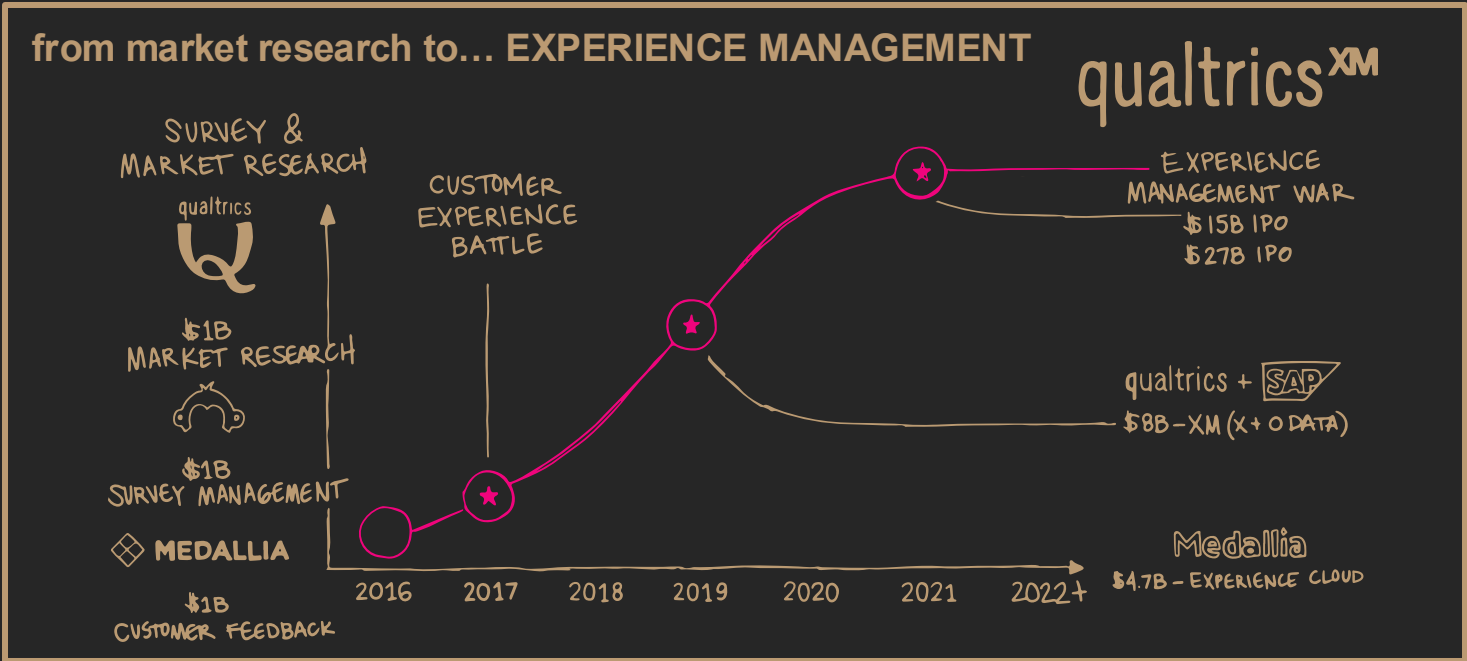


qualtrics^{XM}

EXPERIENCE MANAGEMENT

The Problem: Businesses today operate in an experience economy and while 80% of CEOs think they are delivering a good customer experience, just 8% of those customers agree. This massive experience gap leaves companies vulnerable to reputation erosion, lost customer loyalty, talent acquisition challenges and an innovation pipeline out of sync with customer demand.

The Category: **Experience Management (XM)**, a category built to turn customer experiences into actionable data, allowing enterprises to adapt and meet the needs of a rapidly evolving experience economy.



Category Blueprint



"Once you go through the process of category design with Play Bigger, how you see the world changes. The bridge between vision and its realization becomes clearer. It sets the foundation and everything else you do is built on it."

- **Kylan Lundeen**
QUALTRICS CMO



Outcome : \$27Billion IPO

Lightning Strike

