

An aerial photograph of Zurich, Switzerland, showing a river with a bridge, historic buildings, and a church with a tall spire. The image is overlaid with a blue and purple gradient.

Qualtrics Switzerland_

XM Connect Zurich

Tuesday, November 4th 2025

Turning AI Concepts into Real-World CX Solutions to Drive CX Impact

You're listening. But are you acting?

People expect businesses to act— not just collect feedback.

53%

OF CONSUMERS

cut spending after a bad experience (+2.7% YoY)

64%

OF CONSUMERS

prefer to buy from companies that tailor their experiences to their wants and needs

\$3.8T

ANNUALLY

is the cost that poor experiences impose on businesses

You're listening. But are you acting?

Most organizations are sitting on a mountain of experience data—but struggle to turn more than a small fraction into real action.

Although 85% of companies say they collect experience data, only **10% use it** to take meaningful action.

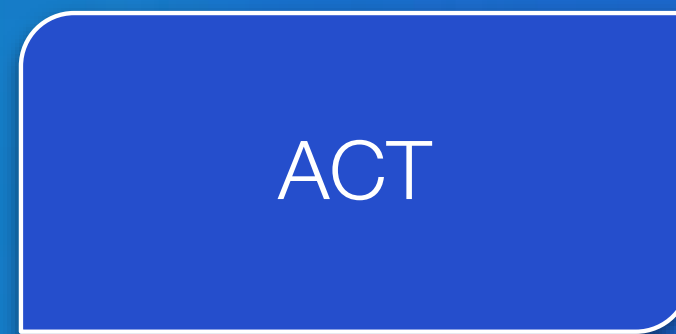
How business value is created in a CX Program



Lacking Depth of Feedback Data



Inability to Prioritize Insights



Lacking Resources and Focus on Acting



Positive Impact

↑ CSAT
↑ Revenue
↓ Cost

How can we listen better to get more insightful data?

LISTEN

Personalize the survey taking experience to **make it feel like a conversation**

What can our airline do to improve your experience?

Next page >

Responses are more insightful

- **87% more topics** identified
- Percent of responses showing **Lexical Diversity increased from 27% to 77%**
- Detection of meaningful **sentiment and emotion, increased by at least 38%**

