XM-CX-EXPERT

SAP Qualtrics CustomerXM Expert Certification Questions & Answers

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XM-CX-EXPERT

Qualtrics Certified CustomerXM Expert
60 Questions Exam – 70% Cut Score – Duration of 75 minutes

XM-CX-EXPERT Practice Test

ERPPrep.com's XM-CX-EXPERT PDF is a comprehensive compilation of questions and answers that have been developed by our team of SAP Qualtrics CustomerXM Expert 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-CX-EXPERT 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 CustomerXM Expert certification with a better score.

XM-CX-EXPERT Questions and Answers Set

Question: 1

A growing e-commerce company collects customer feedback, but insights are only reviewed quarterly by marketing. There's no follow-up with customers, and other departments lack visibility. Based on the CX Maturity Model, what is their current likely stage, and how can they progress?

There are 3 correct answers to this question.

a) Foundational stage

b) Establish cross-functional CX governance

c) Set up real-time alerts to frontline teams

d) Add sentiment analysis tools

e) Wait until annual revenue goals are met

Answer: a, b, d

Question: 2

Why should double-barreled questions be avoided in surveys?

Please choose the correct answer.

a) They require open-text responses

b) They make it hard for respondents to answer accurately

c) They improve dashboard rendering

d) They decrease the number of pages in the survey

Answer: b

Question: 3

Which feature in Qualtrics dashboards allows data to be scheduled and shared with stakeholders on a recurring basis?

Please choose the correct answer.

a) Page break

b) Triggers

c) Email schedules

d) JavaScript integrations

Answer: c

Question: 4

Which of the following metrics are considered relationship-level customer experience metrics?

There are 2 correct answers to this question.

a) NPS

b) Time to resolution

c) CSAT

d) Customer Lifetime Value (CLV)

Answer: a, d

Question: 5

How can CX leaders assess their current maturity level effectively?

There are 2 correct answers to this question.

a) Benchmark against the Qualtrics Maturity Model

b) Evaluate technical support wait times

c) Map current capabilities across feedback, analysis, and action

d) Monitor employee travel expenses

Answer: a, c

Question: 6

At which maturity stage does a company typically start linking CX insights to business outcomes?

Please choose the correct answer.

a) Foundational

b) Emerging

c) Integrated

d) Inactive

Answer: c

Question: 7

What are advantages of using dashboards over static reports in CX programs?

There are 2 correct answers to this question.

a) Real-time data visualization

b) Automated trigger distribution

c) One-size-fits-all summaries

d) Interactive filters for deeper exploration

Answer: a, d

Question: 8

Why is it important to pre-test or pilot your survey before full deployment?

There are 2 correct answers to this question.

a) To identify confusing questions

b) To increase platform licensing costs

c) To ensure logic flows correctly

d) To reduce overall survey responses

Answer: a, c

Question: 9

How can automation enhance the ticketing workflow in Qualtrics?

There are 2 correct answers to this question.

a) Replacing dashboards entirely

b) Keyword-triggered alert systems

c) Manual forwarding of feedback via email

d) Auto-routing based on score thresholds

Answer: b, d

Question: 10

What strategies improve the clarity of dashboard presentations for executive stakeholders?

There are 2 correct answers to this question.

a) Use concise visual summaries

b) Minimize widget interactivity

c) Group metrics by strategic theme

d) Avoid showing NPS altogether

Answer: a, c