

# CHARTERED INSTITUTE OF MARKETING

Receiving Real-Time Feedback



Winning in the eXperience Economy  
with better customer engagement and insight

The **Chartered Institute of Marketing (CIM)** runs an eXperience Management programme to ensure all their customers and members receive value for the products and services offered by the organisation.

Engineering Value with Technology

CapVentis

CIM

The Chartered  
Institute of Marketing

qualtrics<sup>XM</sup>

## CHALLENGE

The Chartered Institute of Marketing works with marketers globally to develop marketing skills and capability.

The CIM wanted a best-in-class programme to give real time feedback which can be easily analysed and actioned to improve CIM products and services.

CIM required a partner to design and deliver the onboarding programme to help launch their feedback programme.

## SOLUTION

Capventis supported the CIM team to utilise the full breath of the Qualtrics platform, combining onsite and remote training and support.

The resulting feedback and reporting structure was comprehensive and provided immediate value. The insights were not only delivered to the right people at the right time, but could further be interrogated and explored to help determine and drive appropriate action.

## VALUE

- Rapid design and deployment of a Qualtrics onboarding programme.
- Dramatic improvement in data capture and analytic output.
- Customised insights based on user information.
- Smart filters to allow CIM users interrogate the participant feedback.
- Insights that are truly actionable.

Improved  
**Data Capture**

**Customized**  
insights

**“Capventis were brilliant - very helpful and knowledgeable. The team always reported back with an answer if there were any points to follow up on. ”**

**Megan Coleman**  
Membership Operations Manager,  
CIM