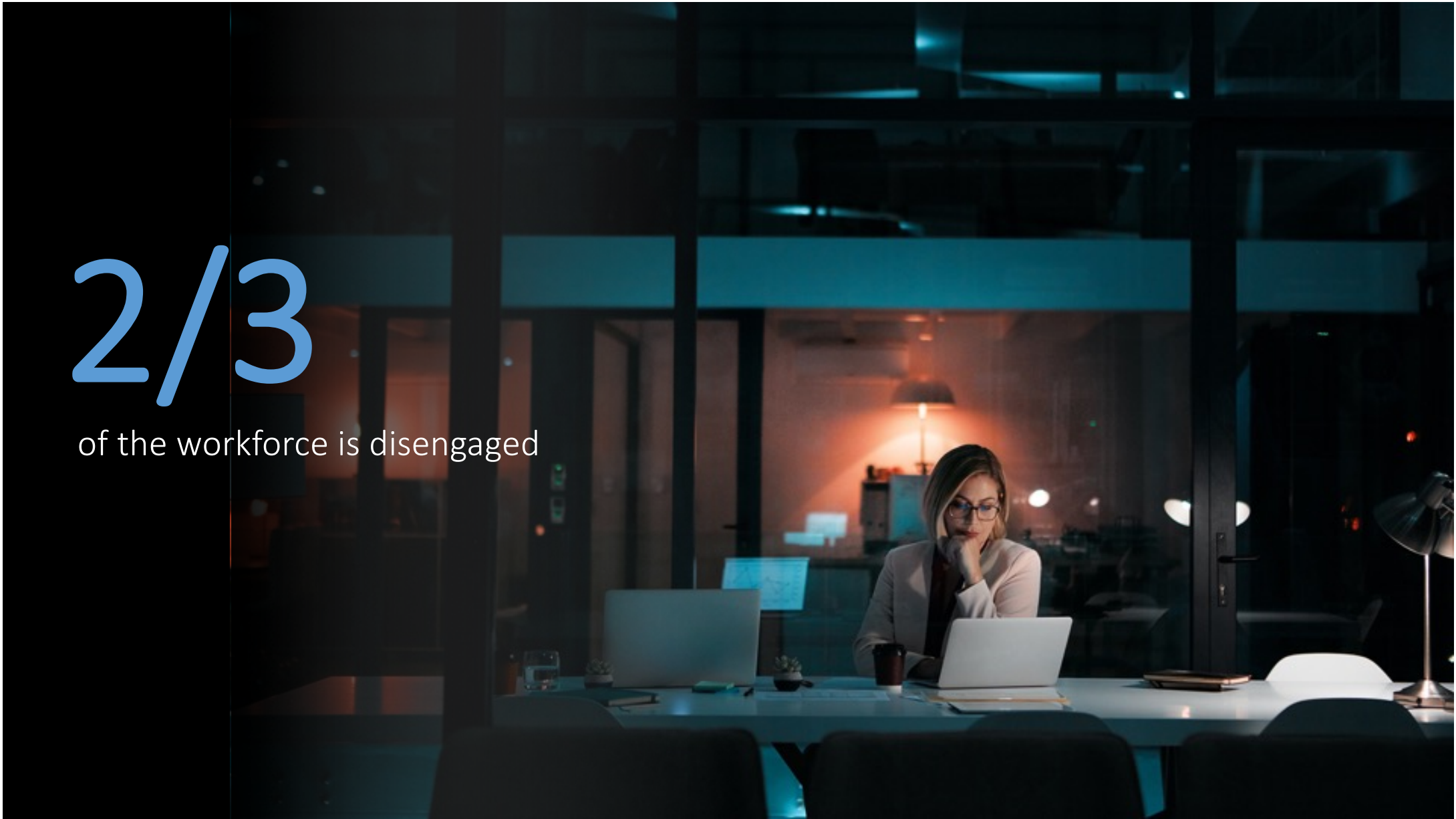
80%

of consumers switch brands due
to a poor experience



2/3

of the workforce is disengaged



The Experience Gap

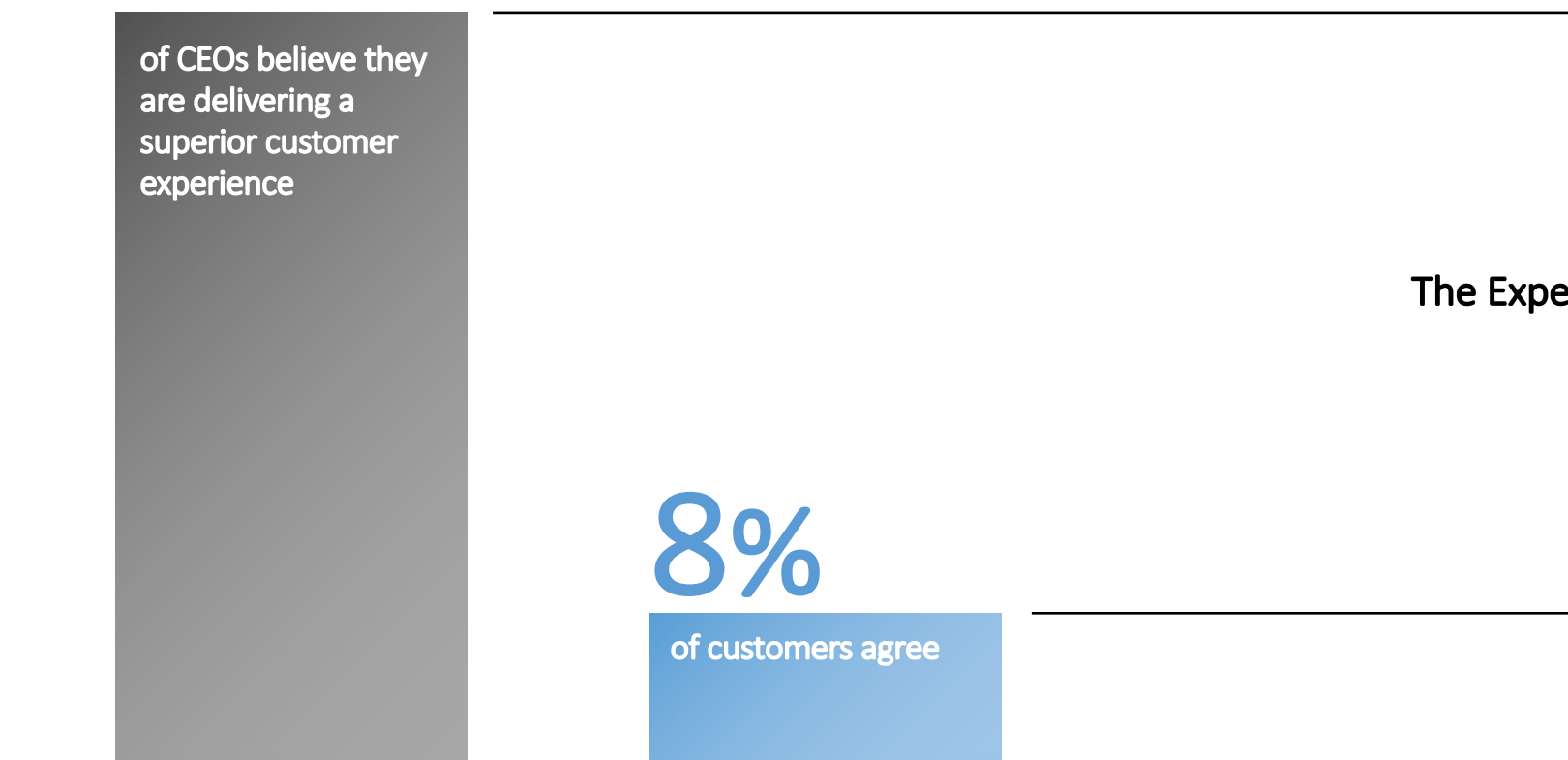
80%

of CEOs believe they
are delivering a
superior customer
experience

8%

of customers agree

The Experience Gap



the answer isn't more data

it's **DIFFERENT DATA**



**Operational
Data**



**Experience
Data**



Operational Data

Win rate

Inventory turnover

Financials