Respondents are more engaged

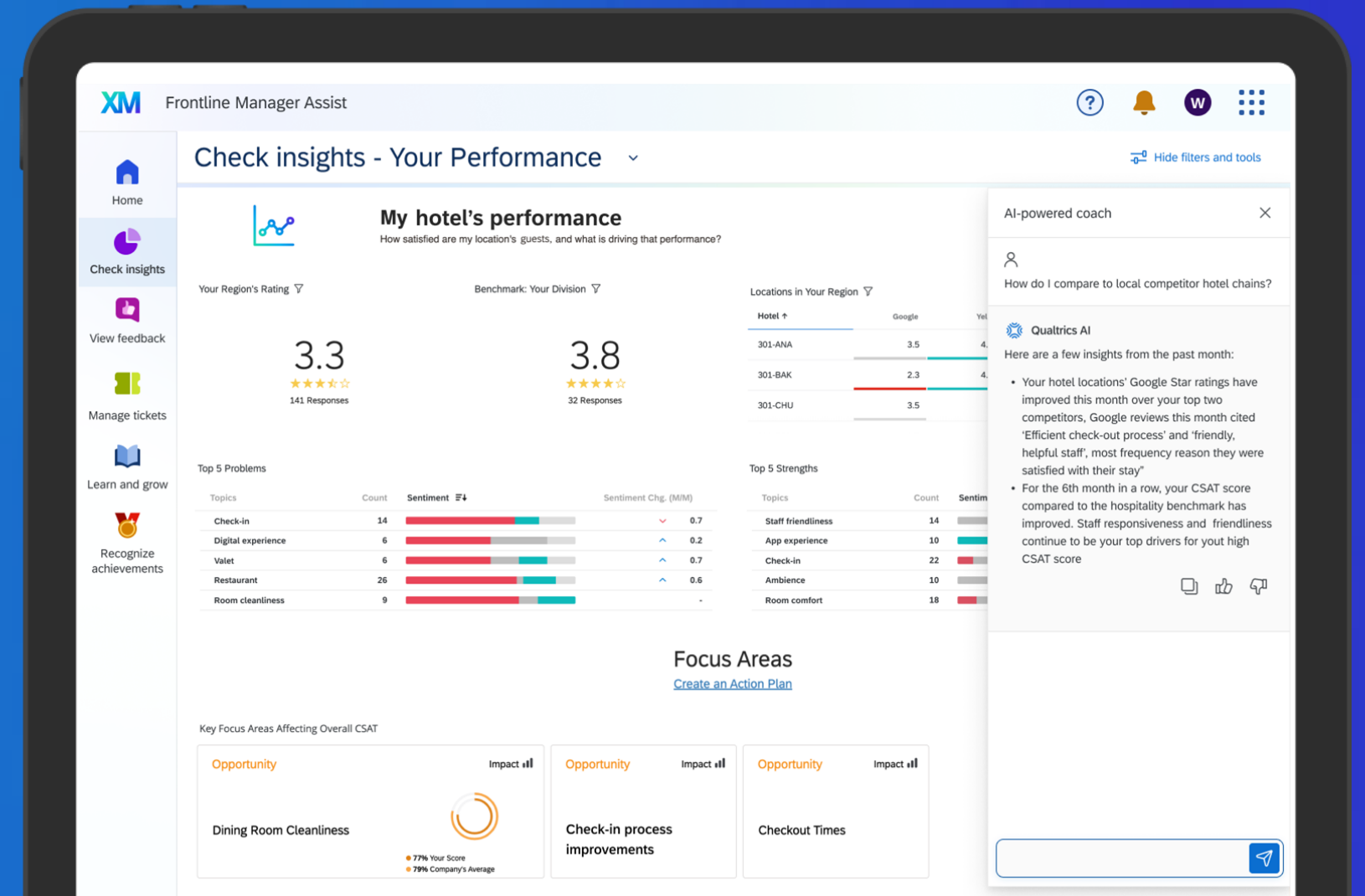
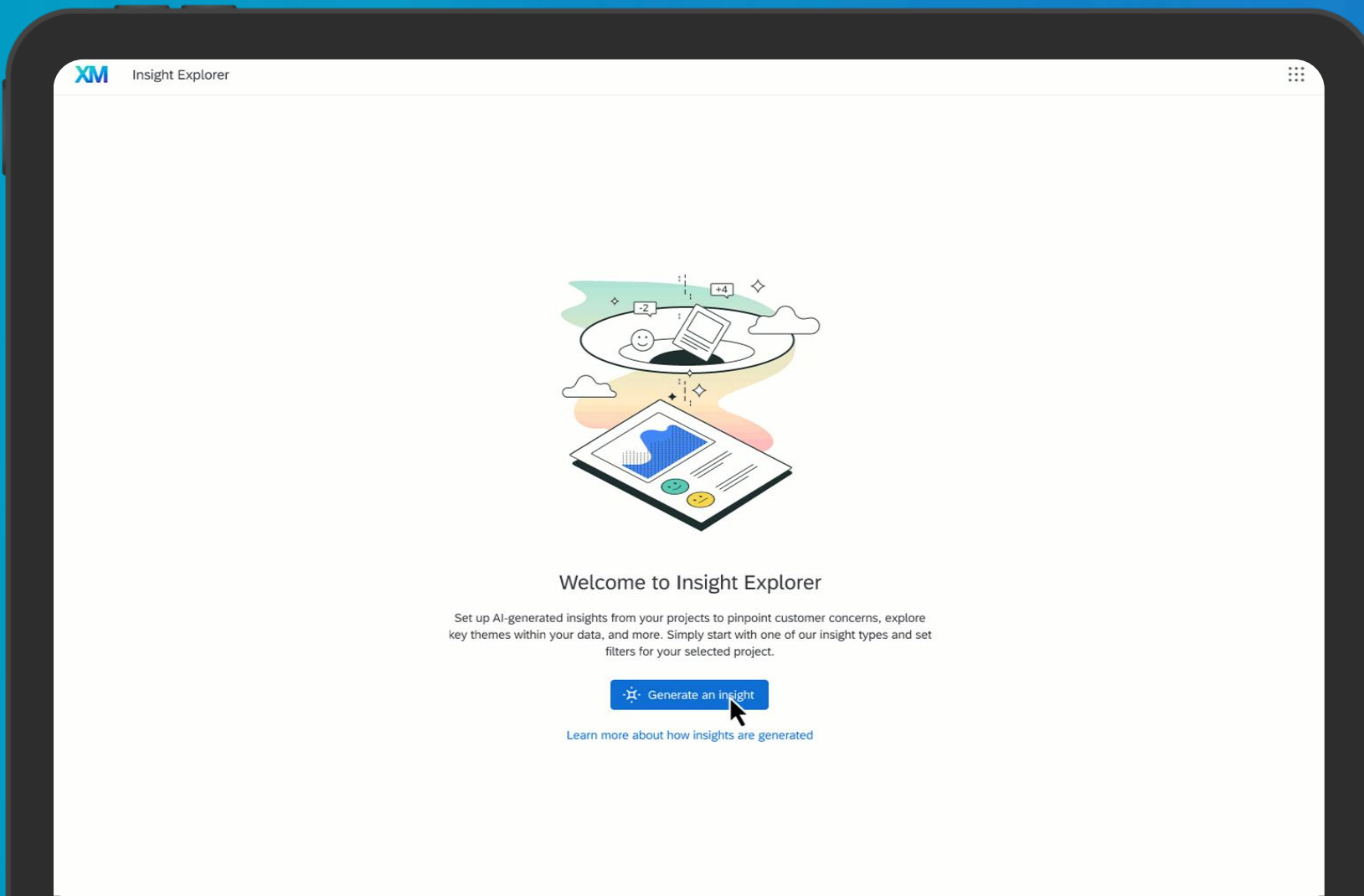
- Despite answering more, they found the survey **LESS burdensome** to complete
- 67% of respondents said AI follow-ups made the survey **MORE engaging**
- With low latency (~1 sec), there was **no statistically significant impact on drop-out rates**

How can we analyze data to cut through the noise?

