	SAP	qualtrics
Leadership	Bill McDermott, CEO	Ryan Smith, CEO; Jared Smith, Co-Founder and President
Headquarters	Walldorf, Germany	Provo, Utah and Seattle, WA
Data	**77%** of the world's operational (O) data	Pioneer and leader in experience (X) data
Employees	**95,000**	**1,972**
Sales Team	**15,000+**	**450**
Customers	**413,000+**	**9,000+** including 75% of the Fortune100 companies
Countries	**190**	**10**

Fusing X and O to Power and Transform the Experience Economy

Combining Qualtrics' experience data and insights with SAP's unparalleled operational data will enable customers to better manage supply chains, networks, employees and core processes. Together, SAP and Qualtrics will deliver a unique end-to-end experience and operational management system to power organizations.

Experience Data
The Why
Any Engagement Method
(Web, Chat, In-app, Emails, SMS, Social Media, etc.)

Captures Sentiment
The "Why"

In the Moment
Real Time Experience Data

Action

Operational Data
The What
System of Record
(ERP, HCM, CRM, customer service, etc.)

Transactional Facts
The "What"

In the Moment
Real Time Operational Data

qualtrics

- Pioneer of the new category: Experience Management (XM)
- The combination of operational data and experience data helps organizations to shape breakthrough experiences and business results.
- Acquired on January 23, 2019
- Integrating into Cloud Business Group (CBG) as a new business area

Everyone is expected to be an Experience Brand

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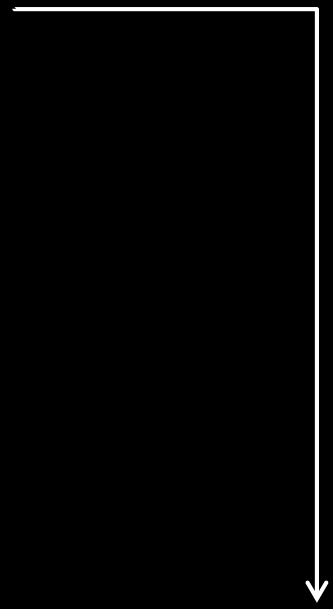
80%



The Experience Gap

8%

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The answer isn’t: “More Data”!

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It’s Different Data!!!

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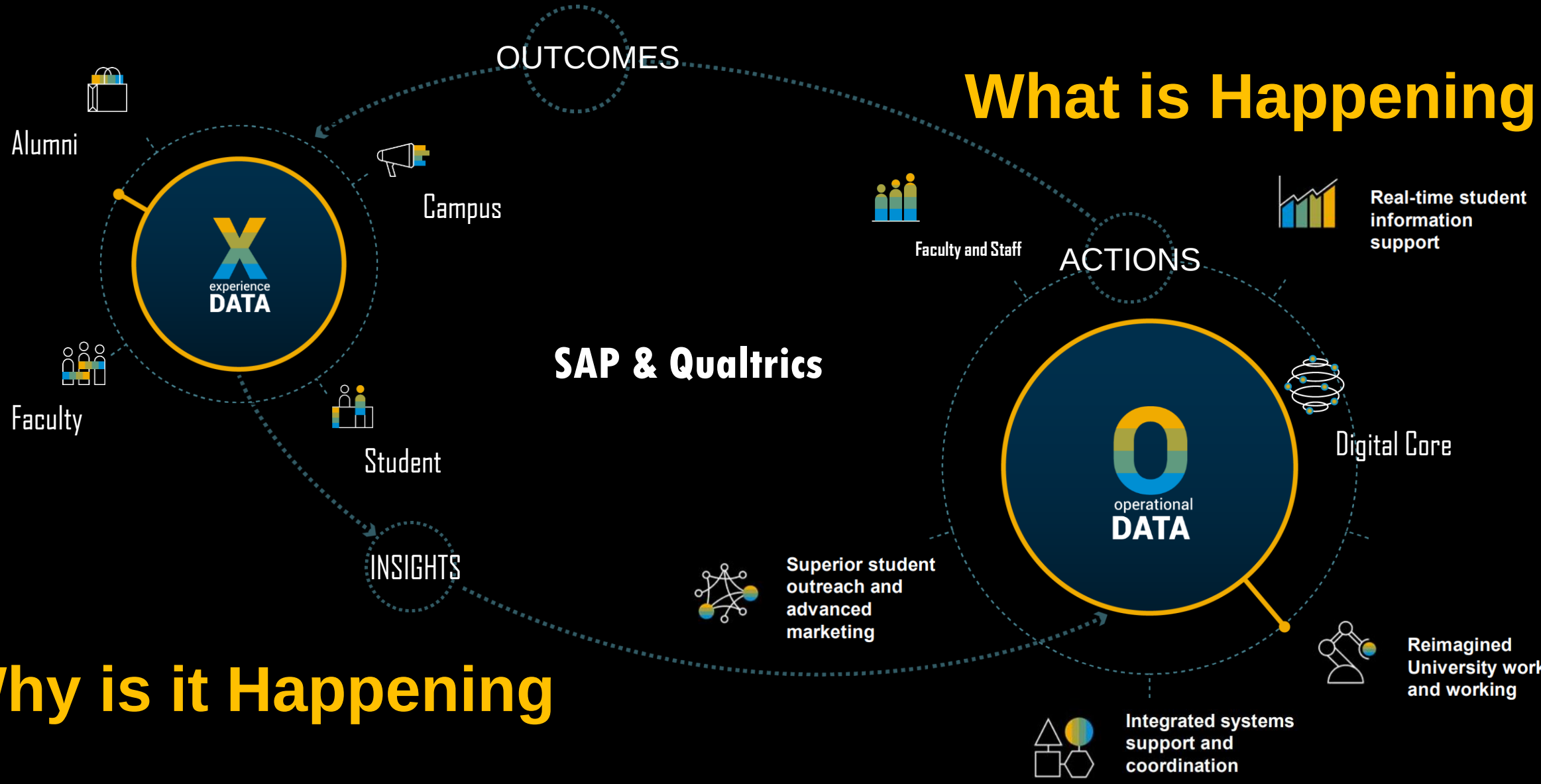
Listen – Understand – Act



