



GO-CX / **22**
X-Management

Avanzando en la Gestión de la Experiencia

¡BIENVENIDOS!

qualtrics^{XM}

LA PLATAFORMA DE GESTIÓN DE LA EXPERIENCIA

LAS INNOVACIONES

que están humanizando los negocios

qualtrics^{XM}

LAS INNOVACIONES

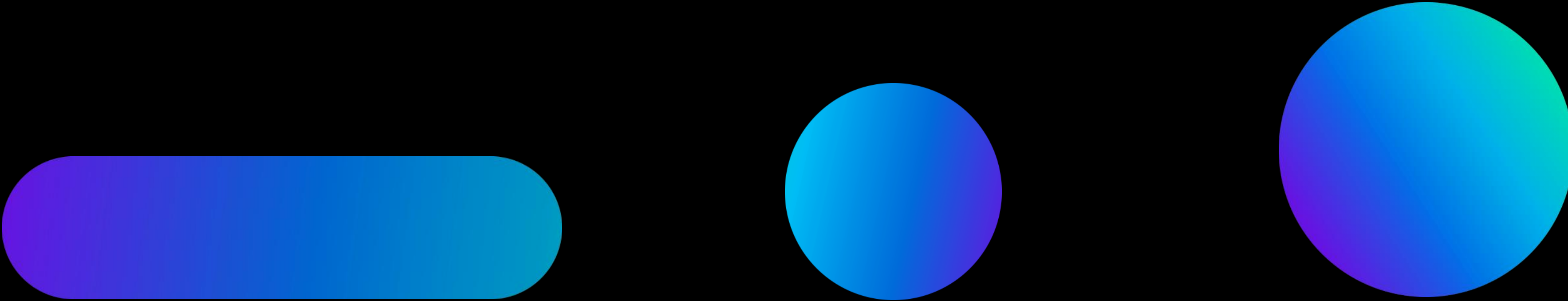
que están humanizando los negocios

qualtrics^{XM}





UNA INTRODUCCIÓN SOBRE QUALTRICS EXPERIENCE MANAGEMENT





ESCUCHE Y COMPRENDA





ESCUCHE Y COMPRENDA



RECUERDE TODO Y OBTENGA CONTEXTO





ESCUCHE Y COMPRENDA



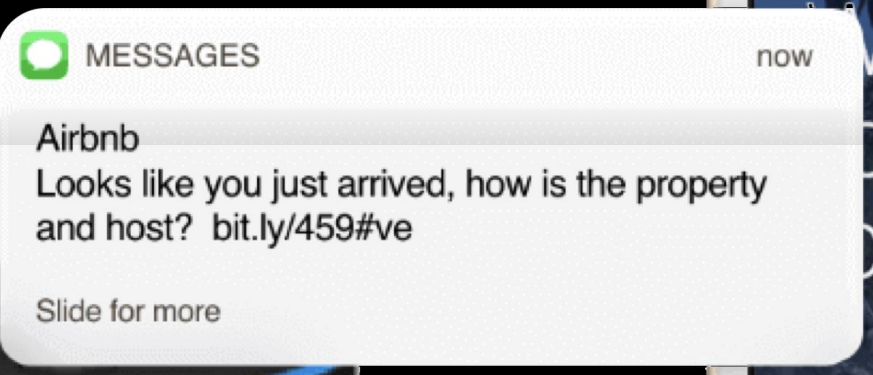
RECUERDE TODO Y OBTENGA CONTEXTO



ACTÚE CON EMPATÍA Y RAPIDEZ



La plataforma debe ser excepcional a la hora de escuchar. Pero, sobre todo, es necesario que comprenda aquello que se dice.



EL PROBLEMA

El 85% del feedback de los clientes y empleados no es estructurado



MESSAGES now

Airbnb
Looks like you just arrived, how is the property and host? bit.ly/459#ve

Slide for more

Connecting Flight

242 9:25P 89°

Term 2 Gate B03

Welcome to Cabo, John.

Thank you for the speedy delivery!

The order arrived damaged. How can I resolve this?

Best brunch ever!
Food was delicious and the servers were so friendly!

Date of visit: April 2021

Service did not meet expectations. But the space was clean.

Hi Katie! It was cold on your run, are your UA Tech pants keeping you warm?

9:41

west elm
West Elm

Today 9:41 AM

Hi, I'd like some help finding a rug and bench that will work in my renovated mudroom.

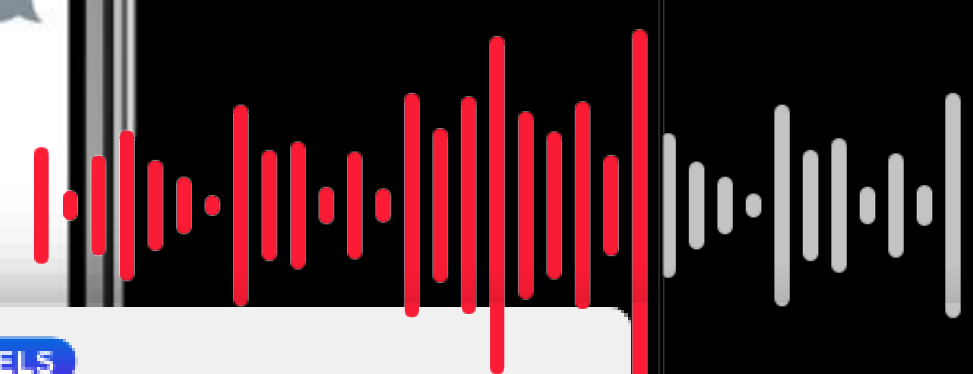
I'd be happy to help. My name is Laura, and I'm based in our Philadelphia store.

Do you have any photos or videos you could share?

CHANNELS

2.6k 1.3k 471

INTENT





MESSAGES now

Airbnb
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Best brunch ever!
Food was delicious and the servers were so friendly!
Date of visit: April 2021

Service did not meet expectations. But the space was clean.

Devon Martin
This seasons releases are so cool @tread

9:41

west elm
West Elm

Today 9:41 AM

Hi, I'd like some help finding a rug and bench that will work in my renovated mudroom.

