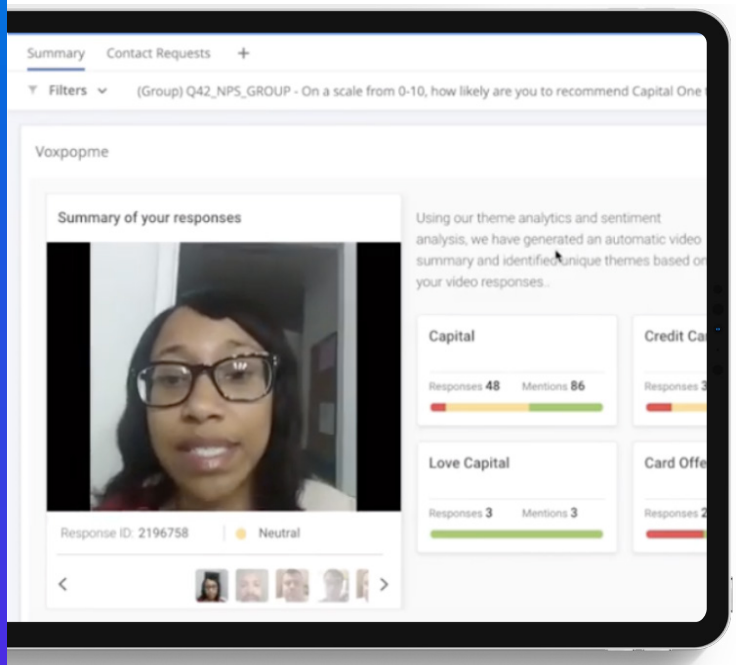


Introducing Reporting Widget Plugins

Unlock deeper insights for Qualtrics dashboard users by creating custom visualizations with the Reporting Widget Plugin.

What are they?

Reporting Widget Plugins empower developers to create custom visualizations that render experience and operational data in distinct ways. These visualizations can then be added to Qualtrics dashboards.



What are some use cases?

A Qualtrics customer may want a custom map visualization of Italy with their customer NPS scores segmented by region.

Another Qualtrics customer may be interested in seeing experience or operational insights from an external system in a custom proprietary chart.

Why would I want to create one?

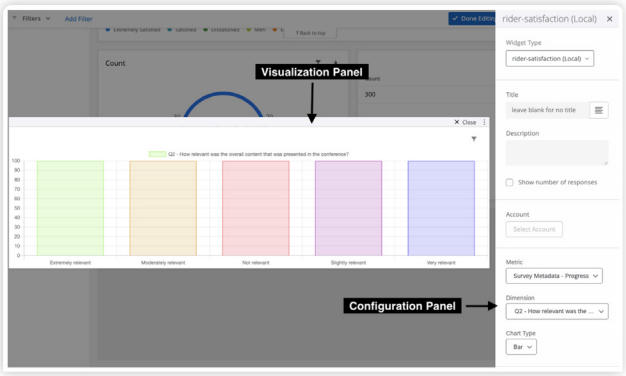
The benefits of creating a Reporting Widget Plugin integration with Qualtrics include:

+ **Exposure to 12,000+ Qualtrics customers**
+ **Simple and quick set-up for mutual customers**
+ **Increased customer renewals with the added stickiness of the Qualtrics XM Platform**

How do they work?

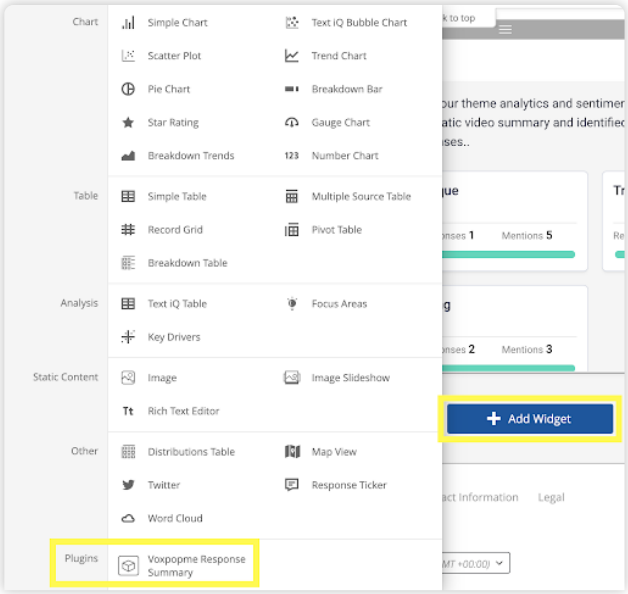
A Reporting Widget Plugin consists of these two components:

- **Configuration Panel** The user configures data retrieval and presentation options and connects to external APIs
- **Visualization Panel** The experience or operational data is rendered in the custom visualization



Add Widget Menu

The process for adding Reporting Widget Plugins to dashboards is very similar to standard Reporting Widgets, and is done through the Add Widget menu.



How do I build one?

The XM Extensions SDK contains all of the tooling, libraries, runtime, and documentation needed to create, publish, and manage custom Reporting Widget Plugins.

Next steps

If you are interested in learning more about Reporting Widget Plugins and seeing a demo, let us know by filling out this brief *form*.

If you feel that your use cases don't quite match up, we'd still like to hear from you. We want to better understand your perspective and potentially add your scenarios to our roadmap.

Qualtrics
DeveloperPlatform™