What is Happening

Why is it Happening

Experience Management is at the Heart of Digital Transformation

WHAT is Happening?

- Grades
- Admission & Retention Rates
- Finance
- Personal Detail & Demographics
- HR

WHY is it Happening?

- Employee & Alumni Engagement
- Student Satisfaction
- Brand Perception of your Institution
- Campus Experience

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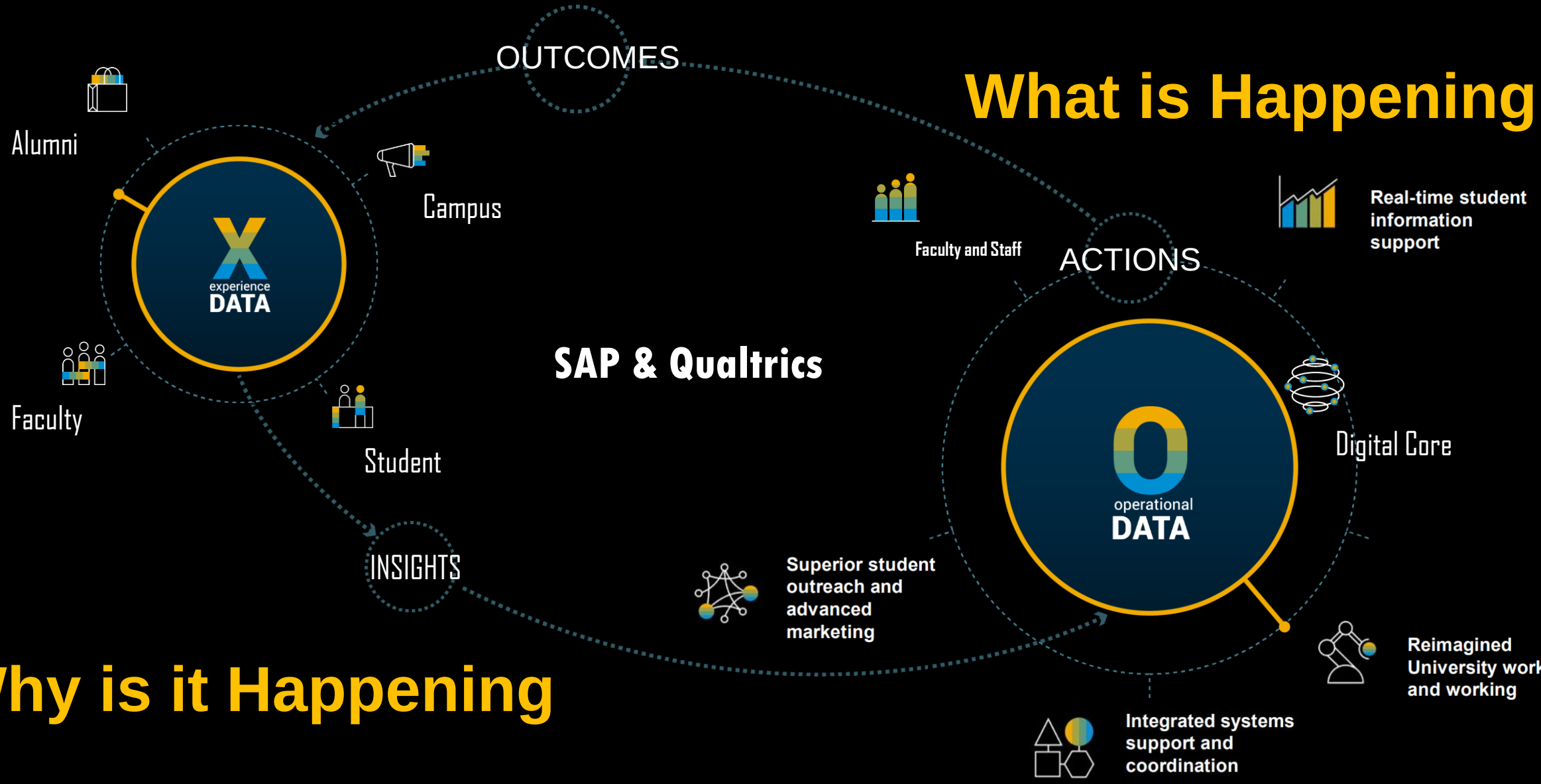
Listen – Understand – Act