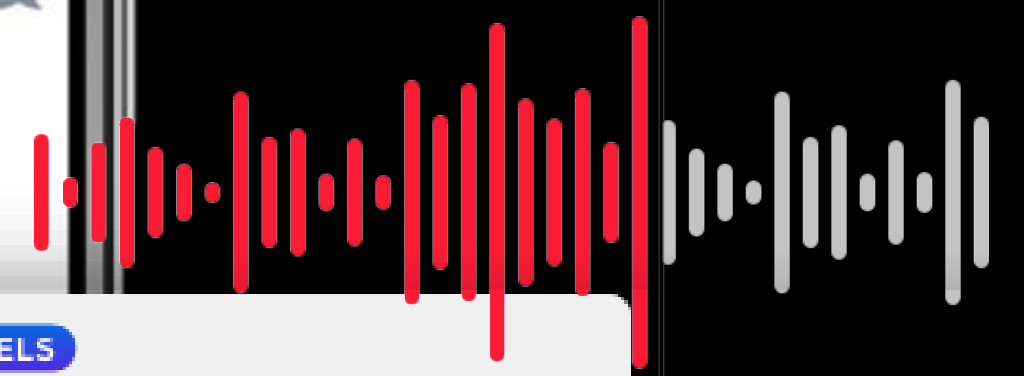
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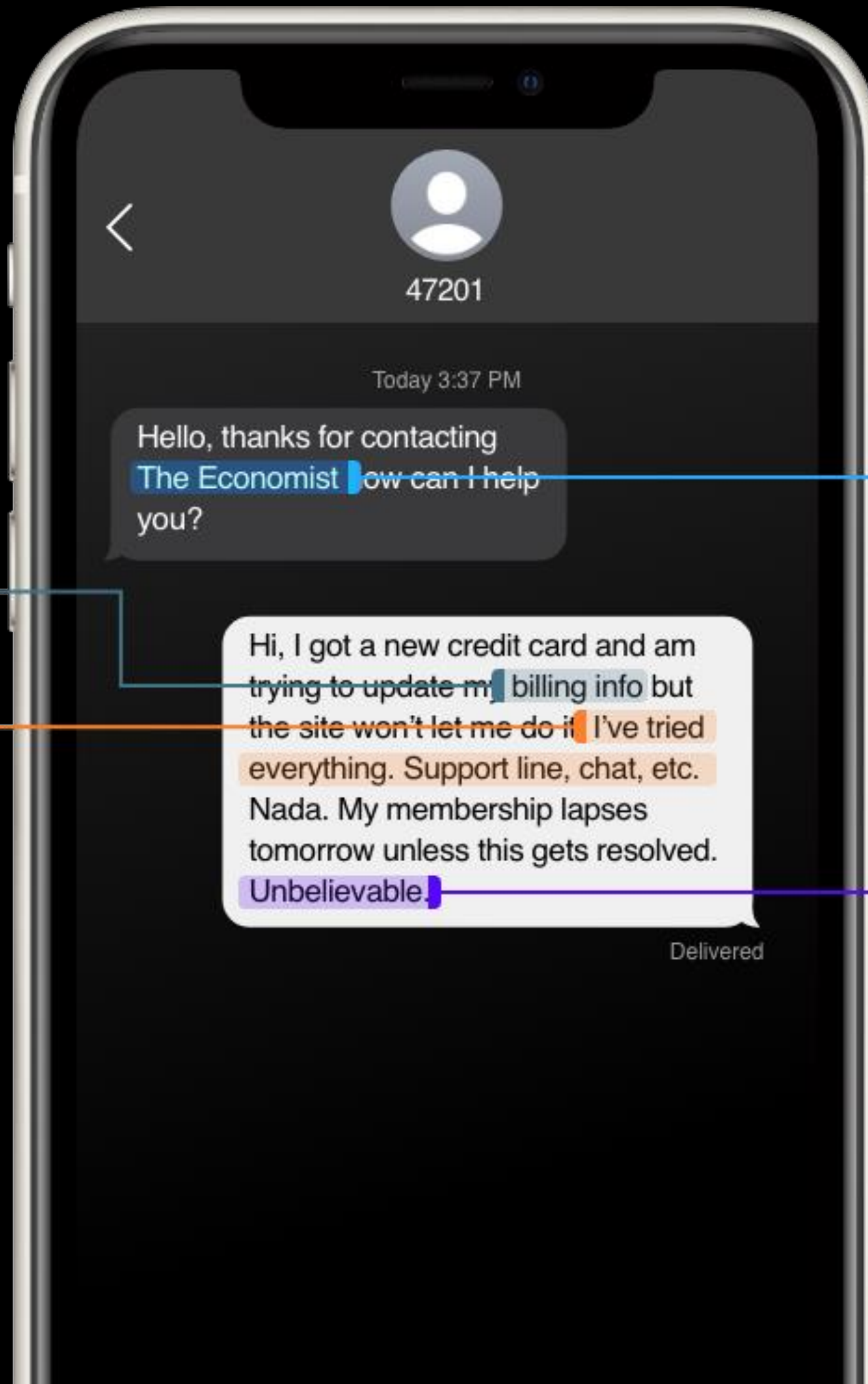
Do you have any photos or videos you could share?