UNDERSTAND

Insights Explorer: Maximize XM data come to life with GenAI summarization & storytelling

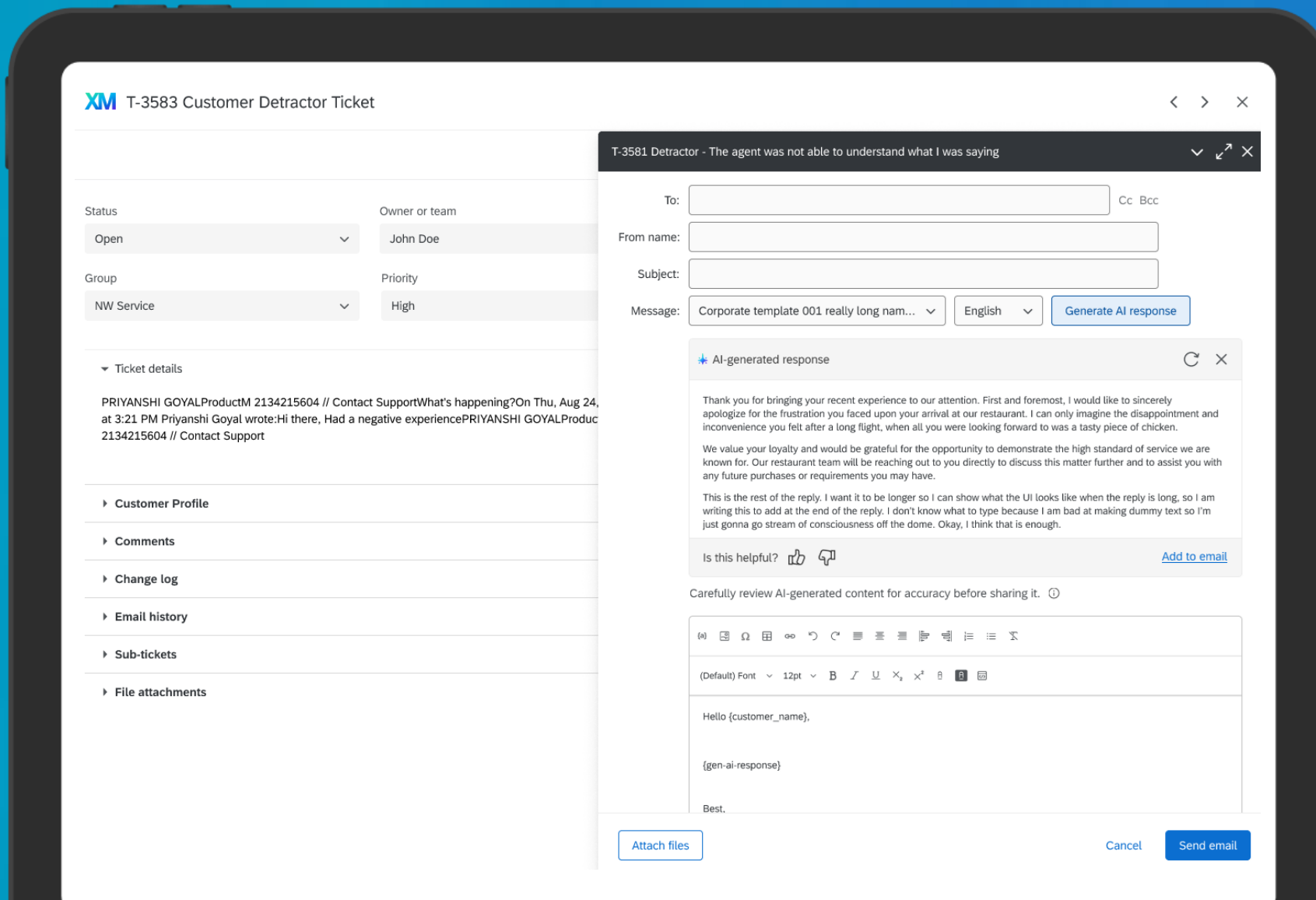
Qualtrics Assist: Democratizing Insights with GenAI-powered conversational interface



How can we drive action to achieve actual impact?

ACT

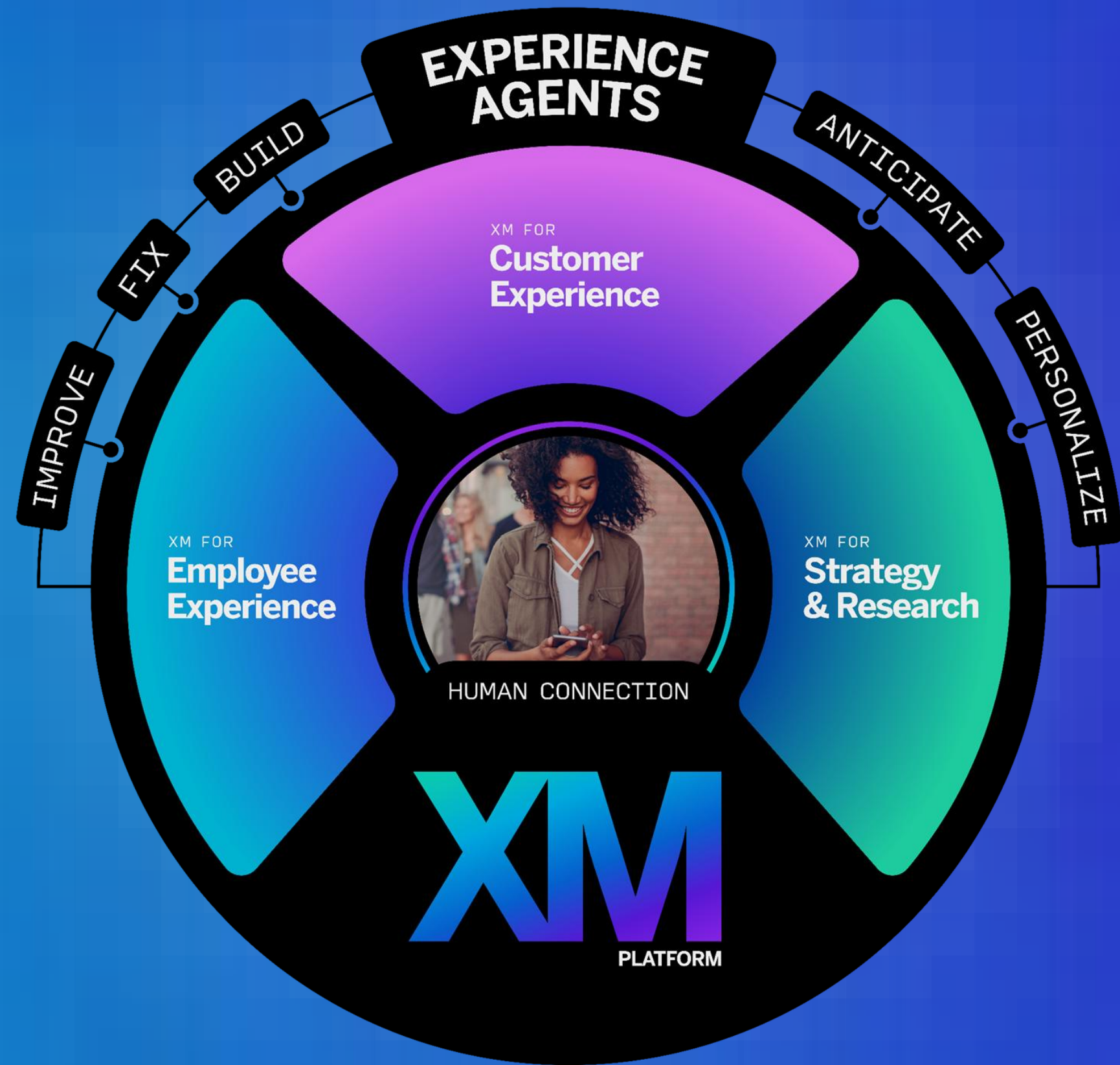
Speed up closing the inner loop with AI-personalized responses