What is Happening

Why is it Happening

Academic Experience Matters

Kathrin Lion
Senior Account Executive, Qualtrics

AGENDA

1. Who is Qualtrics ?
2. Why care about academic experience ?
3. X + O = AXM ?
4. How to close the Experience Gap

qualtrics XM

STUDENT & FACULTY RESEARCH

+ Classroom Research
+ Experimental Design
+ Longitudinal Analysis
+ Qualitative and Quantitative Analysis

qualtrics XM

why care about ACADEMIC EXPERIENCE?

we live in a **NEW WORLD**

15% 15 % of third level students do not progress to their second year of studies

NATIONAL F[illegible] FOR THE ENHA[illegible] TEACHING

8/10 Student Experience is a key priority for more than 8 out of 10 Academic Institutes

MARVAL'S GLOBAL EDUCATION SURVEY (2017)

1/3 1 out of 3 students will tra[illegible] different institution that provides a better academic and social experience

INSIDE HIGHER ED

80% of college freshmen applied to at least 3 colleges, 1/3 applied to 7 or more

SELINGO, J. (2019)

$17B Lost annually due to student attrition caused by poor campus experience.

EDUCATION POLICY INSTITUTE

why care about Academic Experience?

qualtrics XM

Academic Experience

- Ranking
- Academic Research
- Funding
- Applications and Admission rates
- Attrition rates

The bigger picture

qualtrics XM

Europe 2020 strategy

- **Goal: Have at least 40% of 30-34 year olds complete higher education.**

Attrition rates & Drop-outs

Successful completion rates

the WHY

Student, Employee, Alumni

Engagement & Satisfaction

Brand Perception

Campus Experience

the WHAT

Student Grades &

Retention rates

Finance , Funding , Fees

& Grants

Employee retention and

attrition

DATA

DATA

Employee & Alumni Engagement

Student Satisfaction & Experience

Brand Perception

Campus Experience

qualtrics + SAP

Student Grades

Admission &retention rates

Personal details & demographics

Finance

HR (retention and attrition)

the HOW

qualtrics XM

the qualtrics XM Portfolio

X+0 = AXM ??

