Steve 0:00

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Steve 0:48

Welcome back to the System of Record show. My name is Steve Boese. I'm with Trish Steed. Trish, what's happening?

Trish 0:56

Hi. How are you?

Steve 0:58

I'm well, I'm man, I'm so excited for this show today, System of Records, our newest title in the podcast network. So hopefully folks have got a chance to listen to the first couple. We had a couple really interesting shows. They still were a little HR-y, which is fine, but we want System of Record to be a little bit more broad talk, a little bit more about the enterprise. And we've got an awesome guest waiting in the wings tonight, Trish.

Trish 1:30

We do.

Steve 1:23

Trish, let's welcome him. He is Brad Anderson. He's the President of products, UX Engineering and Ecosystem at Qualtrics. Brad, how are you?

Brad Anderson 1:31

Oh, I'm doing great. I appreciate the opportunity to be here.

Steve 1:35

Brad, it is so great to have you. I reached out to Qualtrics. I'm not gonna, you know, not gonna hide what the origin of the show was. And I was thinking, what would be a great company and a great Get, get a great rep to talk about what's going on in enterprise tech today. And I thought, oh, man, Qualtrics. And I had some experience with Qualtrics. Have been out to the Qualtrics event in the past, which is, I mean, if you haven't been to the Qualtrics X4 yet, you need to go. Trish, you need to go to that event next year.

Trish 2:03

You know, I planed to this year. There was a conflict. I already had something booked. But as I recall, back in 2024 you actually took one of our other podcasters, Jack, my son, Jack McFarlane; and Brad, if you haven't heard it, they do a Gen Z podcast. So he was very impressed. He's out at the University of Utah as a student and a business student economics, and got to go and was blown away. He had no idea the things that Qualtrics has your fingers into. So we're excited to dive in today with you.

Steve 2:34

Yeah, So Brad, welcome. Maybe start off by telling us a little bit more about you. You got a really cool background. You share a little bit of that with us in the pre show. But yeah, tell us a little bit more about you, and then what you're doing at Qualtrics right now.

Brad Anderson 2:46

Yeah, and you bet. So, just finishing up my fifth year here at Qualtrics, and I'll talk a little bit about, you know, the process of, you know, what got me to leave a place that I absolutely love and adore it in Microsoft. But I just, you know, you think about the mission that Qualtrics has, our mission is to improve the human experience. It's noble, and it's just one of those pieces where, when I talk to people that I'm recruiting into the organization, you know an organization who's focused on, how do we make life better? Whether it's for your customers, your prospects, your employees, it's just, you know, we all want to do things that matter, and we all want to do things that progress society forward. And so I think I just have this incredibly unique opportunity to do that here. And, you know, I lead everything that has to do with the product. And one of the interesting things about Qualtrics is, you know, when I got here, I was like, wow, why have I got IO psychologists on my team? Why do I have experienced management scientists? And it's this really interesting fusion of technology, methodology and science that we put together. Because if you think about trying to understand the human experience, it's all behavioral, it's all emotional, and so that's been one of the most fascinating things for me, coming into Qualtrics, or, you know, like, I can't say coming in any longer. I've been here five years, has just been this fascinating intersection of, like I said, tech methodology and science. I spent 18 years at Microsoft prior to that, had the absolute time of my life. Yeah, like, talk about a once in a lifetime opportunity. You know, the things that people would know who are listening to this, the things that I worked on, are things like my team was responsible for Windows Update, we built Defender. You know, both of those are used to manage and protect more than a billion PCs around the world, and I built all of the corresponding enterprise tools, you know, for device management, PC management. In fact, I'll guarantee 70 or 80% of the people who are gonna listen to this are having their devices managed by their companies through the through the products that I built. But, but ultimately, you know what hold me to Qualtrics was very much a personal mission. Who gets a chance to end their career working in their hometown where they and their partner are from, and as you help a company be successful, you uplift the hometown where you were born at that's a fairy tale ending to a career. So for me, it was a very, very personal mission to come here.