Employee attrition

Profitability

Cart abandonment

Customer satisfaction

Purchase intent

Employee engagement

Product feedback

NPS

Brand perception



**Experience
Data**



**Operational
Data**



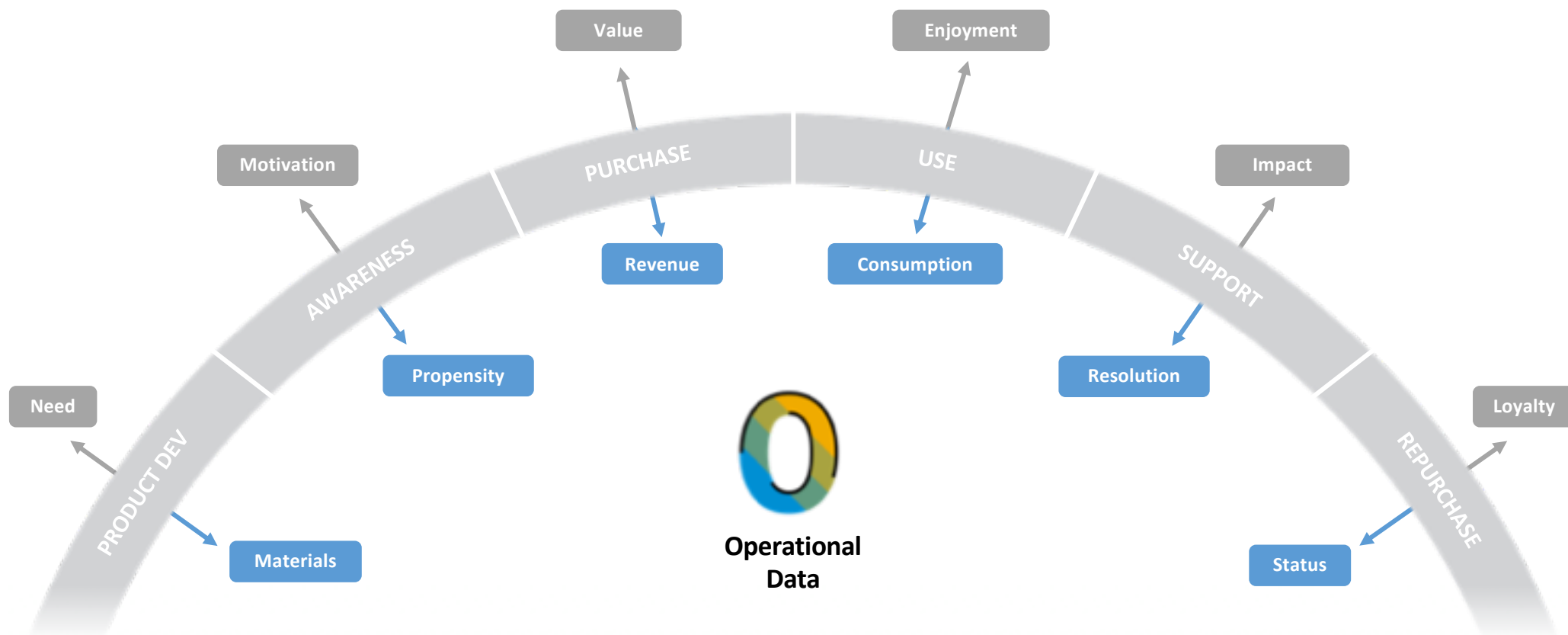
**Experience
Data**



Experience
Data



Operational
Data



xm

CUSTOMER

EMPLOYEE

PRODUCT

BRAND

Across industries, successful projects for optimizing the customer experience typically achieve **revenue growth of 5-10%** and **cost reductions of 15-25%** within **in just two or three years**,

- McKinsey & Company





- CUSTOMER FEEDBACK
- ACADEMIC RESEARCH
- CUSTOMER PANELS
- CONCEPT TESTING
- MARKETING RESEARCH
- EVENT FEEDBACK
- USER EXPERIENCE RESEARCH
- MARKET & OPPORTUNITY ASSESSMENT
- MARKET SIZING
- SEGMENTATION
- COMPETITIVE ANALYSIS





- OMNI CHANNEL MEASUREMENT
- IN-APP & WEBSITE FEEDBACK
- CX REPORTING / ANALYTICS / DASHBOARDS
- FOLLOW-UP & CASE MANAGEMENT
- OPERATIONAL INTEGRATION





