Prioritize actions to drive best experience outcomes

Identify and understand which product features or aspects will have the biggest impact on key business outcomes like purchase consideration, churn propensity or product satisfaction

Understand real-world consumer behavior and design the right experiences using a powerful tool that models the impact of every action from product features to packaging and messaging

UNDER ARMOUR.

Focus resources on improvements that matter most

+ Gauge the relative importance of various features or attributes in driving key metrics

+ Understand how your offering rates against those drivers deemed most important

+ Prioritize efforts based on business impact rather than vanity metrics

+ Take action where it matters - and save resources where it doesn't

Qualtrics
DesignXM™

Efficient actions for timely outcomes

+ Advanced statistical analytics to correlate your outcome with important satisfaction drivers that are rated both high and low, to really give granular control of resource allocation

+ Outcomes include product satisfaction, likelihood to purchase or churn, purchase considerations etc.

+ Drivers include ease of use, design, functionality, purchase experience, usefulness, convenience and more

Satisfaction Drivers

Avail Qualtrics Experience Drivers Analysis via

SELF-SERVE XM SOLUTION
- Leverage an expert-built survey template, preloaded with the right questions, to help you save time
- Quickly view and interpret results with pre-built workflows and channel results into pre-configured dashboards

QUALTRICS RESEARCH SERVICES
- Lean on our seasoned research team to help unlock the power of the DesignXM research platform
- Customize the solution and expand the scope to your specific needs and deploy across vetted panels

qualtrics**XM**

Learn more at [Market Landscape Assessment](#)