Brad Anderson 2:48

Thank you for sharing that, because I think a lot of times when we think of technology companies and data specifically, we don't hear it in the terms of the mission that you all have around people. And I think that was one of the things that drew us initially to reaching out to you, because it seems like as an organization, with that being the mission, every single step you take, every decision you make, leads back to how it's impacting the people experience, right? So can you talk a little bit about how does that work, if you're someone coming new to the organization, or maybe even as a customer to Qualtrics. How are you conveying that? Because it seems like something that you would all be really passionate about as you're bringing whether it's a new employee on board or a new customer on board.

Brad Anderson 4:32

Yeah, great question. You know, let me kind of talk about maybe a little bit kind of from-to in terms of what I see happening in the category of experience management. So Experience Management has, you know? Well, first of all, this is a brand new category. I mean, we, we announced and created in 2017 so we're only eight years into this category creation, and you know what a ride that has been. But historically, the way that these programs have been implemented in most, organizations is they have a listening system. We are their listening system, in most cases, that is heavily based on surveys, which we'll talk about. You know, how surveys are transforming all of this data comes in, and then we have the ability to go through using our AI to understand, you know, what are the experiences that delighting? What are the experiences are detracting? But historically, these CX programs have kind of stopped there, listen, understand, but most programs have not really aggressively moved into act. And so that's where I see things going to, you know. So instead of this world where, you know, the way I would describe kind of classic experience management is survey based insights and dashboards. And then, you know, a little tongue in cheek here the XM leader begging the team to the company to take action. Okay, where it's moving to is omnichannel, so listening anywhere and everywhere, AI driven recommendations and AI driven actions. And so the whole entire category is moving from one of listening and really not being even reactive to a place where it's listening and then, through AI, being both reactive and proactive in improving the human experience.

Steve 7:35

Yeah, not having to wait, right? Not having to wait for a quarterly cadence, or even an annual cadence, in the case of much of the history of employee surveys, right?

Brad Anderson 7:44

Of the X world

Steve 7:45

to take those types of actions, right? I remember seeing lots of really cool examples at x4 you know how companies were using these tools to support customers, like in real time, right, who had problems or had issues, and getting insights into what the customer problem was, who the customer was is, and what the what kind of remedies would be best associated in that moment to empower the the person working with the customer right to to either make things right or smooth things over, or, you know, just get more information. It was like the speed at which it was allowing organizations right to respond. I thought was really remarkable. And maybe that's just part of how a successful modern organization has to, has to act, right? You can't, you can't wait, right? You've got to act in the moment and make those decisions and take those actions.

Brad Anderson 8:35

Yeah, let's, let's dig into that for just a minute. You know, think of one of your favorite brands, favorite brands that you that you adore, that you are deeply connected to. How many pieces of feedback do you think that brand gets from their customers and their employees? In a year you know, any b to c organization is getting back 10s of millions of different pieces of feedback, right? The feedback comes in surveys. The feedback comes in the form of calls and chats with the call center. The feedback comes in the forms of reviews and social media. And so, I mean, the numbers are just astounding. As I take a look at the number of different pieces of feedback that these companies we work with bring in like it's not uncommon for me to see 50, 100, 125 million different pieces of feedback in a single year per brand. Now ask yourself this question, what percentage of those does the customer actually or the employee get a follow up where that feedback the loop is closed? And what do you think that percentage is?

Trish 9:37

I would just say really low, right? 15.

Steve 9:39

Maybe I'm guessing there.

Brad Anderson 9:42

Yeah, you're being way generous, low, single low, single digit. And it's not because organizations don't want to do it. They just don't have the capacity. They don't have the human capacity. It's, it's physically impossible to follow up with 100 million different pieces of feedback that come in, right? But. This is where AI, and specifically agentic AI, is just going to transform everything, because you're going to have a set of digital, autonomic agents now that are going to be able to act just like your human agents, but be able to do it at a scale that's never been possible before, right? And so there's all this work that's happening in the industry right now, both on the customer and the employee side, about, how do we automate so we can take action in the moment, in real time? The thing that we've got to make sure that we do is automate in a way that improves the user experience, not automate in a way that degrades it. You know, whether me as an employee and me or as a customer, I don't want to be automated. I want to be served, and I want to be served in a very, very personal way. And so that's where some of the work that we have done for the last decade, and understanding the human experience, understanding the human emotion, gives us a unique opportunity to say we can help organizations build these agentic solutions in a way where we can show them and help them make sure that the digital agents are acting as good, if not better than their best human agents.