CHANNELS

2.6k 1.3k 471

INTENT





TOPIC Billing Issue

EFFORT Hard / Repeat Contact

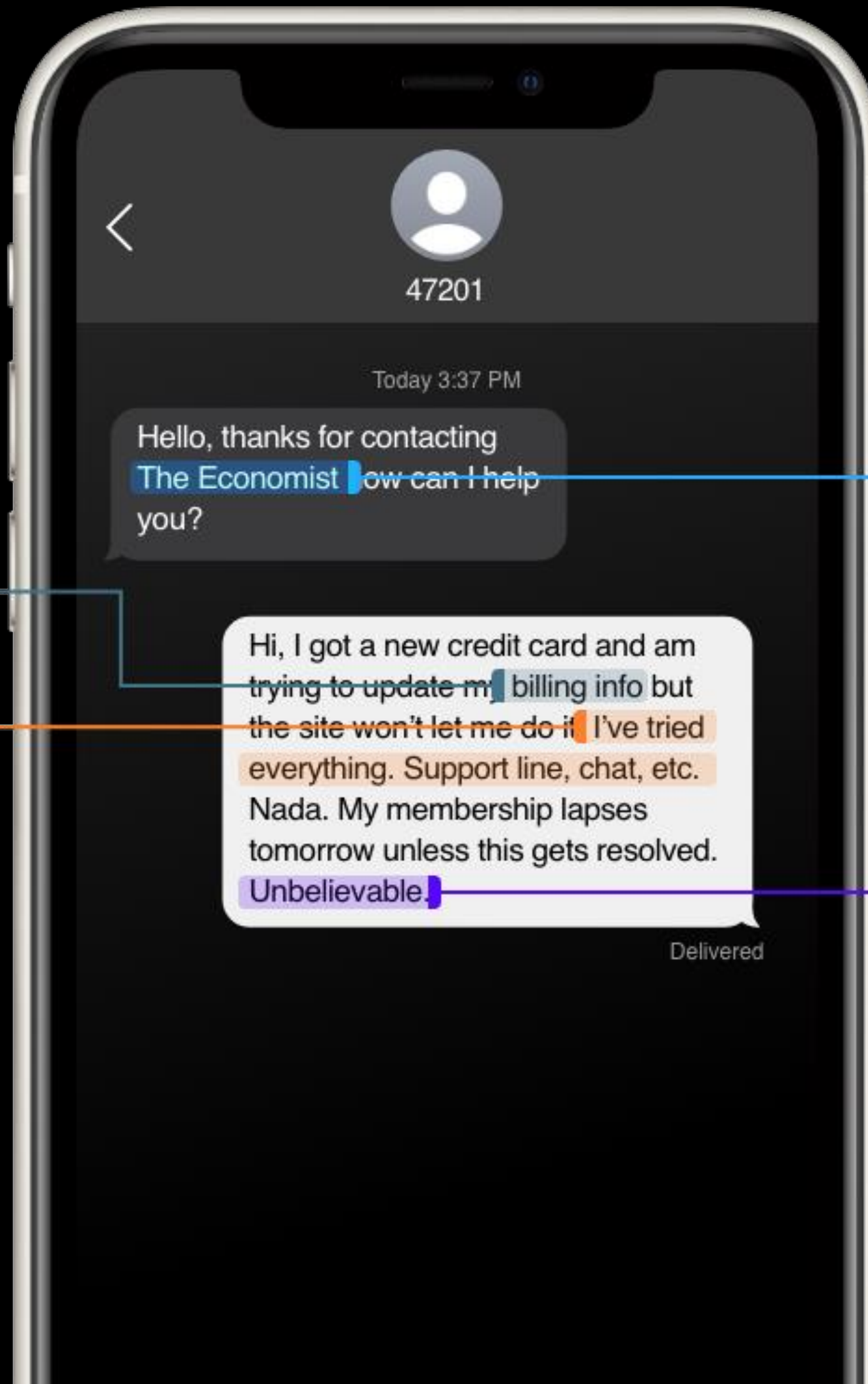
SENTIMENT Negative

INDUSTRY Media

COMPANY The Economist

EMOTION Frustration

INTENSITY Low Med High



TOPIC Billing Issue

EFFORT Hard / Repeat Contact

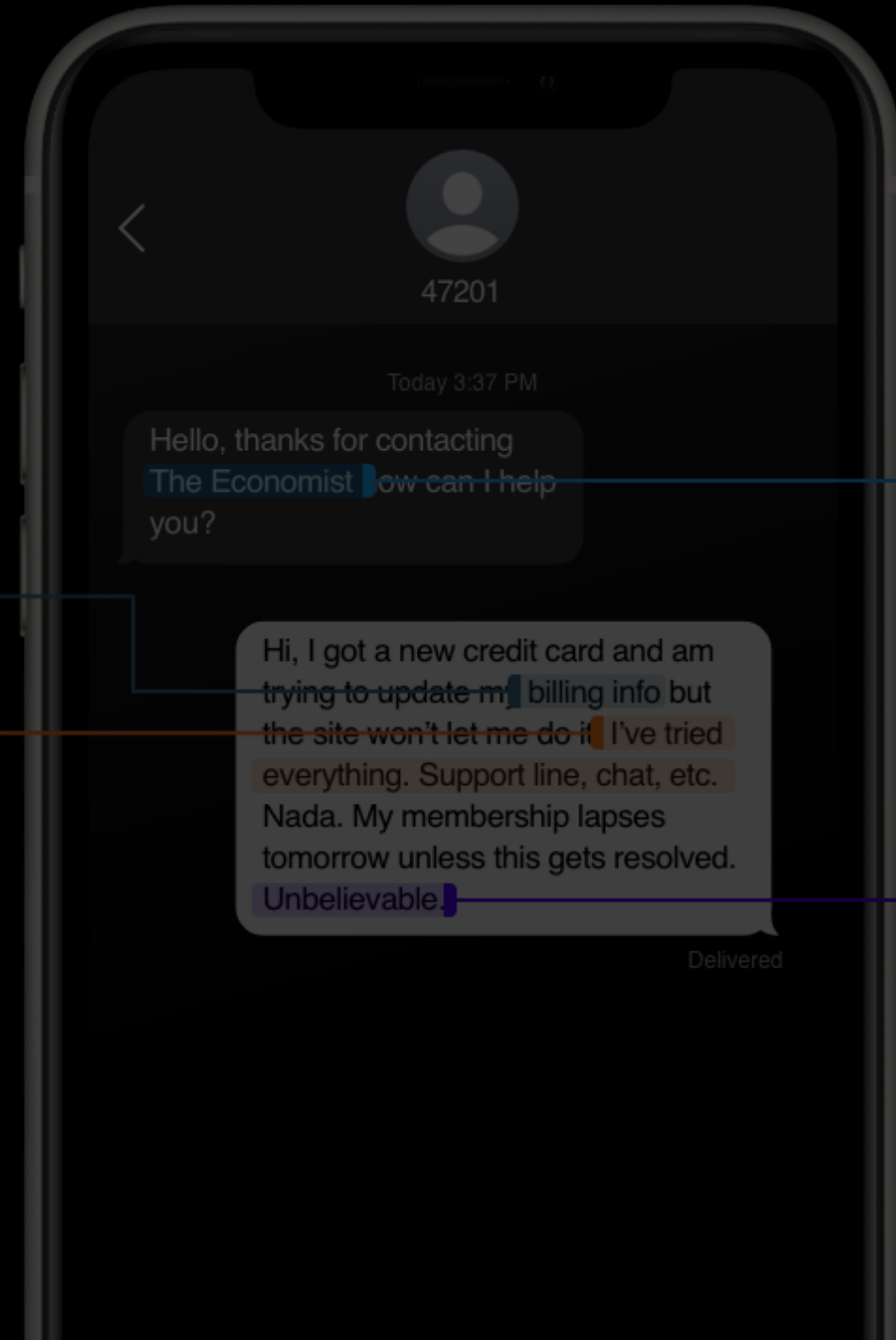
SENTIMENT Negative

INDUSTRY Media

COMPANY The Economist

EMOTION Frustration

INTENSITY Low Med High



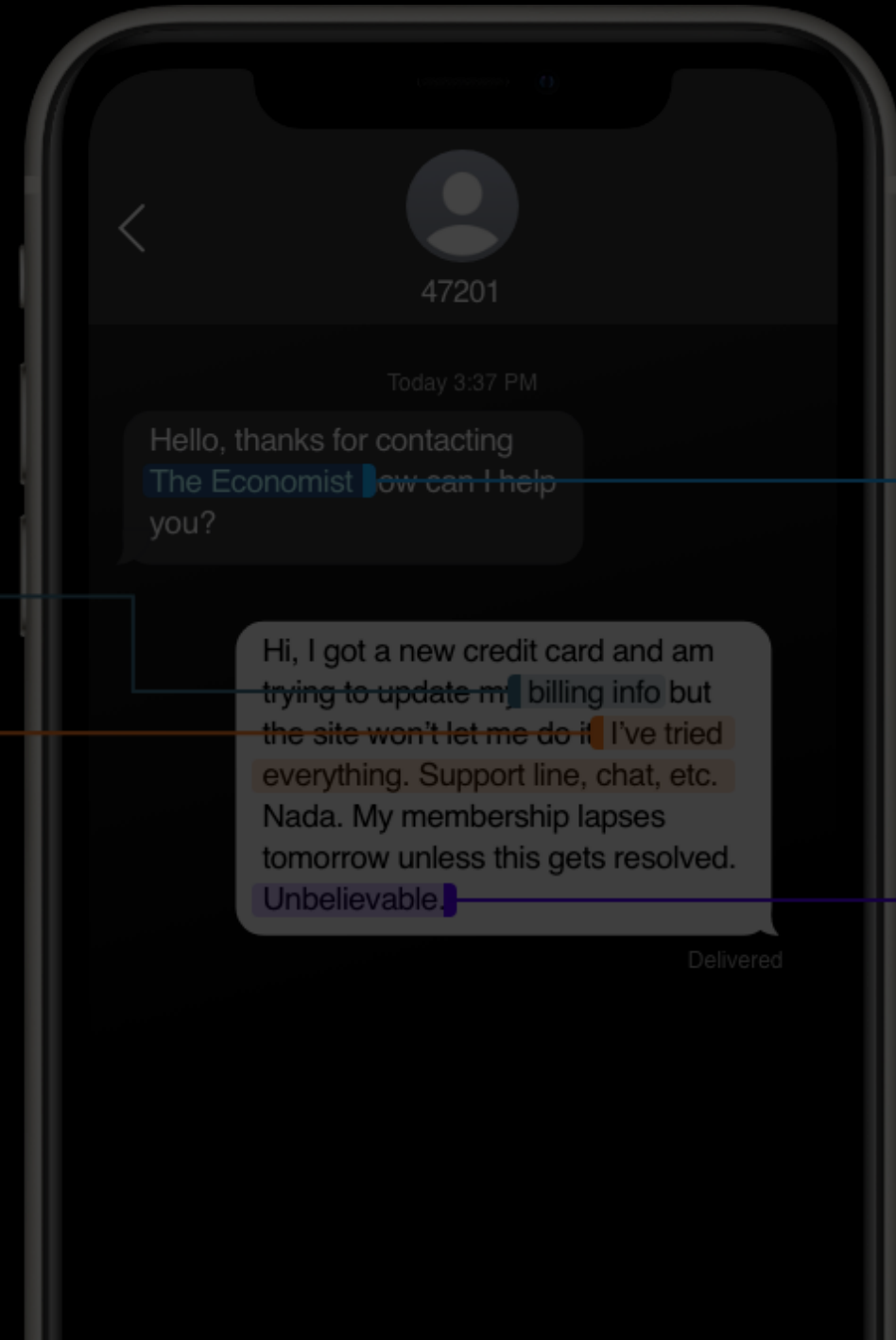
TOPIC Billing Issue
EFFORT Hard / Repeat Contact
SENTIMENT Negative

