

Qualtrics XM-Fundamentals

Experience Management (XM) Fundamentals Certification

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Latest Version: 6.0

Question: 1

How does XM create value for a business?
Please choose the correct answer.
Response:

- A. By enforcing consistent pricing across geographies
- B. By revealing drivers of loyalty and dissatisfaction
- C. By reducing tax liability through automation
- D. By minimizing employee training costs

Answer: B

Question: 2

An airline introduces a post-flight survey and identifies these goals:
- Improve satisfaction across routes
- Understand service gaps
- Empower flight crew with feedback
Which core competencies should the XM team apply?
There are 3 correct answers to this question.
Response:

- A. Experience design tailored by region
- B. Action planning for ground staff
- C. Data storytelling for executive reports
- D. Platform coding in JavaScript
- E. Feedback loop implementation

Answer: A,C,E

Question: 3

Why is storytelling considered a core XM skill?
Please choose the correct answer.
Response:

- A. It replaces dashboards with narratives
- B. It turns data into compelling insights to influence decision-makers

- C. It avoids the need for quantitative reports
- D. It is only required in marketing roles

Answer: B

Question: 4

What are essential enablers for institutionalizing XM in an organization?

There are 2 correct answers to this question.

Response:

- A. Executive sponsorship
- B. One-time survey deployment
- C. Clear governance structure
- D. Random feedback loops

Answer: A,C

Question: 5

What is one reason traditional operational data is insufficient for driving behavior change in people?

Please choose the correct answer.

Response:

- A. It focuses too much on industry benchmarks
- B. It lacks personal identifiers
- C. It doesn't capture how people feel or why they act
- D. It includes only qualitative feedback

Answer: C

Question: 6

Why is cross-functional collaboration important when embedding XM?

Please choose the correct answer.

Response:

- A. To restrict access to XM data
- B. To keep XM limited to marketing
- C. To ensure insights are aligned with business functions and actions
- D. To centralize decisions under HR

Answer: C

Question: 7

A healthcare provider wants to begin its XM journey. The executive team has approved the initiative, and the patient experience team is ready. The goals are to:

- Improve appointment scheduling satisfaction
- Use feedback to reduce no-show rates
- Share progress with stakeholders regularly

Which roadmap activities should they start with?

There are 3 correct answers to this question.

Response:

- A. Launch a short, post-appointment survey
- B. Analyze X-data to identify friction points
- C. Prioritize dashboard design before feedback collection
- D. Align KPIs to patient access and show rates
- E. Train frontline staff on experience best practices

Answer: A,B,D

Question: 8

Which of the following are outcomes of aligning XM efforts with human behavior understanding?

There are 2 correct answers to this question.

Response:

- A. Higher customer retention
- B. Improved server uptime
- C. Greater brand trust
- D. Streamlined logistics

Answer: A,C

Question: 9

Which psychological factors influence how people respond in experience management surveys?

There are 2 correct answers to this question.

Response:

- A. Emotional context
- B. Product launch cycles

- C. Cognitive biases
- D. System performance

Answer: A,C

Question: 10

How can organizations leverage human psychology in survey design?

There are 2 correct answers to this question.

Response:

- A. Use neutral language to avoid bias
- B. Add as many questions as possible for thoroughness
- C. Ensure consistency in rating scales
- D. Use complex terminology to ensure accuracy

Answer: A,C

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