Optimizing each aspect of the academic experience

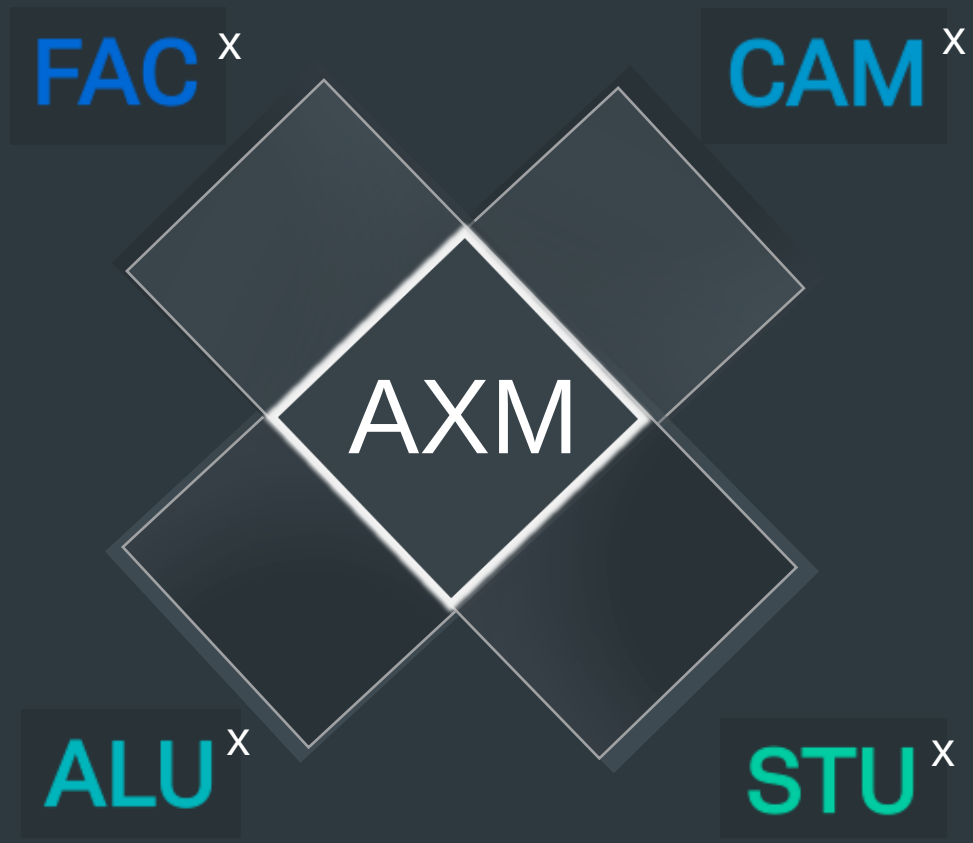
qualtrics XM

FACULTY EXPERIENCE

- Identify drivers of faculty engagement and develop action plans and create coaching opportunities to improve student and faculty success in the classroom.

ALUMNI EXPERIENCE

- Empower your alumni by engaging them on campus and identifying their key engagement drivers so you know what programs to invest in to strengthen alumni development activities.



CAMPUS EXPERIENCE

- Measure and respond to engagement across campus–from housing to the student center and identify campus experience gaps to drive action that improves student, faculty, and campus happiness.

STUDENT EXPERIENCE

- Measure and improve experiences at every critical touchpoint along the student journey to improve student outcomes inside and outside the classroom.

1) Listen

collect experience data from customers, employees or any other stakeholder at every meaningful touchpoint along their end-to-end journey with the business

FAC experience

CAM experience

ALU experience

STU experience

qualtrics. researchCORE™

COLLECTION+CONVERSATIONS

- Interaction and Logic Builder
- Intelligent Questioning
- Omni Channel Distribution
- Digital Engagement
- Respondent Management

ANALYSIS+DECISIONS

- Text iQ
- Reporting
- Stats iQ and Driver iQ
- Role-Based Dashboards

ACTION+IMPROVEMENTS

- Omni and Contextual Actioning
- Proactive Alerting
- Closed Loop Ticketing

INTEGRATION DATA+ SERVICES ENGINE

iQ qualtrics

Security / Identity / Privacy

Data Profile Directory

Scalability / Reliability

The XM Portfolio

qualtrics XM

STU X

- Omni channel Distribution
- Audience Response Engagement tool
- Course Eval & StudentSat in role-based dashboards
- Follow-up & case management
- Operational integration

FAC X

- Employee engagement
- 360 student, faculty & staff feedback reviews
- Training Surveys
- Pulse Surveys
- On-boarding & Exit interviews

CAM X

- Facility Feedback
- Closed-loop ticketing
- In-App and Website Feedback
- Brand tracking, Segmentation and Positioning
- Operational

ALU X

- Advanced Alumni Database Management
- Alumni Donation analysis & engagement
- Analyse X data and Alumni success
- Conjoint analysis improve course offering for future generations

AXM measured at every step of the journey

qualtrics XM

PRE- ADMISSION

ALUMNI

APPLICATION MANAGEMENT

Use site intercepts to reach the right applicants and encourage application

ADMISSION MANAGEMENT

Use Applicant Database to request missing files with surveys, create database and profile of applicants, request feedback on admission process

STUDENT SATISFACTION

Use Q-Classroom to integrate with your LSM and have a single point of managing all course evaluation and student satisfaction surveys, action driving real time data

EMPLOYEE SATISFACTION

Use Q to measure and analyze employee engagement &satisfaction and the impact on the other dimensions