CHANNELS
🎧 2.6k 💬 1.3k 🐦 471

INTENT
76%
UPDATE BILLING INFO

EMOTION 41% FRUSTRATED	INTENSITY 7 HIGH / UPSET
ROOT CAUSE ADD CREDIT CARD PAGE ERROR	

INDUSTRY M
COMPANY T
EMOTION F
INTENSITY



TOPIC Billing Issue
EFFORT Hard / Repeat Contact
SENTIMENT Negative

CHANNELS
🎧 2.6k 💬 1.3k 🐦 471

INTENT
76%
UPDATE BILLING INFO

EMOTION 41% FRUSTRATED	INTENSITY 7 HIGH / UPSET
-------------------------------------	---------------------------------------

ROOT CAUSE
ADD CREDIT CARD PAGE ERROR

INDUSTRY M
COMPANY T
EMOTION F
INTENSITY

2

RECUERDE TODO Y OBTENGA CONTEXTO

La Inteligencia Emocional del ser humano se nutre de la capacidad de contextualizar una situación basándose en los valores y la experiencia.

Su plataforma XM debería hacer lo mismo.





xid FILTERS Region Frequency Rating Age Group Gender Customers 8.9M
 Tenure Avg Distance Experience Preferences

NAME	ID	LOCATION	AVG RATING	LAST RIDE	TOUCHPOINTS
Steph Choi	8458472	Chicago			
James Wilkins	1563549	Santa Monica			
Laura Chamberlain	0566874	Seattle			
Brian Koski	0052487	NYC			
Kate Williams	1669783	NYC			
Ashley Johns	4779321	Seattle			
JJ Martinez	4779321	Chicago			



xid		FILTERS				Customers	
		Region	Frequency	Rating	Age Group	Gender	8.9M
		Tenure	A				
NAME	ID						
Steph Choi							
James Wilkins	15						
Laura Chamberlain	0566874				Seattle		
Brian Koski	0052487				NYC		
Kate Williams	1669783				NYC		
Ashley Johns	4779321				Seattle		

Steph Choi

RIDER SINCE 2020

LTV HIGH

LOCATION CHICAGO

iD TAGS/TOPICS

- High Frequency
- Age: 18-24
- Airport
- Short Trips

JOURNEY

PROFILE

EXPERIENCES

A horizontal timeline diagram consisting of a series of black circles connected by a thin line. Two lines branch off from the left side of the timeline, one pointing to the 'PROFILE' label and the other to the 'EXPERIENCES' label. The timeline itself has several circles, with some appearing as double circles, indicating specific points in the customer's journey.

RIDE DETAILS

06/01/20 11:13AM \$5.80


1480 N El Centro Ave.
Los Angeles, CA 90028
USA

LAX Int'l Airport,
Los Angeles, CA 90038
USA



RIDE DETAILS 06/01/20 11:13AM \$5.80

★★★★★



1480 N El Centro Ave.
Los Angeles, CA 90028
USA

LAX Int'l Airport.
Los Angeles, CA 90038
USA







COMMENTS

“The ride was fine, but I care about the environment and feel guilty, and annoyed, to be the only one in the car When I selected Pikup Pool.”

TOPIC Pickup Pool **EMOTION** Frustration **EFFORT** Low

xid FILTERS Region Frequency Rating Age Group Gender Customers 8.9M

Tenure A

NAME	ID
 Steph Choi	
 James Wilkins	15
 Laura Chamberlain	0566874 Seattle
 Brian Koski	0052487 NYC
 Kate Williams	1669783 NYC
 Ashley Johns	4779321 Seattle

