



XM-FUNDAMENTALS

SAP Qualtrics XM Fundamentals Certification Questions & Answers



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40 Questions Exam – 70% Cut Score – Duration of 120 minutes

XM-Fundamentals Practice Test

ERPPrep.com's XM-Fundamentals PDF is a comprehensive compilation of questions and answers that have been developed by our team of SAP Qualtrics XM Fundamentals experts and experienced professionals. To prepare for the actual exam, all you need is to study the content of this exam questions. You can identify the weak area with our premium XM-Fundamentals practice exams and help you to provide more focus on each syllabus topic covered. This method will help you to boost your confidence to pass the SAP Qualtrics XM Fundamentals certification with a better score.

XM-Fundamentals Questions and Answers Set

Question: 1

How does XM create value for a business?

Please choose the correct answer.

- a) By revealing drivers of loyalty and dissatisfaction
- b) By enforcing consistent pricing across geographies
- c) By reducing tax liability through automation
- d) By minimizing employee training costs

Answer: a

Question: 2

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

There are 2 correct answers to this question.

- a) Greater brand trust
- b) Higher customer retention
- c) Improved server uptime
- d) Streamlined logistics

Answer: a, b

Question: 3

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.

- 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: 4

How can organizations leverage human psychology in survey design?

There are 2 correct answers to this question.

- a) Use neutral language to avoid bias
- b) Add as many questions as possible for thoroughness
- c) Use complex terminology to ensure accuracy
- d) Ensure consistency in rating scales

Answer: a, d

Question: 5

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

- 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: 6

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.

- 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: 7

Which psychological factors influence how people respond in experience management surveys? There are 2 correct answers to this question.

- a) Emotional context
- b) Product launch cycles
- c) Cognitive biases
- d) System performance

Answer: a, c

Question: 8

Why is cross-functional collaboration important when embedding XM? Please choose the correct answer.

- a) To centralize decisions under HR
- b) To ensure insights are aligned with business functions and actions
- c) To keep XM limited to marketing
- d) To restrict access to XM data

Answer: b

Question: 9

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

Please choose the correct answer.

- 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: 10

What are essential enablers for institutionalizing XM in an organization?

There are 2 correct answers to this question.

- a) Executive sponsorship
- b) One-time survey deployment
- c) Clear governance structure
- d) Random feedback loops

Answer: a, c

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