Trish 11:08

Yeah, I think that really goes to addressing some of the fears maybe that we would have had, say, 10 years ago, right when we were looking at all of our data being in human resources, or being in the C suite at all, and you wouldn't. You knew you had all of this data. You definitely understood you could not respond to everything. It just wasn't practical. But it was very scary as like, how are we going to come up with a way to do this? I like now that just, I mean, it's not been that many years. Now we're right there where we actually can act on those and maybe talk a little bit about whether that's positive feedback we're getting or negative, because I know as humans, we tend to really kind of blow up the negative ones, right? And put a lot of focus there, and we sometimes miss many of those little positive reinforcements. How does Qualtrics think when it comes to both positive, positive and negative feedback that you're getting.

Brad Anderson 12:01

So let's dig into a little bit about how the technology works. You know, I think when most people hear the name Qualtrics, I think what comes to mind is, hey, this is a survey company that's certainly where we had our roots at, where we had our start. Okay, but I'll give you some numbers to help you understand just how rapidly the way that we're serving customers is changing to expand well beyond surveys. Okay, now come in and talk about how we, you know, identify the positive and the negative and take action. You know, in 2024 we had just over 1.2 billion surveys come back to us to be analyzed. You know, quick back of the napkin math, the average survey has 14 and a half questions in it. In 2024 we had close to 17 billion human answered questions that came back to us to be analyzed. Okay, fascinating data point here, on average every 60 seconds, the next button on a Qualtrics survey is clicked 50,000 times. Wow. Okay, so I'll come back and talk about that, because talk about an opportunity to close the loop. Yeah, right. And people always asking, are surveys dying? Are people fatigued? Well, what we saw is a 16% growth in the number of surveys completed in 2024 so I'm seeing, you know, double digit growth on a very, very large number. But here's the fascinating thing, if you take a look at the number of calls, chats and social reviews that we brought down to analyze it was 2.2 billion, and it grew 60% last year. And so it's, you know, what we see organizations doing are, listen, yes, we want to have solicited feedback coming back from surveys. But there's this wealth of, let's call it, ambient data that sits out, you know, in the call center, with the chats on the review sites that you know customers are telling you the good, the bad, the ugly, about their experience. And so we're now able to bring all that information in use one set of AI models to be able to look at all of that feedback. Now the way the technology works is as all this unstructured feedback comes into us, we look at every single sentence. We identify what is the person's intent. We look for 53 different emotions than the intensity of that emotion. Then we look for how much effort is being put forward and the intensity of the effort. So think about what we're able to do. We can take a look at any interaction or any kind of a post that an individual has had, and we can tell you, are they feeling joy? Are they feeling fear? Are they feeling frustration, anger, and to what extent, how big, right? And so what that allows an organization to do now is now have an understanding, and then be able to put actions, automated actions, in place that says, hey, when a customer comes in and is having a very, very positive experience, here's the kind of things, or employees the same thing. Here's the things to go do. Boy, express appreciation. Tell them how much we love that they love the brand. You know, from a marketing standpoint, if someone is having a wonderful experience, that's a great opportunity to try to upsell. Sure, then on the other side of it, which is, which is, what gets talked about more than often than not, is if there's a poor experience, well, how poor? You know, something can be mildly frustrated, or they can be really ticked off. And you would want to have two different tones, two different actions. And so our ability to be able to take a look and understand the emotion that they're feeling and how intense it is, it's on a 10 point scale. Same thing with effort. It just gives organizations a much clearer picture of what is happening, where they can go make progress. And now, as we're coming into these agentic solutions, what they could do to take the right action and do it in a personalized way. And Steve, that's one of the things you mentioned in some of your opening comments. You talked about mass personalization. Yeah, you know, it is a massive challenge. If you think about any b to c organization or any b to b, you know, organization with their employees that is at scale. How in the world do you personalize at that kind of scale in real time? And that's where AI and the things that we do at Qualtrics really come into play.