What's next?
How can ACTING
be accelerated
further?

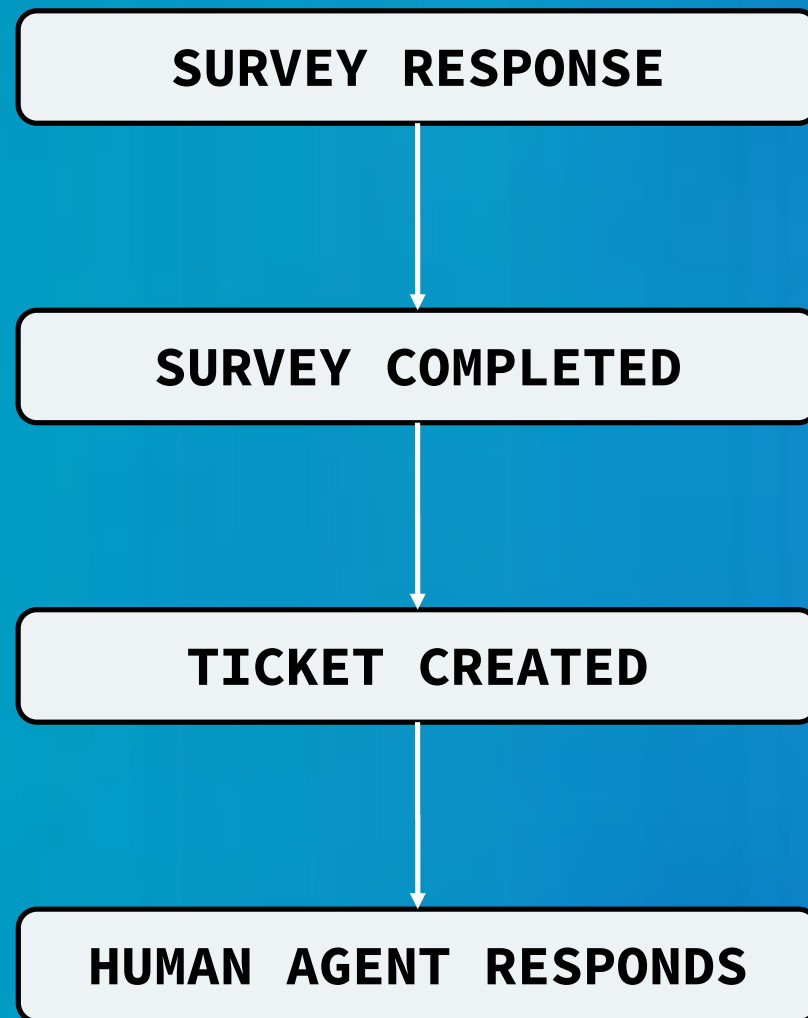
Introducing Qualtrics Experience Agents

This is more than automation. **It's the new standard in XM**—where systems don't just listen, they act at scale.

