



*Red Pepper Software's
Top 5 Qualtrics Tips*



Qualtrics Tip 1:

Start with the End in Mind



How would you like your data displayed on your dashboard or in your reports? What are you wanting to track over time? What data would you like to be able to filter by or show breakouts in charts and graphs?

Questions like these will help you determine what questions to ask in the survey, how to ask them, and what kind of embedded data you would like to include.



Qualtrics Tip 2:

Know Your Data

Is the question you are asking in your survey going to give you the type of data you need? Does the dashboard widget you want to use require numerical or text data?

Sometimes with re-coding and mapping data you can have both from the same question. Qualtrics also allows custom fields for bucketing or formulas.

Understanding the way your questions record data is key to displaying it in a meaningful way.





Qualtrics Tip 3:

Be Consistent

If you are wanting to track data over time with multiple surveys, try to use the same questions and scales.

Use the same capitalization and spacing format for your embedded data, especially if you are bringing contact data into multiple surveys.



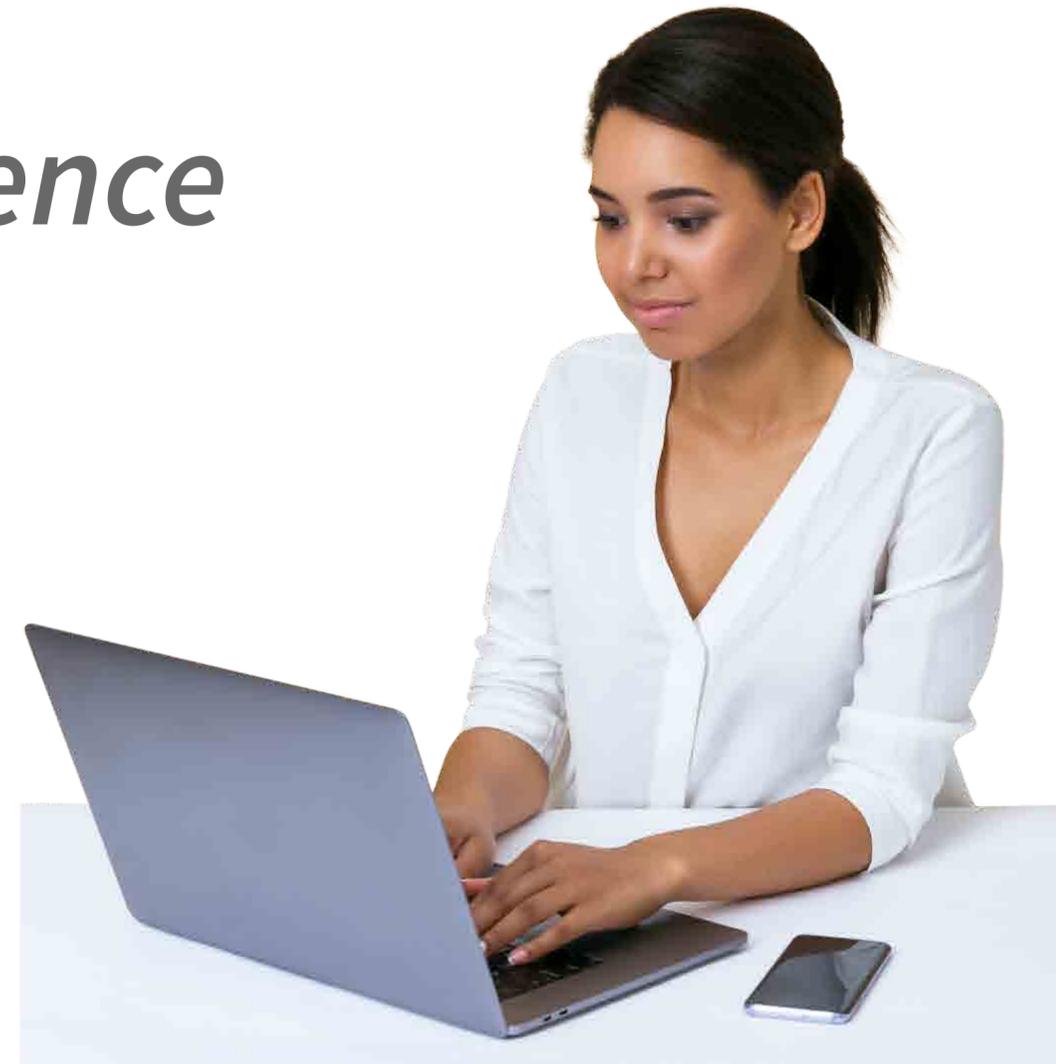


Qualtrics Tip 4:

Remember User Experience