Steve 15:47

Yeah, Brad, I think that's a great point, because we're seeing this in the consumer world, right? With the scale of the amount of data that's coming in. We're seeing that in the HR world, right? I was reading this morning or yesterday about another tool that's out there for job seekers and lets them apply to literally 1000s of jobs in a week. Say, right, and maybe more. And so organizations are seeing that on the hiring side right now, like just getting inundated with 1000s, maybe even 10s of 1000s, of applications, right, which are very challenging, right to sort through and certainly to respond to them all right, for much the same way.

Brad Anderson 16:24

And it's 1000s in a day. Yeah, it's unbelievable how many come in.

Steve 16:29

Yeah, it and I feel for them, honestly, I feel for them because they don't all have these kinds of tools available to them to really help them sift through. It's almost as if the job seekers technology is getting ahead of many of the organizations technology right to analyze the applications and sort them and rank them and respond to them. But that's maybe another story. Trish, another show we could do. But Brad, you've talked about AI a couple of different times in the conversation, and I want to make sure we hit this a little bit as an enterprise technology provider across the enterprise, right, working on the customer side, working on the employee side, certainly with a big development team, I don't know how many, but a bunch. Right, developing a lot of software yourselves. I'd love just to get some perspective from you on just the transformative nature that organizations, both from the provider side, provide these kinds of tools, but also from the the end user side and maybe their consumer, maybe their retail, maybe their manufacturing. Who knows, right? But how you see AI, and specifically agentic AI, really transforming work in the next couple of years? Because you mentioned it's, it's almost like a bigger shift as moving to the cloud was with enterprise tech a few years ago. So I'd love some some thoughts on that.

Brad Anderson 17:38

wow, you're gonna get me started. I'm not gonna, not gonna know where to stop on this one. You know. First of all, to kind of give you an idea of the size of the team, if you look in LinkedIn, you know, you'll see that my team's about 1500 people in size. So it's a very large engineering team. We have hundreds of feature teams, and so there's a lot of work that we do. So first of all, as we as we talk about AI, let's start with, what am I seeing being adopted, and what am I seeing as kind of the speed bumps or the friction that is being put in place. And then we can go into some specific examples of what's being used and what the impact that organizations are seeing. You know, you mentioned that this, this is a lot like the move to the cloud 10 years ago. You know, I remember being at Microsoft in, you know, 2012, 13, 15, when we were really just getting what now is known as Microsoft 365 built. And the number of times I would meet with a CIO or a chief security officer about moving to Office 365 or Microsoft, 365 and the number of times I would hear something like over my dead body. Am I going to move my email and files into your cloud? I can protect it better. You know, it's just unbelievable how much we heard that. But then when it flipped, everybody moved. And now, you know, if you're not in the cloud, you're a dinosaur, right? You know, even the world's most heavily regulated organizations are in the cloud. So what I'm seeing with AI mirrors that, you know, and so it's a platform shift. It's a platform transformation. And anytime you have a platform transformation like, you know, from on prem to the cloud, organizations rightfully should make sure that they've got their questions answered, that their providers are vetted, because you are putting an awful lot of trust into the into the organizations that you're partnering with, and so I see a lot of scrutiny rightly being put in. Okay, now I will tell you that this move to AI is going to happen much, much faster than the move to the cloud did. Right? You know, we've had our AI capabilities in market for about a year, as I think about our generative AI, okay, and we'll talk about agentica here in a minute, our generative AI products have been into the market. And if I were to share with you the percentage of our customers who have upgraded to those SKUs and turned it on, it would blow your mind, and it would be four or five times what I would. Have guessed it would have been a year ago. Okay? Now, why is that? First of all, we have been we have really tried to build what we call pragmatic AI. And so when I say pragmatic AI, it is AI that solves a specific problem, that helps with a job to be done for a specific user that is that makes their life easier and better and motivates them to come back. And so it's not a science project. It's like, I'll give you one example. Think of the manager of any any physical location that's serving serving customers. Could be a hotel, could be an airline, could be a quick serve restaurant. Think about how hard their jobs are. You know, they are responsible for that location, massive turnover and change. They're constantly have to be aware of what is happening in the competition. And if there's ever a break in the customer experience, they're expected to go solve it, yeah. So what we have built is a solution that has been specifically built for them, and what that allows them to do is they can come into this experience. They can see everything that's coming back on the experience that customers and their employees are having at their location through surveys, as well as what's coming in from Google reviews and other review sites. Well, for the first time, they're getting that in one location. And then what we are doing is prioritizing, using AI, the ones that they need to respond to and when they click into for example, somebody has posted something on Google review, so Google review, we automatically come back with a recommended AI driven response, and they can accept that, or they can say, Hey, make it a little bit more empathetic, etc, etc, and that's been in market now. You know, for for several months, we're seeing incredible adoption. Okay, so that's the first thing, is, I think organizations who are building pragmatic AI that solves a specific task, especially if it's a repetitive task for an individual, and builds that into this end to end experience is going to see great adoption. They're going to see that very fast, and that's what we're seeing now. What I see in the friction, what I see in the friction is organizational leaders coming back and saying, Hey, listen, you know the data that I'm going to put into your cloud is incredibly sensitive. I mean, think about what we do with healthcare, organization and financial services. We have marital status, you know, things that are happening with people's finances, healthcare. You know, I mentioned that we had over 2 billion calls come to our system last year. Imagine the sensitive human data that we have in there. And so organizations want to do a deep dive, and they want to understand, are you going to protect my data? Then what they ask is, are you going to use our data to mod to and to train your AI, and will that give some of my trade secrets to my competition? And those are the right questions to ask. Okay? To give you an idea, we did some research. You know, turns out we have a research tool at Qualtrics, and we went out and asked a bunch of chief security officers, hey, what do you think about allowing organizations software providers to use your anonymized and aggregated data to train their AI, 19% of the chief security officers come back and said, Nope, we have an absolute black and white policy. We will not allow that with the 81% that remained. The answer was, well, it depends. Do I trust? Do I trust them? And so as I think about the world of AI, the single largest characteristic or attribute that any provider is going to have is trust.