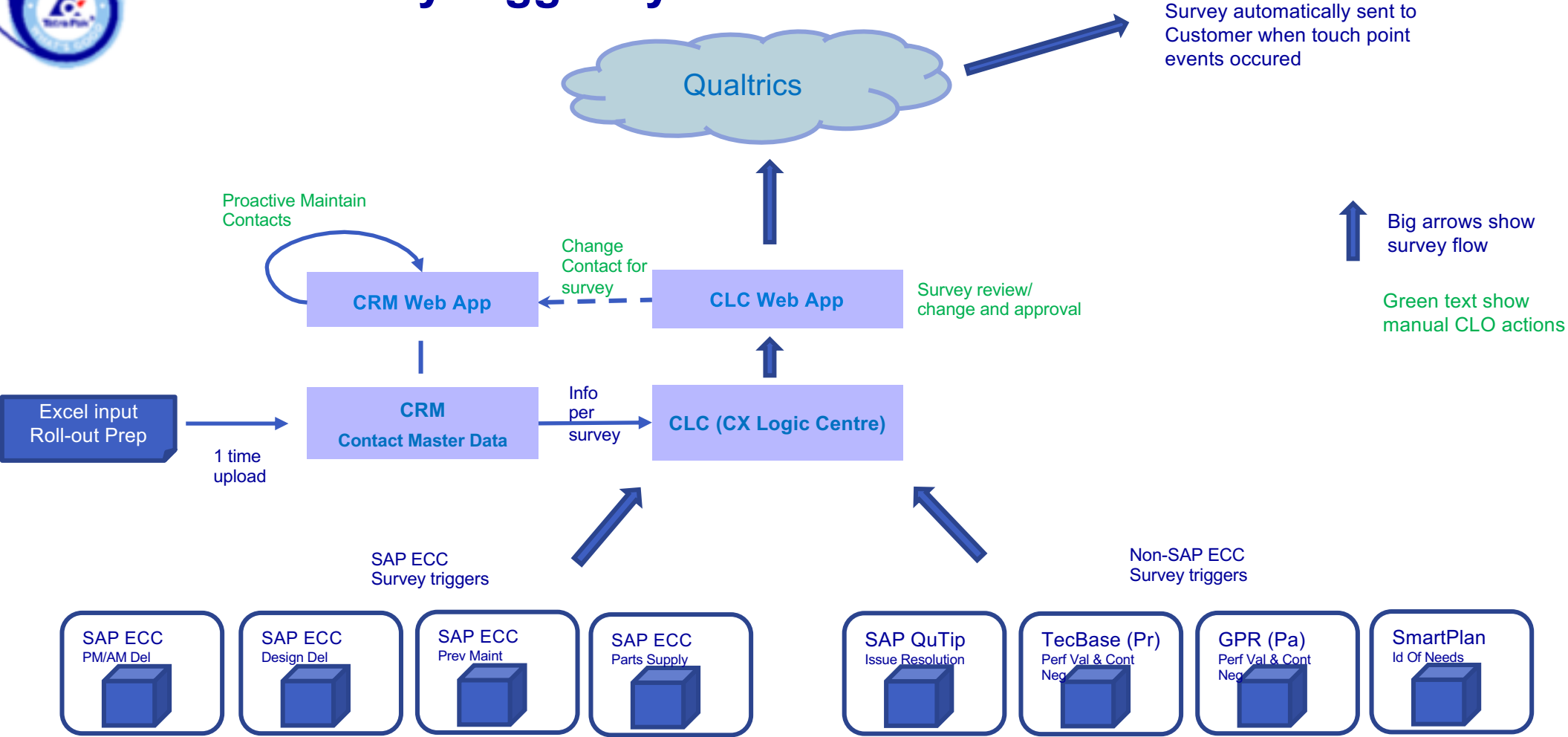
Customer Experience

The Touchpoints or “moments of truth”