iD TAGS/TOPICS

Green Price Sensitive

Prefers Warm Prefers Quiet

High Frequency

Age: 18-24 Airport

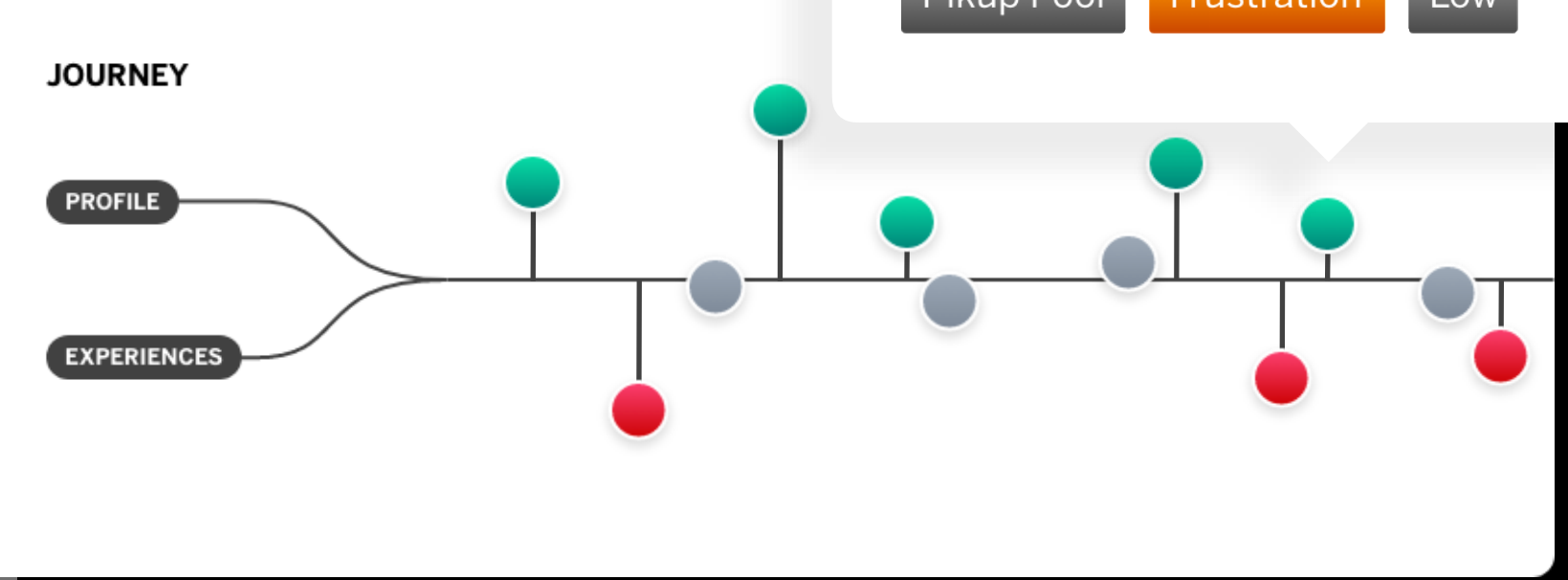
Short Trips

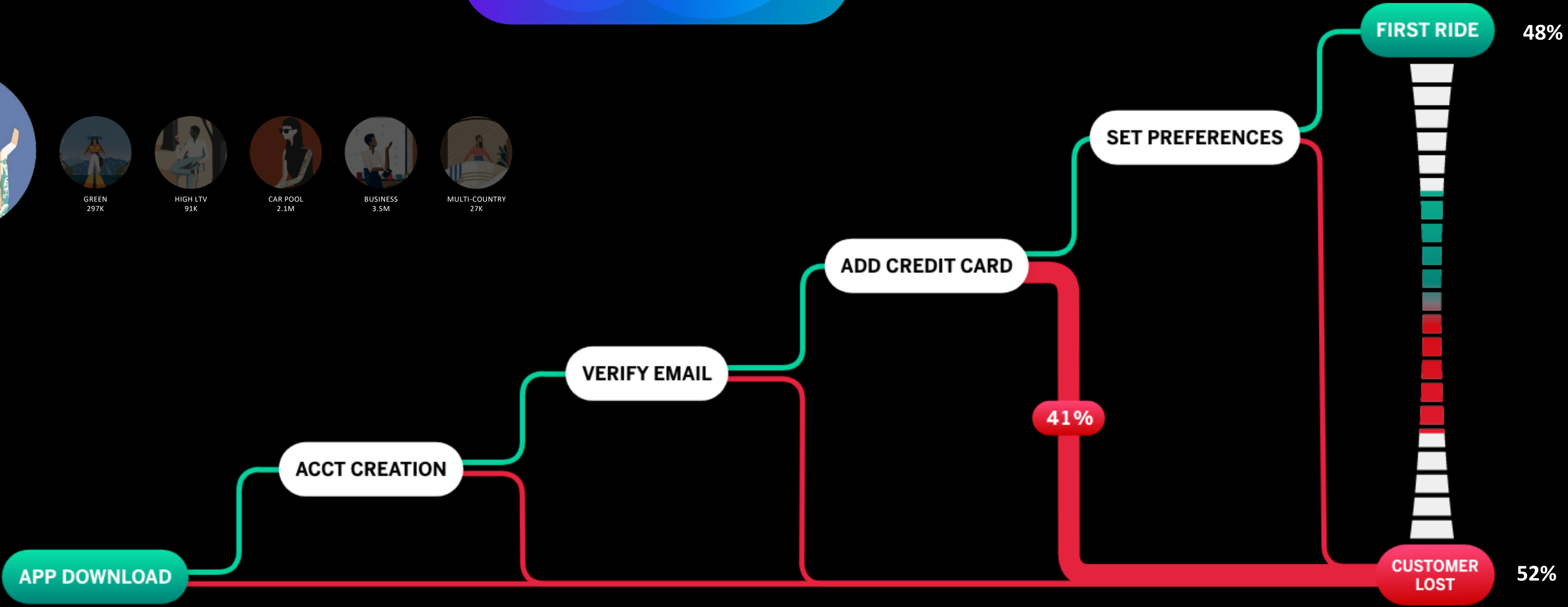
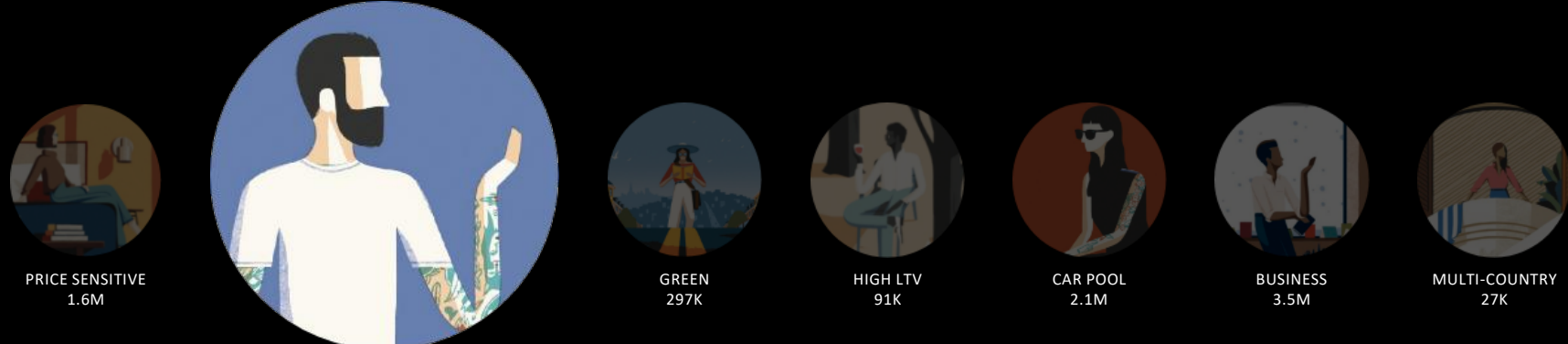
Steph Choi

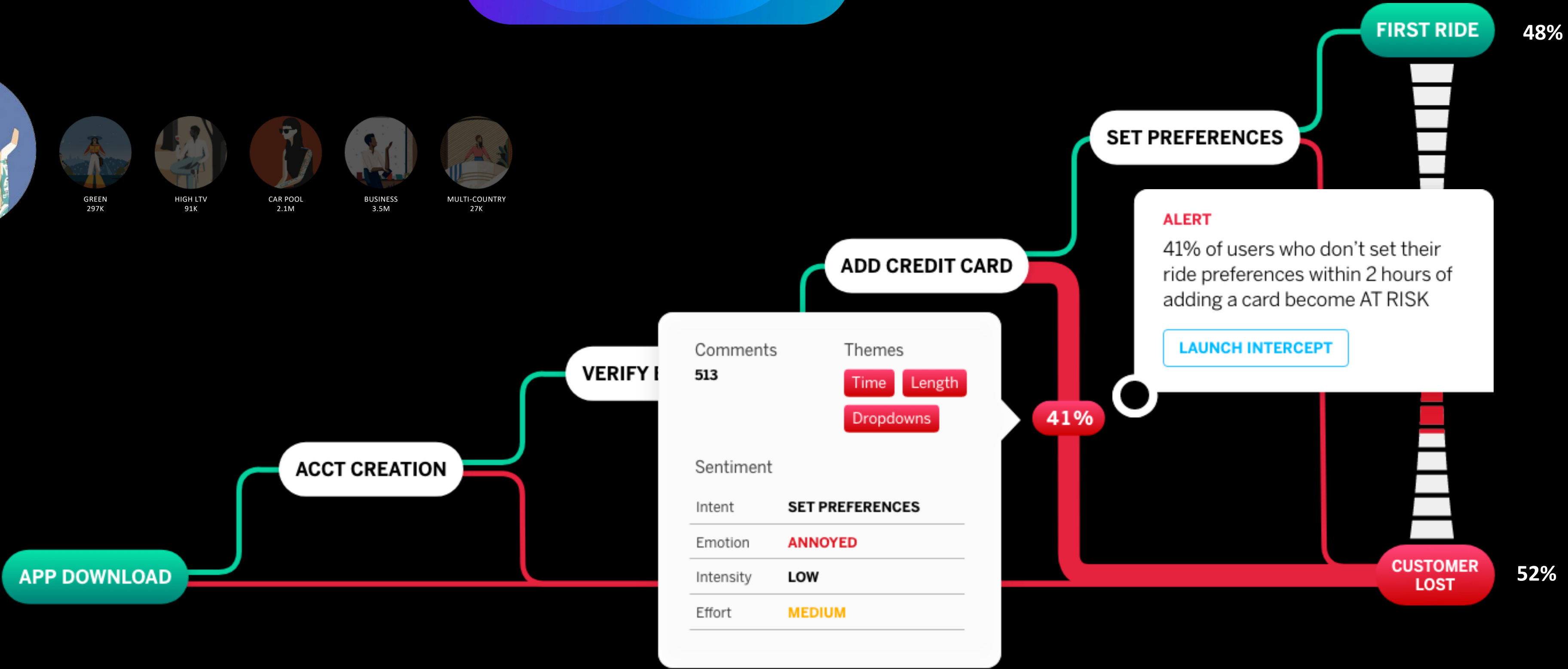
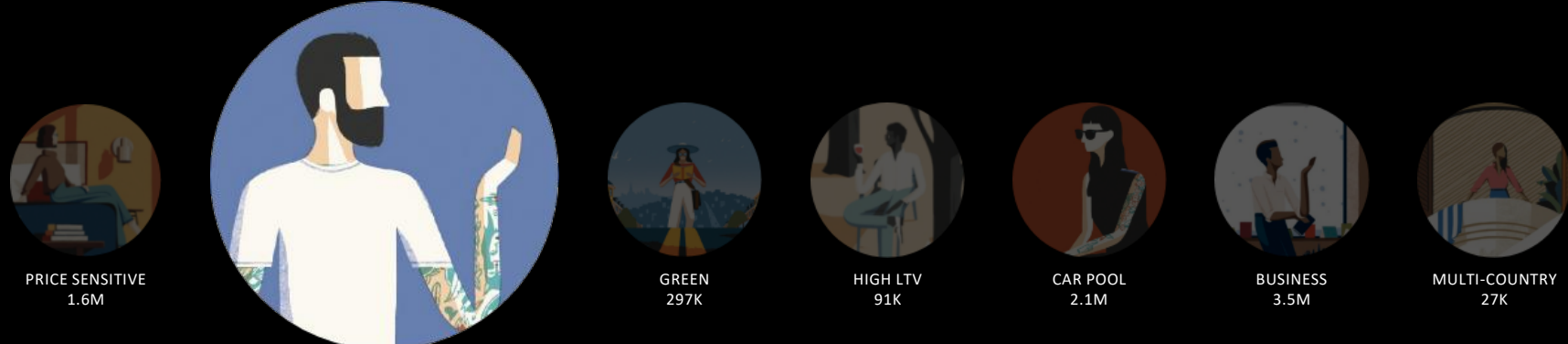
RIDER SINCE 2020