Trish 23:23

It's such a good point I was, I was listening to a podcast the other day, and they were talking about this in terms of individuals, as you know, consumers, and different apps that we use, or different companies and how much we trust or don't trust them with our data. To me, it's like you need to look at how you're behaving in your own personal life sometimes, and then apply that to business, right? And so some of those same questions that you might be really scared about someone having access to your bank information, for example. And then think about that, that hopefully you're working with a company that you know is asking those similar questions at a much higher level, of course, but when it comes to your personal data at work. And I know that, you know other countries, obviously this is an issue too, right? Maybe talk a little bit, since we're talking more broadly about how that comes to play in countries where there may be certain regulations or legalities that impact the security of the data.

Brad Anderson 24:18

Oh, my word. And it's even it's even more than impacting the security of the data. It's about protecting the privacy and the anonymity of the employees. And so let's just, let's just talk about Germany. You know what I tell my teams is, if you can get permission and approval to be used in the employee experience world, in Germany, you can get approval anywhere it. You know, it is the hardest one to nail, because, you know, you've got these worker councils. I love the idea of how the German market operates. You've got someone on the worker Council that's sitting on the board and understands the health of the company. And I think it's just a very, very healthy way to do it. And so let me give you some specific examples of what I see, and how and how we see German companies using us. So most companies in the employee experience world will have some kind of a policy around the lines of, if five or 10 of the employees of a manager do not respond back to an engagement survey, we don't give them a personalized dashboard, right? Wow. Okay, and so, you know, think about that. Most frontline managers have somewhere between five and 10 direct reports. These frontline managers, brand new managers, are just learning how to do it for the first time, and you know, probably need more help than in just about anybody else in the company. But say, you know, you've got a policy that says if five of year six or five year seven reports don't respond, then you don't get a personalized dashboard. So I hear over and over again from customers things like, 80% of our managers never get a personalized dashboard because of this threshold. Well, think of how AI changes that with AI. You know, let's say that a leader has three individuals give feedback. Well, we can use AI to anonymize and then create a composite view of what the feedback is, so that the employees anonymity is protected and their privacy is protected. And what that does is that opens up the ability for all managers to see the feedback. Now, yeah, right, and so that's an example of things that we have done, whereas we sat down with the workers Council and showed them how we're using AI to anonymize and to keep the anonymity there, then we like, Yeah, we love what you're doing, and we're going to approve this. That's just one example.