CAMPUS MANAGEMENT

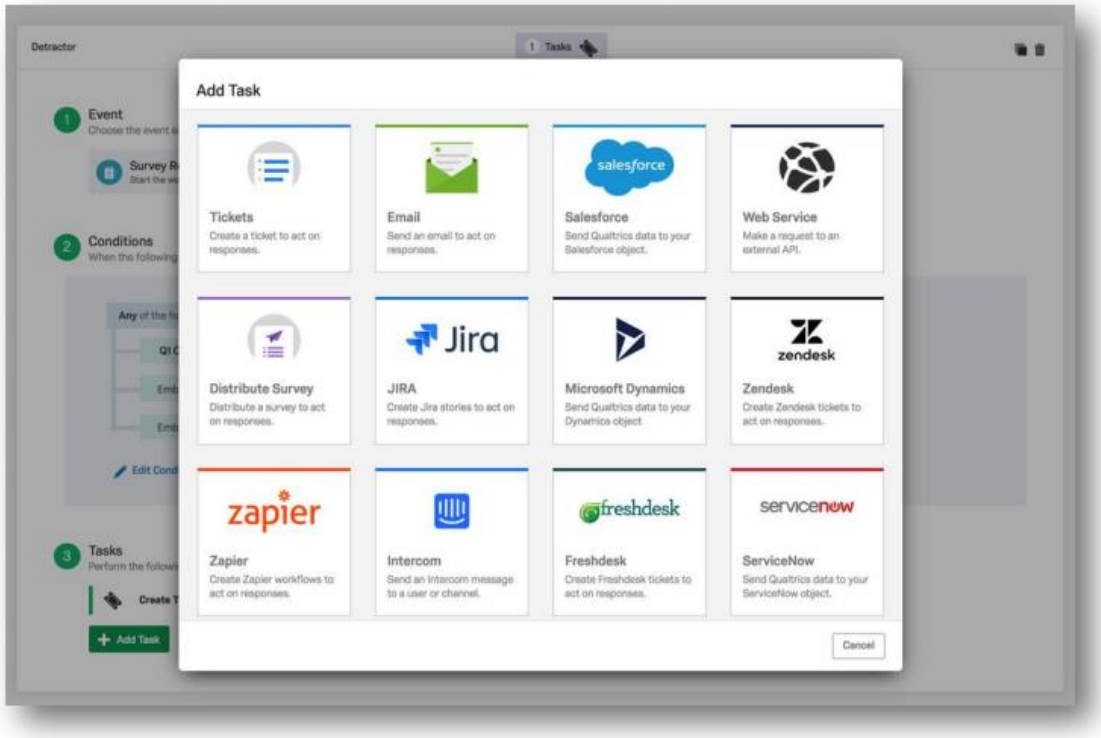
Use Dashboards and closed-loop ticketing to action immediately on request and complaints

ALUMNI ENGAGEMENT

Mange your alumni engagement with iQ Directory and use Triggers and Quotas to ensure your engagement is necessary, timely and

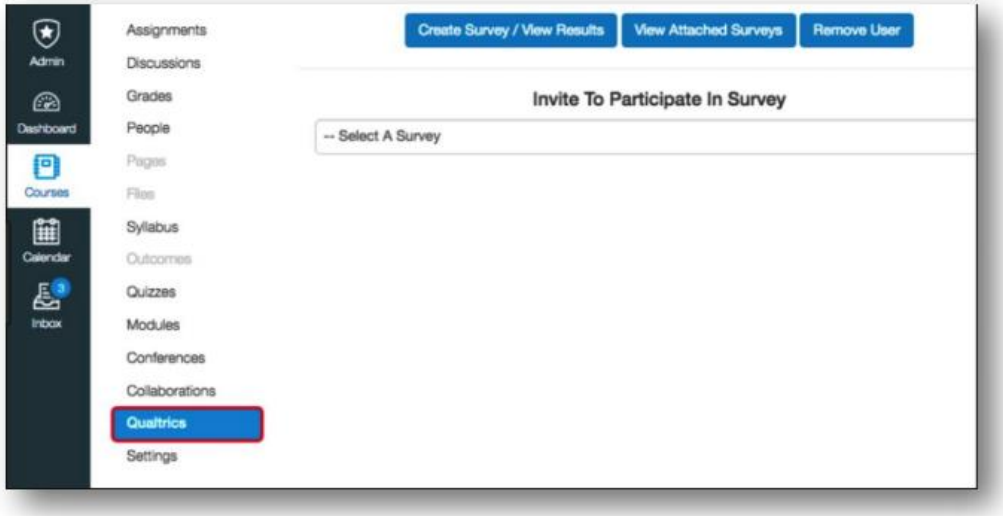
INTEGRATION WITH UNIVERSITY SYSTEMS

-Open API Integrations to push and pull data
- Automatic association of courses, modules, students etc.



