Qualtrics Core XM: Survey Mastery Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s data-driven world, understanding your audience and making informed decisions is more critical than ever. Qualtrics Core XM: Survey Mastery Training Course empowers professionals to design, implement, and analyze surveys with precision. This course bridges the gap between basic survey creation and advanced experience management, equipping participants with hands-on skills in data collection, survey logic, advanced reporting, and actionable insights. Participants will gain expertise in crafting surveys that not only capture responses but generate strategic intelligence to drive organizational success.

Designed for professionals across industries, this training emphasizes a practical, application-based methodology. Learners will engage with interactive sessions, real-world case studies, and scenario-based exercises that mirror actual business challenges. By the end of this course, participants will confidently navigate the Qualtrics platform, leverage predictive analytics, automated reporting, and experience management strategies, and transform raw survey data into business-critical insights.

Programme Curriculum

Qualtrics Core XM: Survey Mastery Training Course

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Course Objectives

1. Master Qualtrics Core XM interface and survey creation tools.
2. Implement advanced survey logic including branching, display logic, and embedded data.
3. Design responsive surveys for multiple devices and platforms.
4. Apply data quality best practices and minimize survey errors.
5. Utilize advanced reporting dashboards for actionable insights.
6. Integrate experience management principles into survey design.
7. Analyze survey results using cross-tabulation and statistical analysis.
8. Implement automated distribution and reminder campaigns.
9. Leverage real-time reporting and alert notifications for decision-making.
10. Optimize surveys for higher response rates and engagement.
11. Apply case study-driven strategies for customer and employee experience.
12. Utilize predictive analytics and text-based insights from survey data.
13. Develop end-to-end survey management workflows for organizational impact.

Target Audience

1. Market research professionals
2. Customer experience managers
3. Human resource analysts
4. Data analysts and business intelligence professionals
5. Product managers
6. Operations managers
7. Marketing strategists
8. UX/UI researchers

Course Modules

Module 1: Introduction to Qualtrics Core XM

- Overview of Core XM features and interface
- Navigation and dashboard customization
- Setting up user permissions and roles
- Understanding survey project lifecycle
- **Case Study:** Implementing Core XM in a retail company

Module 2: Survey Design Essentials

- Creating engaging survey questions
- Using multiple question types effectively
- Designing responsive surveys for all devices

- Implementing accessibility best practices
- **Case Study:** Employee engagement survey redesign

Module 3: Advanced Survey Logic

- Branching, skip logic, and display logic
- Using embedded data and piped text
- Randomization and question blocks
- Triggering actions based on responses
- **Case Study:** Personalized customer feedback survey

Module 4: Data Quality and Survey Optimization

- Preventing survey fatigue and dropout
- Validations, scoring, and quotas
- Detecting and preventing fraudulent responses
- Techniques for higher response rates
- **Case Study:** Optimizing a product feedback survey

Module 5: Distribution and Collaboration

- Email, SMS, and QR code distribution
- Setting up automated reminders and alerts
- Managing multiple survey distributions
- Collaborating across teams
- **Case Study:** Multi-region survey deployment strategy

Module 6: Reporting and Analytics

- Creating dashboards and data visualizations
- Filtering, cross-tabulation, and segmentation
- Exporting reports and actionable insights
- Real-time reporting and alerts
- **Case Study:** Customer experience dashboard for retail chain

Module 7: Experience Management and Predictive Analytics

- Understanding employee and customer experience metrics
- Leveraging predictive analytics in survey results
- Text analytics for open-ended responses
- Identifying trends and actionable insights
- **Case Study:** Predictive churn analysis using survey data

Module 8: End-to-End Survey Project Management

- Planning survey projects from start to finish
- Workflow automation and task assignments
- Best practices for stakeholder reporting
- Continuous improvement and survey iteration
- **Case Study:** Organizational survey project lifecycle

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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