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User Experience (UX) Research in 2020 // Qualtrics

Marketing Research: Methodological Foundations (with Qualtrics Card) Iacobucci, Dawn; Churchill, Gilbert A. Published by South-Western College Pub (2009)

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Qualtrics is an experience management company, with co-headquarters in Provo, Utah and Seattle, Washington, in the United States. The company was founded in 2002 by Scott M. Smith, Ryan Smith, Jared Smith and Stuart Orgill. Qualtrics offers a subscription software platform. On November 11, 2018, it was announced that Qualtrics would be acquired by SAP. The acquisition was completed on January 23, 2019.

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Qualtrics CoreXM is the top rated online survey platform trusted by over 8,500 brands and 99 of the top 100 business schools. With Qualtrics CoreXM, capturing, analyzing, and acting on insights is easy. The flexible platform features offers tools for building beautiful, complex surveys with drag and drop ease.