AUTOMATE DISTRIBUTION AND REPORTING

-Connect with VLE (e.g Canvas) for automatic distribution of surveys



Canvas Survey view

qualtrics XM

2) Understand

use powerful analytics to help understand why things are happening, spot hidden trends, and then automatically make recommendations on what actions should follow

FAC experience

CAM experience

ALU experience

STU experience

qualtrics. researchCORE™

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iQ qualtrics

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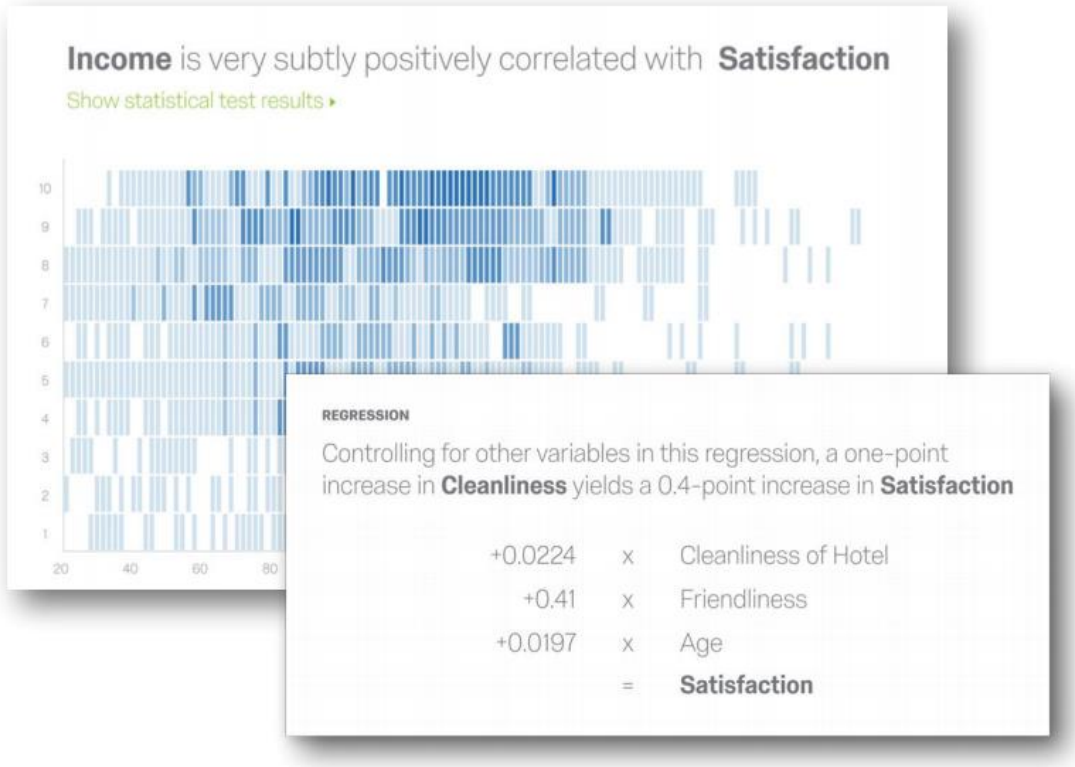
qualtrics XM

qualtrics STATSiQ

CONDUCT ADVANCED STATISTICAL ANALYSIS

Enable advanced statistical analysis for everyone, from beginners to expert analysts, to uncover meaning in data, identify trends and produce predictive models…in seconds, not hours or days…