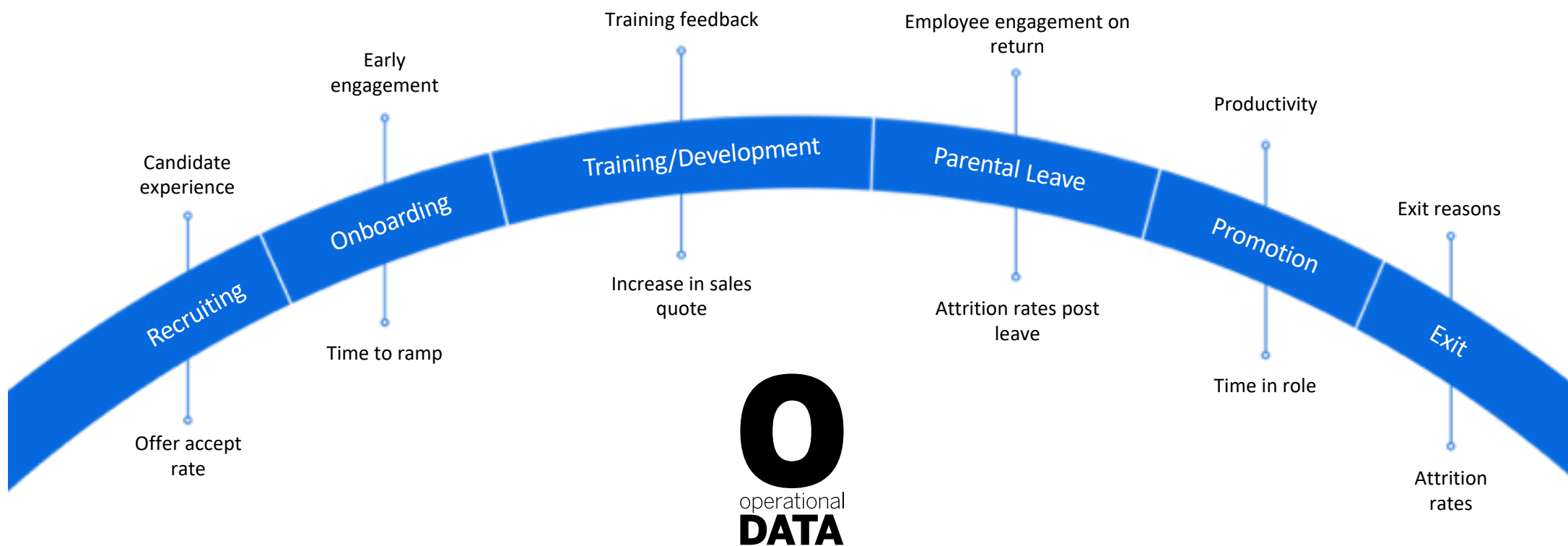
CX survey trigger system overview





- EMPLOYEE ENGAGEMENT
- EMPLOYEE PULSE
- PRE-HIRE AND ONBOARDING
- EXIT INSIGHTS
- 360 & 180 SOLUTIONS

X
experience
DATA





- CONCEPT TESTING
- PRICING RESEARCH
- USER EXPERIENCE
- MARKET ANALYSIS
- CONJOINT ANALYSIS



- BRAND AWARENESS
- BRAND EQUITY
- ADVERTISING AND COPY TESTING
- BRAND STRATEGY RESEARCH
- SEGMENTATION AND POSITIONING

Clients in the Nordic that rely on Qualtrics for insights to drive growth and profitability

2015

2016

2017

2018

2019

Fonecta

SAXO BANK

TALLINK
SIILJA LINE

SKF

STOCKMANN

FINNAIR

FOSS

ORIFLAME
SWEDEN

Danske Bank

DNV-GL

Arla

Nordea

Wilhelmsen

Microsoft

DW
Daniel Wellington

KARNOV
GROUP

MÖLNLYCKE
HEALTH CARE

telenor



Pfizer

F-Secure

Electrolux

CFI Group
LARS FORNELL INTERNATIONAL

ISS

novo nordisk

BUNKER
HOLDING
GROUP

ATEA

EGMONT
Only. Doing. Superior. No. Life.

GRUNDFOS

Adecco

storebrand

IBDO

WÄRTSILÄ

NKT

Carlsberg

The Qualtrics XM advantage

1

Most advanced technology platform

- + Most powerful XM and research platform on the planet
 - + iQ Predictive Intelligence engine
 - + Enterprise-grade security, integrations & admin-experience
-

2

End-to-end support & expertise

- + Comprehensive suite of white-glove service offered in a flexible services model
 - + Best practices, training and solutions for customers across all industries
 - + Award Winning 24/7 Support
-

3

Proven track record

- + Trusted by 10,000 customers including 75% of F500
- + Awards from Forrester, G2Crowd, TrustRadius, The Temkin group, Fast Company
- + Thought leader on next-generation experience research