LTV HIGH

LOCATION CHICAGO







Comments
513

Themes
Time Length
Dropdowns

Sentiment

Intent SET PREFERENCES

Emotion ANNOYED

Intensity LOW

Effort MEDIUM

ALERT
41% of users who don't set their ride preferences within 2 hours of adding a card become AT RISK

[LAUNCH INTERCEPT](#)

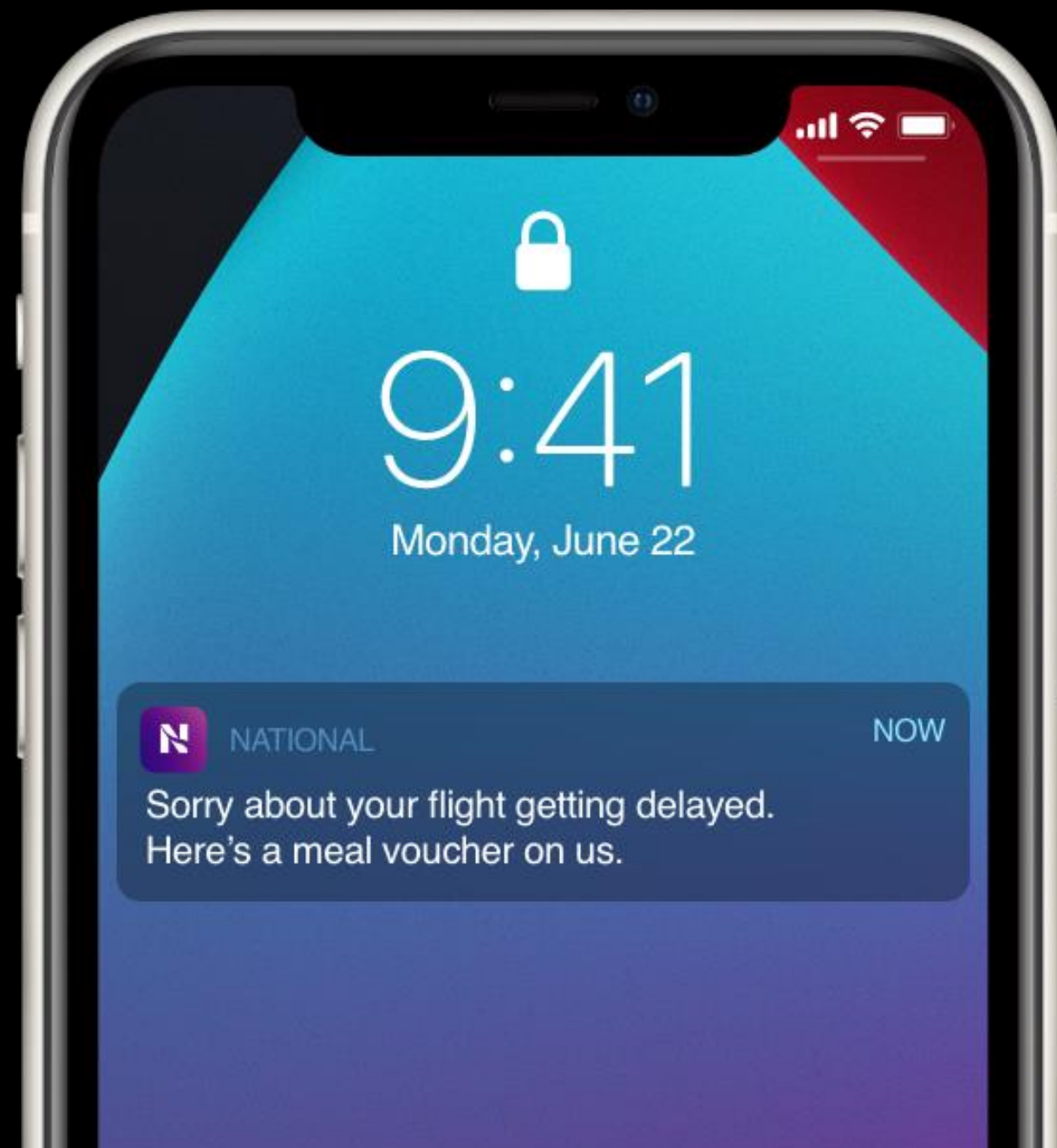
3

ACTÚE CON EMPATÍA Y RAPIDEZ

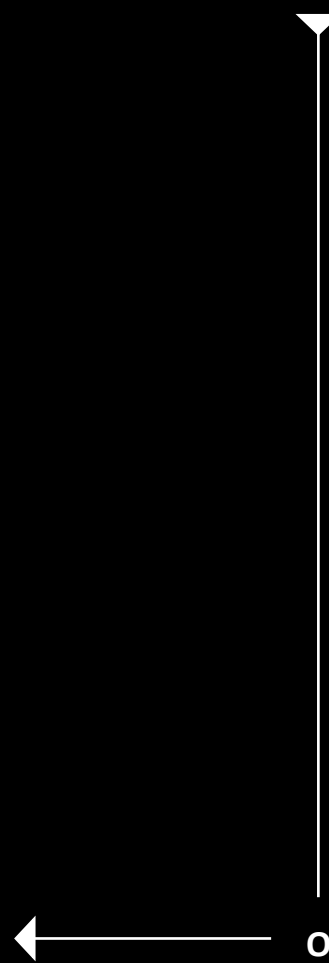
Tomar las medidas apropiadas en una situación es el distintivo de la empatía humana.