qualtrics XM

qualtrics TEXTiQ

UNCOVER DEEPER INSIGHTS IN YOUR QUALITATIVE DATA

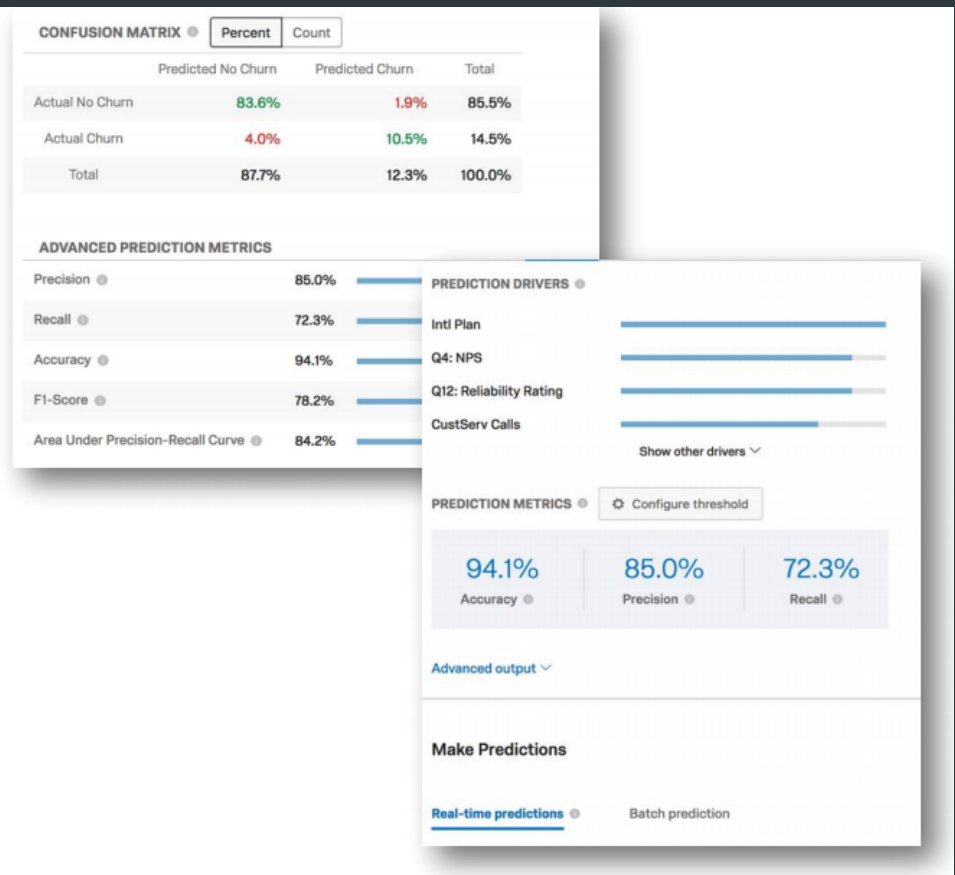
Use the latest in artificial intelligence and natural language processing to automatically uncover insights hidden deep in open text and predict the things that matter most to your customers and employees - in their own words

qualtrics XM

qualtrics predictIQ

PREDICT STUDENT NEEDS AND WANTS WITH INTUITIVE ANALYTICS

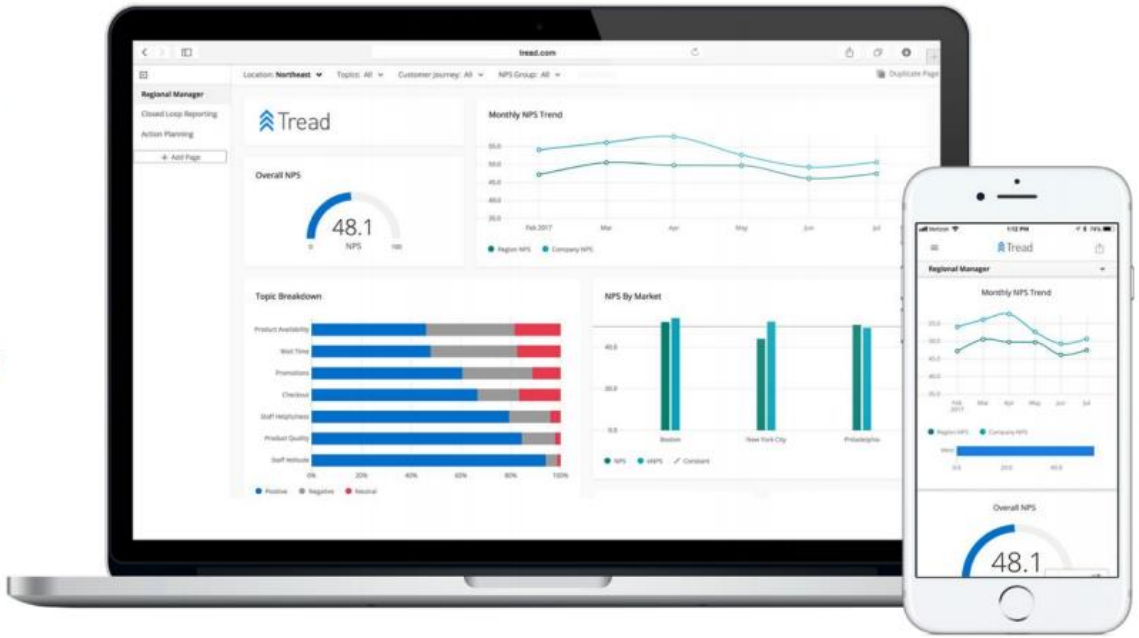
Leverage deep learning neural networks to identify students likely to become ‘at-risk’, and get insights as to what is driving that behavior so you can take action before it’s too late.



qualtrics XM

ENABLE YOUR ENTIRE STAFF, WHEREVER THEY ARE

Get a unified view of the university, customized for your role, from provost to lecturer, accessible from any device. Understand key drivers, track goals and collaborate across the organization.



