

qualtrics

Qualtrics generates 65% more revenue with Seismic

Located in Provo, UT with over 1,300 employees, Qualtrics is a experience management platform that captures customer, product, brand, and employee insights in one place.

The Challenge

In four years, Qualtrics experienced a twelve times increase of their headcount, expanded from one to six products, and established thirteen international offices. This exponential growth led to more complex content needs across the organization. Qualtrics needed a way to sustain this growth by providing the right infrastructure to marketing and sales. A consistent story and customer experience was paramount as Qualtrics moved into a new chapter of their business.

The Solution

Qualtrics adopted Seismic as their single content repository. Sellers are served Predictive Content to be used in any selling situation, based on an extensive content tagging system in Seismic. Additionally, Qualtrics integrated Seismic with Gmail, allowing sellers to insert content directly through their Gmail tenant.

The Impact

Since implementing Seismic, 40% more content is being shared with customers and new reps are generating 65% more revenue than before.

40%

More content shared with customers by reps

65%

More revenue generated by new reps