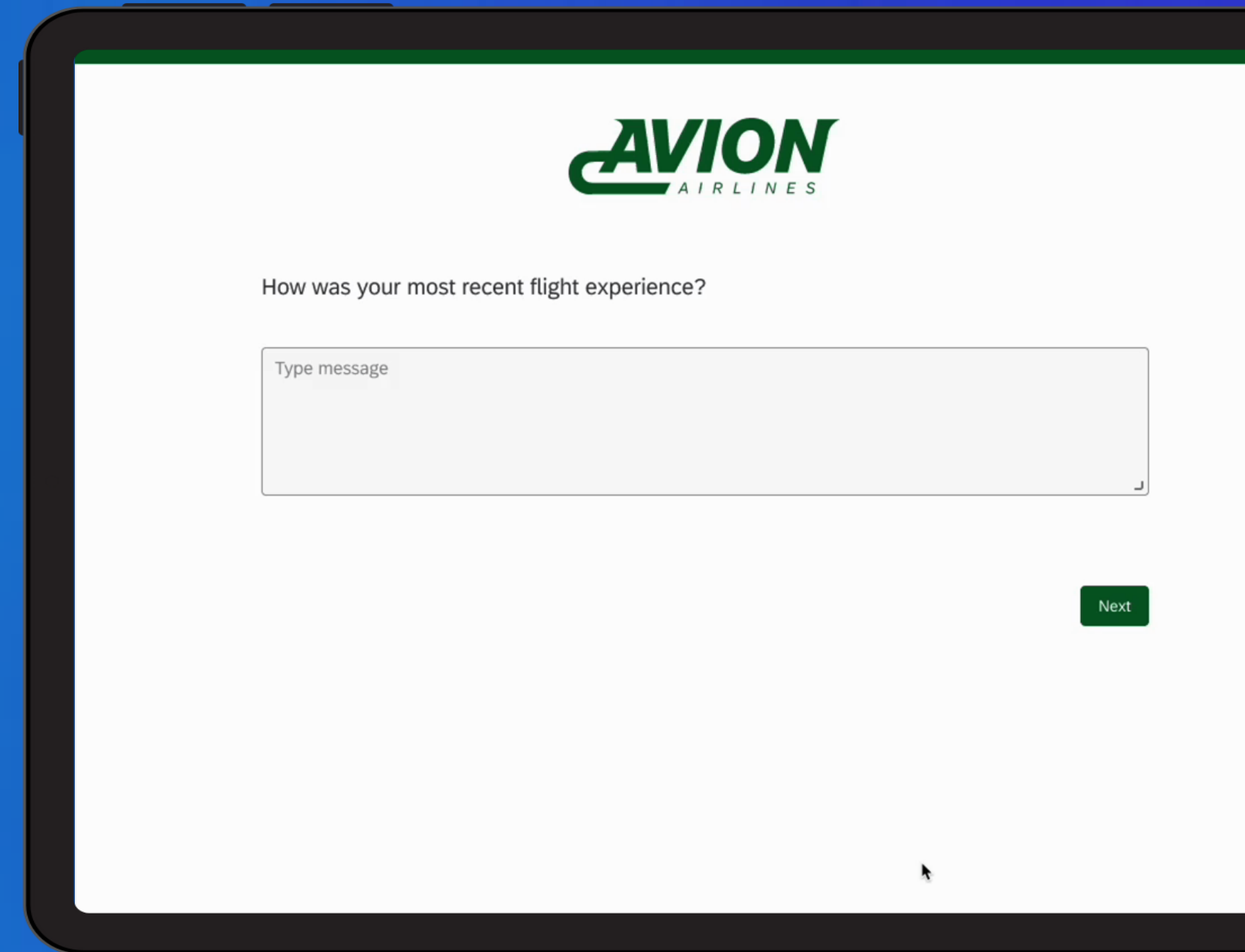
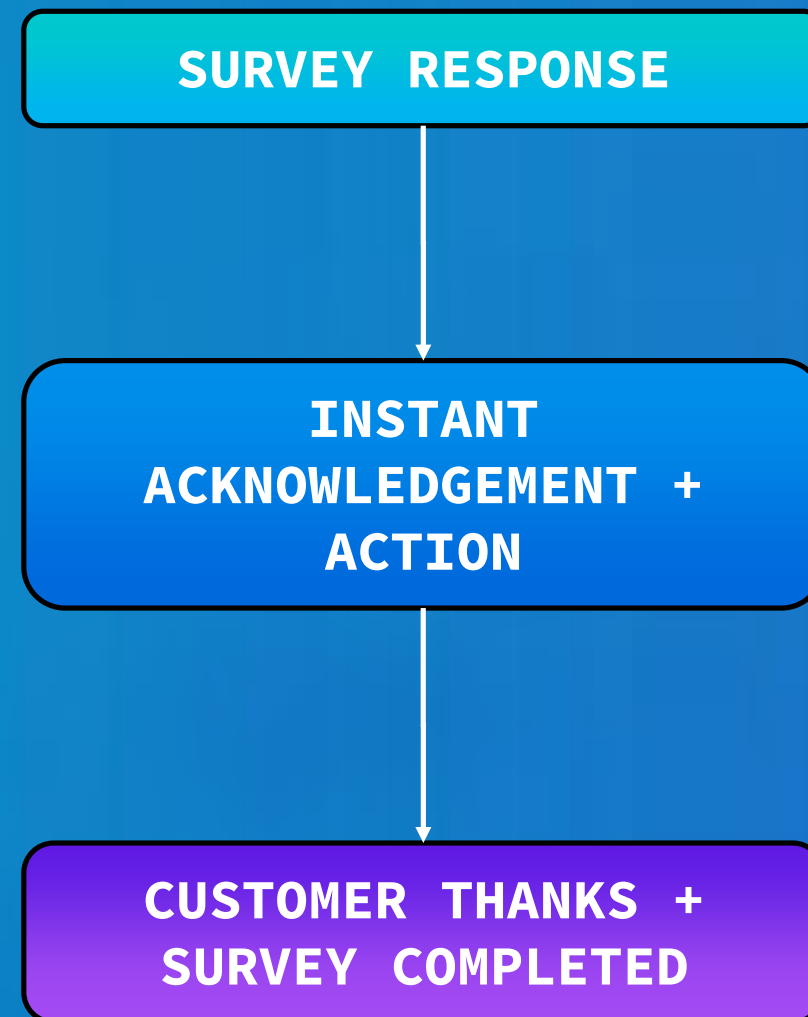