3) Act

intelligently use X/O-data to continuously improve the four core experiences of academic institutions

FAC experience

CAM experience

ALU experience

STU experience

qualtrics. researchCORE™

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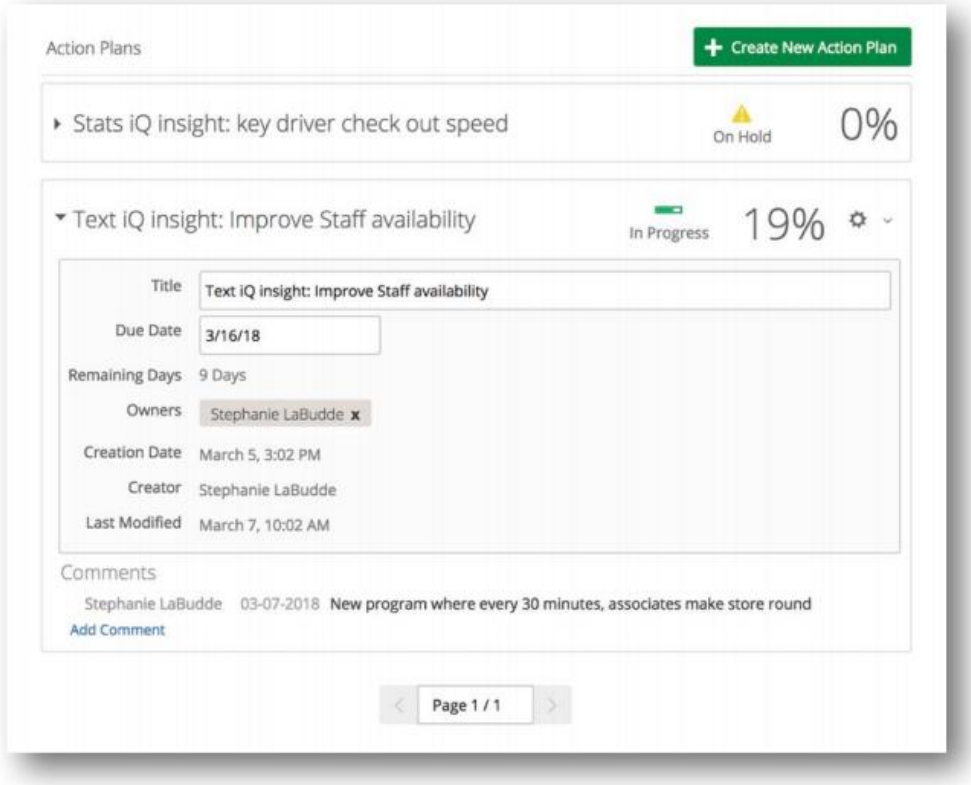
qualtrics XM

TURN INSIGHTS INTO AN ACTION PLAN

Create actions out of insights – assign, track, and analyze, so you can optimize impact on key outcomes



outcomes WE DELIVER

- Increased speed and quality of research
- Increased yield rates from students who are the best fit for your university
- Improved student satisfaction and engagement on campus and in the classroom
- Improved graduation rates and rankings due to improving overall academic experience
- Improved alumni relations and increased donations through better alumni experiences on and off campus
- Improved program portfolio utilizing conjoint analysis to find the “perfect” course

INSEAD
The Business School for the World®

&

qualtrics XM

“With Qualtrics, we’re able to optimise the experience for thousands of executives around the world.”

Fabienne Chemin, Customer Feedback Data Analysis Manager Insead

INSEAD
The Business School for the World®

& qualtrics XM

How INSEAD closed the EXPERIENCE GAP

+ ONLINE & IN-APP FEEDBACK

INSEAD was able to get feedback in the moment through online and in-app surveys, boost response rates by making it easier for students to give feedback at key stages in the

+ SINGLE SYSTEM

All aspects of the campus experience are now collected and analyzed on a single platform, allowing stakeholders to drill down easily by student or course to get the

+ QUANTIFYING EXPERIENCE

Learning outcomes are hard to quantify, so INSEAD moved to a new set of KPIs which include CSat and NPS, allowing them to track outcomes for their

+ INSTANT ANALYSIS

Previously INSEAD had to wait a month for their vendor to analyse their data. On Qualtrics, it's all done in 2 minutes.

+ CLOSING THE LOOP

With real-time data INSEAD now sees feedback as it happens and can close the loop with customers faster than ever.

they need.

INSEAD
The Business School for the World®

& qualtrics XM

“For the first time we can really see if we’ve achieved what we set out to do -Transform people and have an impact on their careers.”

THE RESULTS

+4
Places in the Financial Times exec education rankings

3X
Increase in loyalty though INSEADs Global Management Certificates

14%
Increase in revenue from Executive education

qualtrics XM

QUESTIONS?

Feedback:

https://bit.ly/2vHtWXW