



# Qualtrics

Increased revenue by 65%

## Company profile:

**HQ:** Provo, UT  
1,300 employees

**Revenue:** \$188M

**Overview:** Qualtrics is a experience management platform that captures customer, product, brand, and employee insights in one place.

**40%**

More content shared with customers by reps

**65%**

More revenue generated by new reps

In just four years, Qualtrics grew their headcount 12 times, expanded their offerings from one to six products, and established 13 international offices. This tremendous growth in acquiring 8,500 customers was also a threat to their business. More people on more teams needed more content for more products, industries, and competitors. They needed a way to sustain this growth by providing the right infrastructure to marketing and sales. A consistent story and customer experience from the beginning was the first step in providing stability for Qualtrics. Automating this content was important for continuing to scale at an exponential rate.

Qualtrics adopted Seismic as their single content repository. Sellers get Predictive Content as a result of the sales enablement team tagging 2000+ pieces of content with 200+ categories. Sales can then save to their WorkSpace directly in Salesforce to quickly access content and collaborate with other team members. Qualtrics also integrated Seismic with Gmail so sellers can insert content directly through their Gmail tenant. Since implementing Seismic, 40% more content is being shared with customers and new reps are generating 65% more revenue than before.