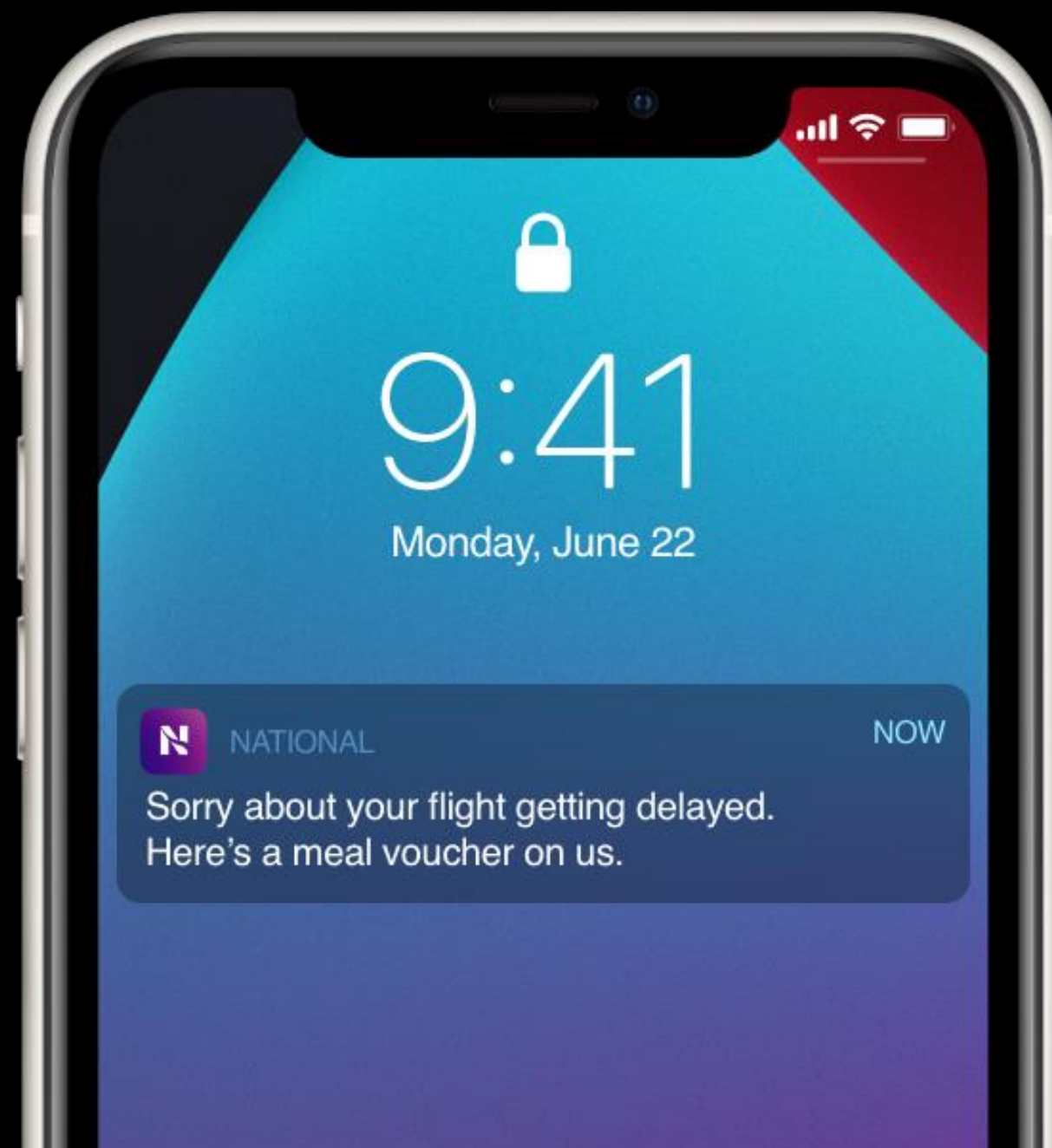
La forma en que su empresa responde, importa.



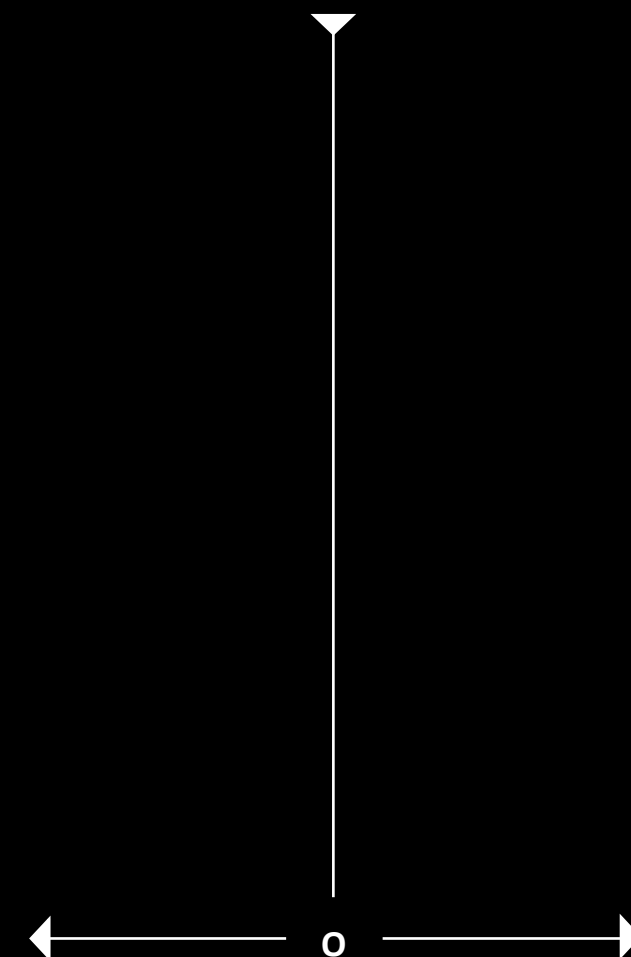


ZERO-TOUCH
AUTOMATED
ACTIONS





ZERO-TOUCH
AUTOMATED
ACTIONS



HIGH-TOUCH
CUSTOMER
CARE

AUTOMATED TICKET AGENT ASSIGNED
683 / Emily L.