Resolution Agent: Closing the loop directly within a survey

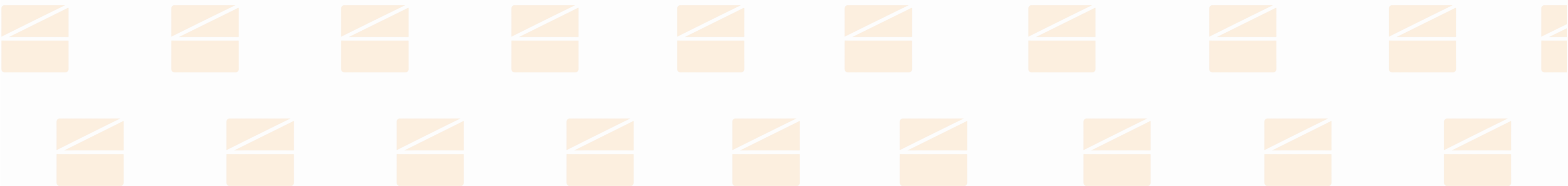
Today's typical survey experience



Surveys equipped with Experience Agents



Driving CX Impact



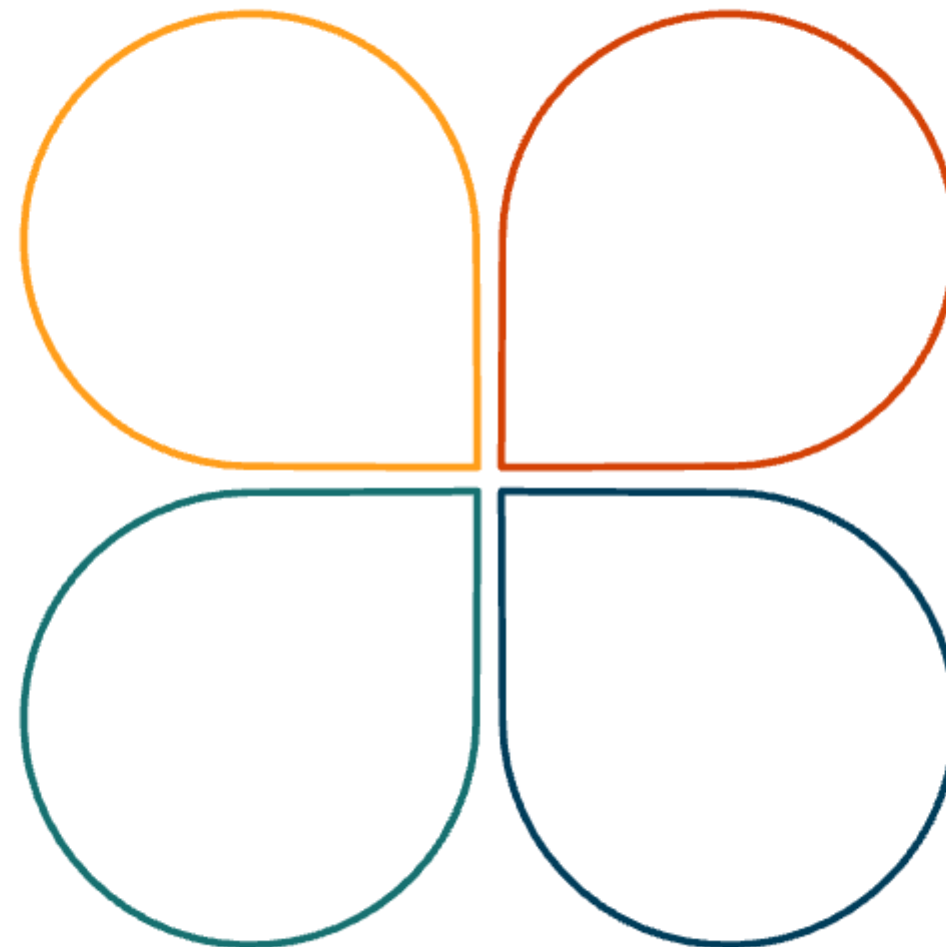
Impact & Success in CX is based on 4 focus areas

CX Strategy & Vision

Defines the importance of customer centricity and its integration into the corporate strategy

