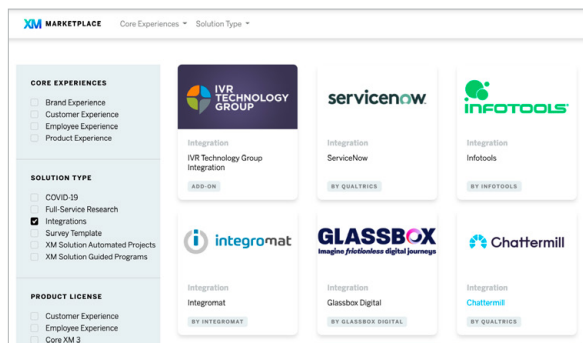


## XM EXTENSIONS

# Deliver more breakthroughs to your users

XM Extensions are a powerful way to integrate with and extend the XM Operating System (XM OS). By creating and publishing XM Extensions, you can empower Qualtrics users to drive more action & impact with experience data. Build Extensions to trigger workflows across systems, perform proprietary data calculations, augment dashboards with custom visualizations, and much more.



## XM Extension benefits

### + Discoverability

Qualtrics users can discover your XM Extensions either in the Qualtrics marketplace or within XM OS itself

### + Seamless UX

XM Extensions are embedded into XM OS, making set-up and management intuitive and easy

### + Developer Tooling

Robust documentation and developer tools make XM Extension development as easy as 1-2-XM

### + Customer Acquisition

Work with Qualtrics sales reps to land and expand deals

### + Customer Retention

Boost customer retention rates through unique solutions and increased product usage

In the first 18 months, more than 50 clients have actively used our product integration with Qualtrics. We've boosted customer retention rates, added new customers, and increased pipeline growth.

### Head of Partnerships

A Qualtrics Marketplace Partner

# Get Started

Learn more about the XM OS products you can integrate with via SDK:



## WORKFLOWS TASK

Stream events and experience data to external system.

### Use Cases

- + Create a service ticket to follow up with a customer based on their negative NPS score
- + Augment operational data in your platform with experience data collected in Qualtrics
- + Award loyalty program members with digital points or gift cards

LEARN MORE



## WORKFLOWS EVENT (BETA)

Trigger Qualtrics workflows from your platform through contextually-rich JSON webhooks.

### Use Cases

- + Send a satisfaction survey to a customer after a service interaction
- + Enrich survey response data with custom user journey insights
- + Update a respondent profile with contextual data from their most recent purchase

LEARN MORE



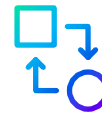
## REPORTING WIDGET (BETA)

Augment Qualtrics dashboards with custom widgets.

### Use Cases

- + Display customer audio or video feedback in a custom viewer
- + Perform and render proprietary satisfaction calculations on the fly
- + Create a unique country map with NPS broken down by department

LEARN MORE



## SURVEY QUESTION (BETA)

Enhance surveys with distinct questions that solve unique use cases.

### Use Cases

- + Integrate seamlessly with external systems
- + Show proprietary question style, format, or data
- + Present customized user interfaces on top of standard questions

LEARN MORE

qualtrics<sup>XM</sup>

## STAY INFORMED

Apply for our [Developer Advisory Program](#) to be informed about XM Extension updates, new integration capabilities, and best practices.