Keep in mind what people will see when taking the survey and how long it might take them.

Qualtrics has an excellent ExpertReview feature that will provide suggestions along these lines. While not every part of the review is always relevant for every use case, it is helpful to take and look and be open to changes. Be sure to preview your survey, look at the mobile view and try to see the survey from the perspective of a respondent.





Qualtrics Tip 5:

Always Experiment



You might not ever use every question type or widget available to you, but have some fun creating a test survey and just experiment with them.

Try the various workflow events and tasks.

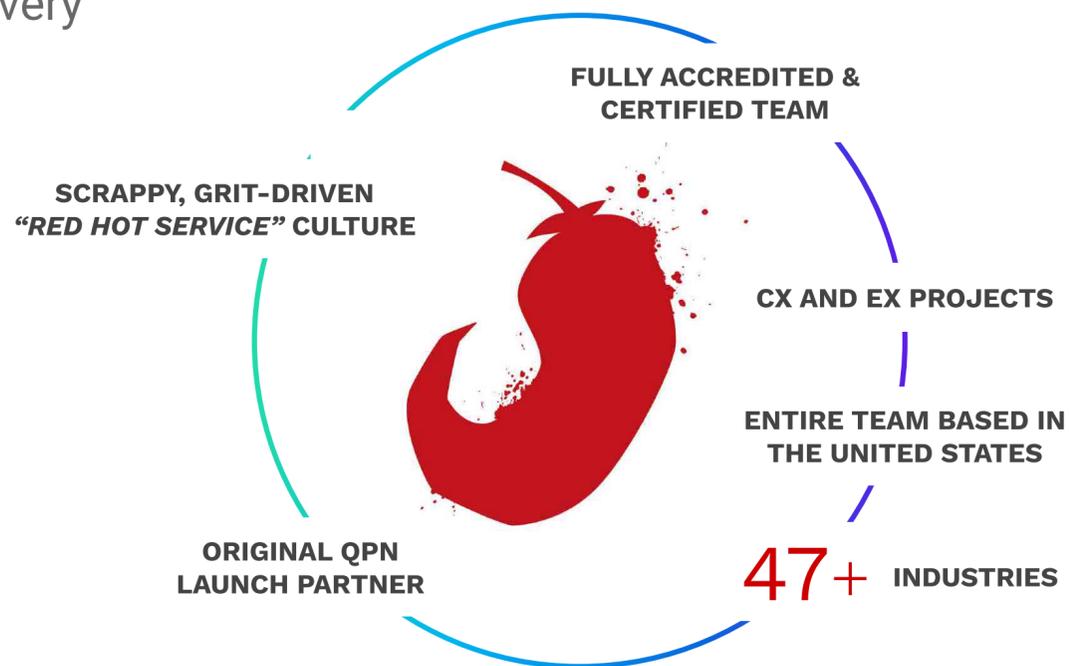
Create a custom metric in your dashboard. Trigger some test tickets. Try some more complex branching in the survey flow. You never know what ideas you'll get just from seeing all of what Qualtrics is capable of.



Why Red Pepper?

We are a consultancy at heart

We may not be the largest Qualtrics partner by square feet of office space, but our unique combination of client focus and technology skills enables us to deliver **quality, custom work** each and every time.



Certified CX and EX flexibility

Robust, experienced support team

US based custom Q-Engineering

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