Culture & Change Management

Anchors customer-centric thinking in all departments in the long term



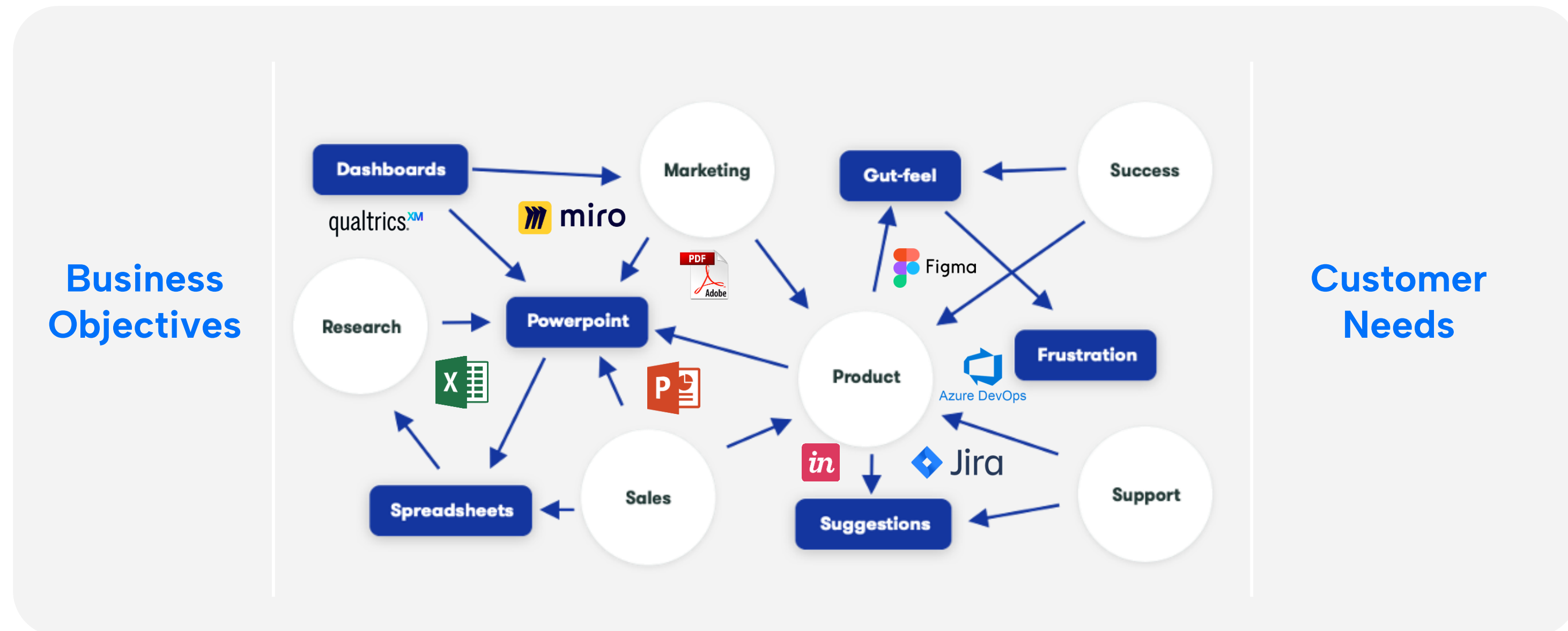
CX Programs & Processes

Establishes clear guidelines for CX measures and the effective use of CX metrics

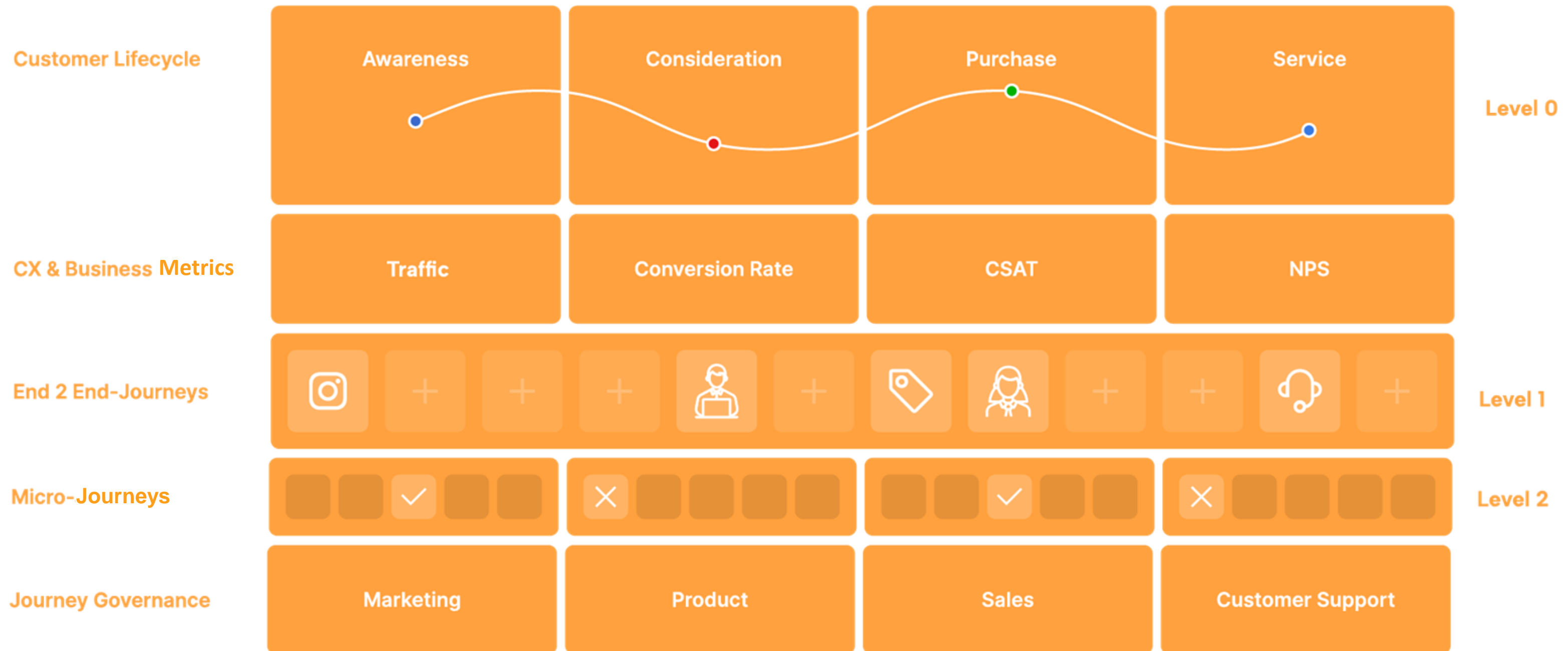
Data & Insights

Connects BOX data (Behavioural, Operational & Xperience) for data-driven decisions and better customer understanding