Together, Powering the Experience Economy



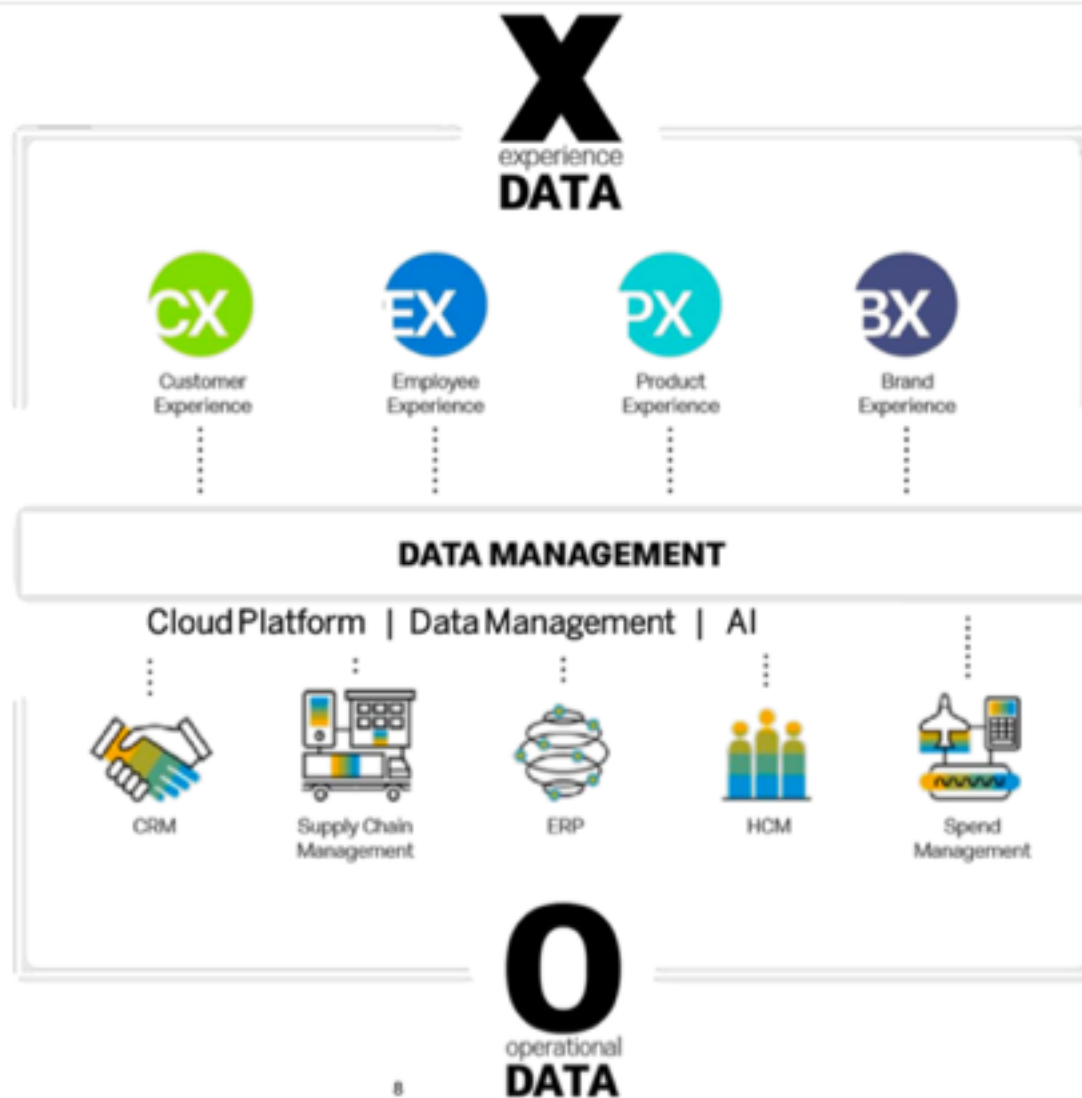
Pioneering the new category of Experience Management (XM) to transform brands, customers, employees and products



Fusing intelligence across the deepest and broadest suite of business applications seamlessly integrated on the most data rich architecture

Fusing X and O to Power and Transform the Experience Economy

EXPERIENCE MANAGEMENT



1.8B experience touchpoints run on Qualtrics

77% of the world's transactions across 25 industries touch SAP systems