CUSTOMER James Wilkins LTV
High

Issue **FLIGHT DELAYS**

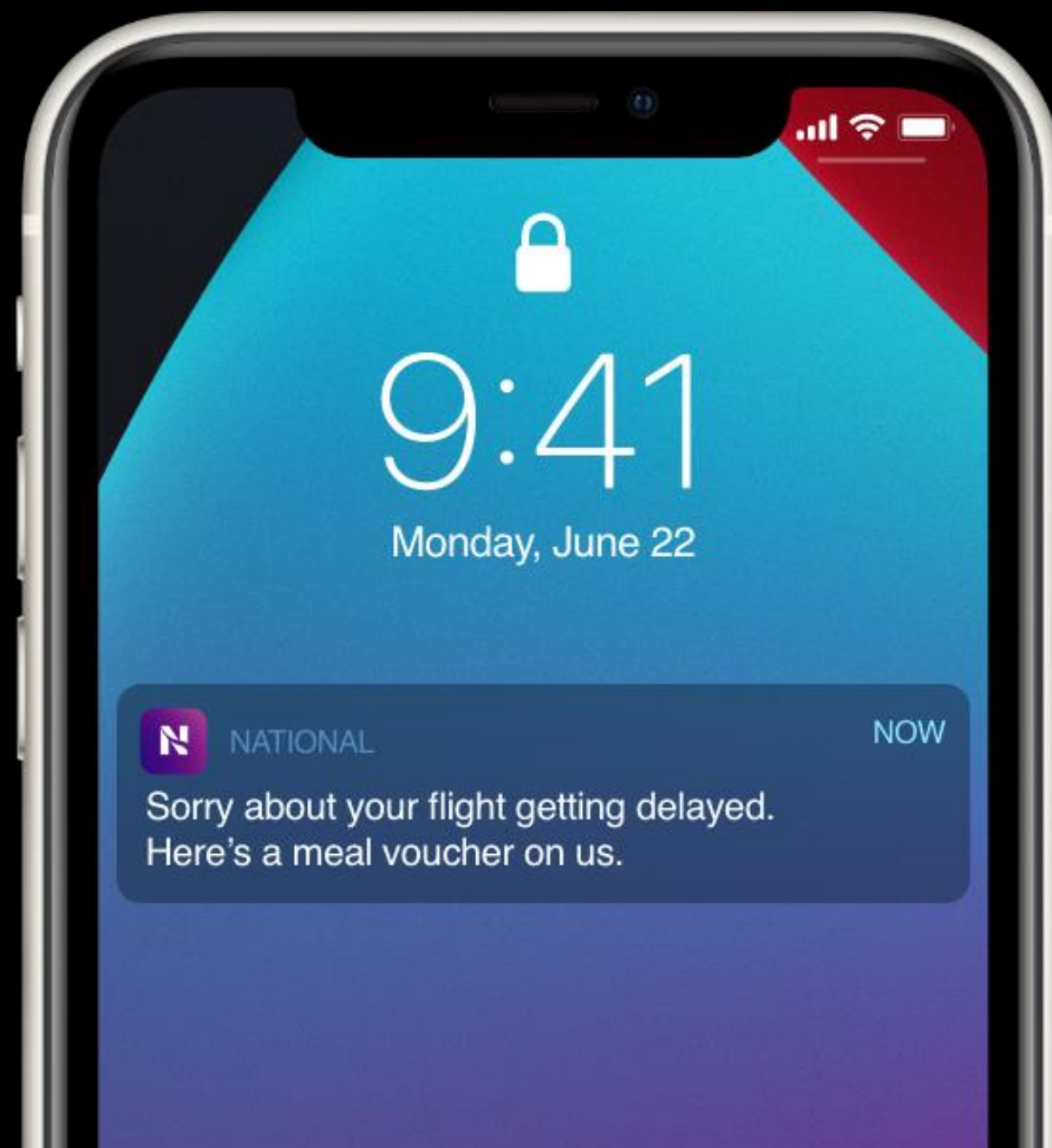
Emotion **ANNOYED**

Intensity **HIGH**

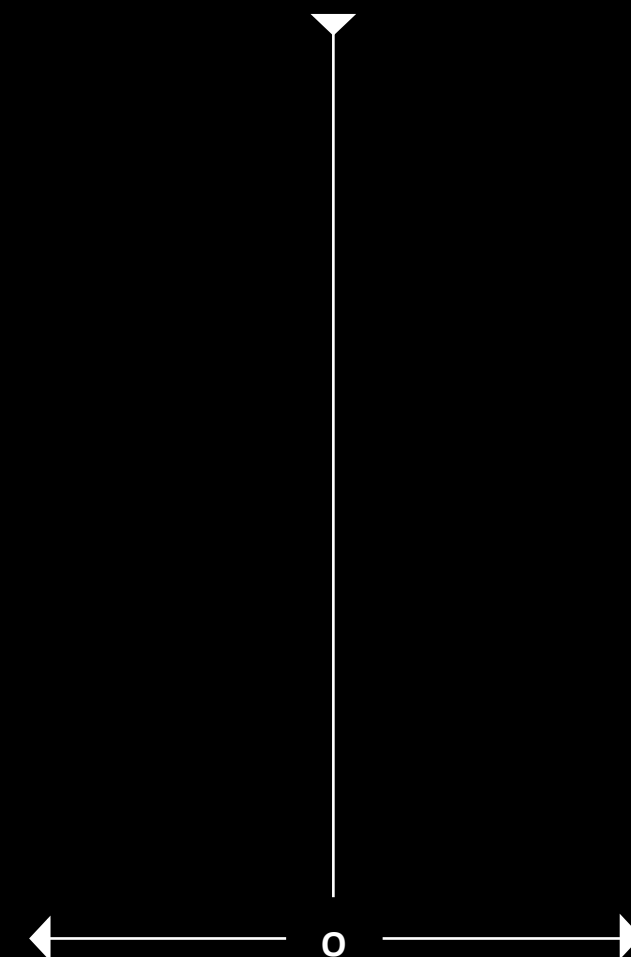
Effort **MEDIUM**

COMMENT

My flight has been delayed twice now...and I'm now potentially going to miss the rehearsal dinner for my daughters wedding. This is unbelievable.



ZERO-TOUCH
AUTOMATED
ACTIONS



HIGH-TOUCH
CUSTOMER
CARE

AUTOMATED TICKET AGENT ASSIGNED
683 / Emily L.

CUSTOMER	James Wilkins	LTV	High
Issue	FLIGHT DELAYS		
Emotion	ANNOYED		
Intensity	HIGH		
Effort	MEDIUM		

COMMENT

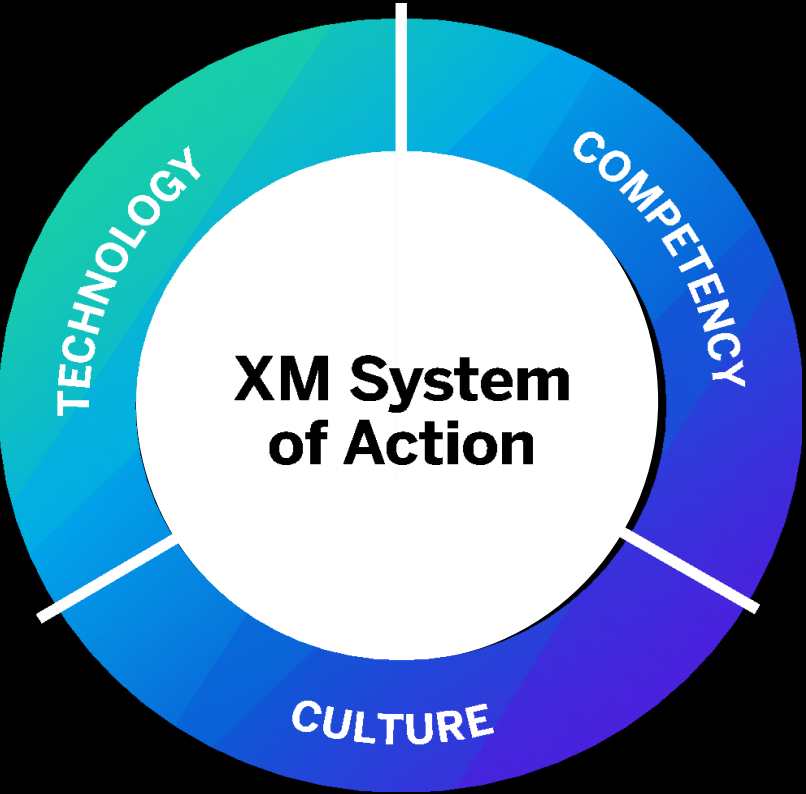
My flight has been delayed twice now...and I'm now potentially going to miss the rehearsal dinner for my daughters wedding. This is unbelievable.

Somos su socio estratégico en cada paso del viaje de XM



XM Institute, nuestro objetivo de construir la disciplina

Marco operativo de Trabajo para XM



Modelo Diagnóstico de Madurez en XM



Liderazgo en investigación y Mejores Prácticas XM

This block contains two documents. On the left is the cover of the report "The Global State of XM, 2020" by the XM Institute. On the right is an infographic titled "XM Diffusion Cycles Involve Three Repeating Phases". The infographic shows a cycle of three phases: "PHASE 1: INFUSION", "PHASE 2: ABSORPTION", and "PHASE 3: RECALIBRATION". Each phase is associated with a specific XM Institute concept: "Infusion" (purple), "Absorption" (blue), and "Recalibration" (green).

Red de Profesionales y Certificación XM

This block features a screenshot of the "XM Professionals Network" website. The page includes a welcome message, a "Regional Discussions" section with a post titled "Bienvenidos a la Comunidad XM en Latinoamérica by Rodrigo M", and an "About XM Institute" section. To the right of the screenshot is a blue icon for "XMP" (XM Professional) certification, which includes a star in a circle and a ribbon.



CLIENTE

EMPLEADO

PRODUCTO

MARCA



CLIENTE

EMPLEADO

PRODUCTO

MARCA

<https://www.qualtrics.com/es-la/>



GREMIO COLOMBIANO
DE LA **EXPERIENCIA**
Conexiones más humanas



GO-CX / **22**
X-Management

Avanzando en la Gestión de la Experiencia

¡GRACIAS!