Knowledge around customers is often spread across tools



Managing the whole Customer Journey is key to success

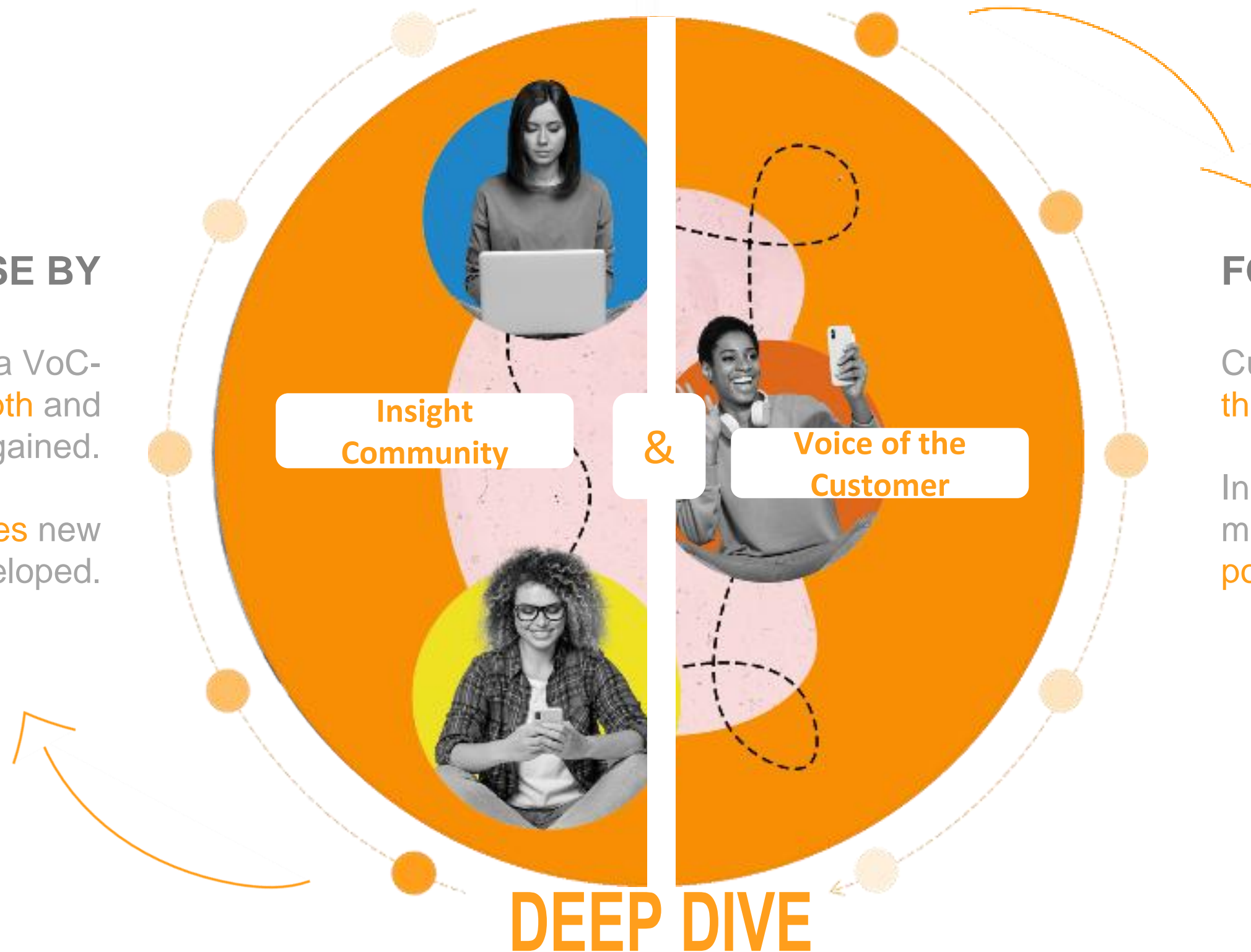


Next Level Customer Centricity: Co-Creation

THE CUSTOMER CLOSE BY

In a **community**, topics from a VoC-program can be explored in depth and new insights can be gained.

In **co-creation approaches** new products & services will be developed.



FOCUS ON THE CUSTOMER

Customers provide **feedback along the customer journey**.

Innovative **software solutions** deliver most important **insights & pain points**.

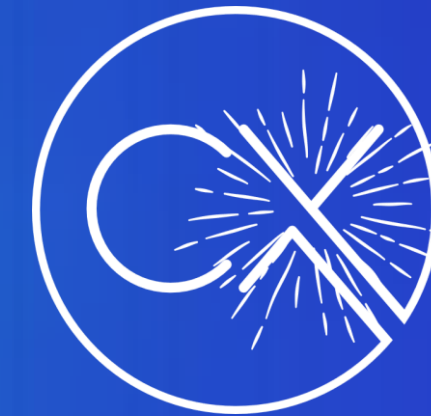
From Listening to Action: Embedding AI and People for Continuous CX Growth



AI + People
= Real Transformation



Embed a culture of
listening and action



Celebrate continuous
CX success and
communicate ROI



Thank you!