Steve 26:29

Yeah, Brad, thank you. I think that there are just, I mean, perhaps even an unlimited number of ways that these AI tools, both Gen AI as well as agentic AI, are impacting organizations will continue to change how workflows are designed, how they're run, how we deal with customers, how we deal with employees. It's, it's astronomical. And I think whether you compare this to the movement to the cloud, the adoption of mobile, you know, or whatever the you know, heck, I'm old enough I remember when we I was in a corporate job that was just rolling out individual email addresses. It's not like some little company that didn't have any tech skills, right? This was AT and T pre breakup, even so, like, it's a massive and fundamental change. And I guess, what are the other areas? Real quick, Brad, I wanted to touch on just for your perspective, right? You've been in tech, in enterprise tech, for a long time now, leading a huge team of development folks already. Folks, how do you see AI impacting that in those jobs, in those roles, we've seen some people, some like, like, you know, Benioff from Salesforce, throwing out some really aggressive numbers about how many person hours or productivity hours AI is saving on the development side and in that role, right? Maybe 30% maybe 40% I'd love for you to comment just generally. Certainly. I don't want you to give away any of the, any of the secret sauce behind the behind the curtain there, but how you see these AI tools augmenting, supporting, potentially, maybe even changing the role of developers and folks who do that do that job.

Brad Anderson 28:07

It's really interesting, because you hear these statements of like, hey, 30% or 40% of the lines of code that were generated in the last period of time were done by AI. And then people automatically go like, Oh, that means my engineers are being 30% more efficient. It's not quite that way. Okay, I'll give you an idea right now. What we are seeing is, you know, in the last six months, AI generated for us about 2 million lines of code. Okay, wow. We've accepted 45% of that into the product, but before we could accept it. It had to be debugged. It had to be reviewed. And so a lot of the time savings that organizations see where, you know, tools such as cursor and copilot, these things will bring to help get the code generated. It's not an automatic drop that all of that is productivity, because you still got to go debug. You still got to go make sure all those pieces, you know. So I think the realistic way for most organizations to think about like for an engineer perspective, which is, I would argue, is the place where the AI battle is being waged the hardest right now. You know, you should plan on a five to 10% increase in overall productivity. The other way to look at this is, you know, in an engineer, if you're a world class organization, your engineers are spending about 40% of their time with their fingers on the keyboard. The rest of the time they're in reviews, and they're in, you know, different kinds of meetings. And so you know, you're talking about driving efficiencies on that time when their fingers are on the keyboard. And so be realistic is the thing that I would say, and make sure that you know whatever you're using to measure productivity gives you a, you know, a true statement. Now what I am seeing is immense impact in both the user experience and the product side of development. And so some of the new tools that are coming out, you know, and of course, you know, we're recording this right after Figma has gone public, has just, you know, had an incredible, incredible first few days. You know, it used to be that developers assuming that UX designers would go and they would go and build, what an experienced. Like, you know, get all the pixels right and everything, and then they would essentially ship that image over to a developer, and the developer would go codify it well. Now, with the tools that are out there, a UX designer can go and just describe with a prompt what they want. And imagine kind of having a default set of prompts that have been written that everybody is using. And it not only generates what the image looks like or what the experience is going to look like, it generates the React. Generates the React code that can be then checked into GitHub, yeah. And so it takes what usually, you know in the past would be maybe a couple weeks of iteration where the designer said, here's what I want, and the engineers come back and say, Here it is. And now being ours, right? So transforming user experience and what they're doing there for sure. And then think about product you know, our product managers write these very detailed, important product requirement documents now using, you know, things like generative AI, they can just do it in a much, much faster and a much more complete rate. And so I see that, you know, all of the pieces that lead up to when the development starts. Those right now are being impacted and accelerated more than what the development is, in my experience.

Steve 28:07

I appreciate you sharing that perspective, Brad, because we're hearing so much about it. As you said, we're hearing it's in the news all the time, and folks are worried. Some folks are worried, and some folks are, you know, so folks like Trish and I, and perhaps yourself, Brad, I don't know, but like you have kids who are trying to get chart their way into the workforce, and we're trying to give them advice, right? It's an interesting time, for sure.

Brad Anderson 30:47

Yeah. Now you know one thing I would love to kind of go back and kind of complete the conversation on is agentic for a minute?

Steve 30:47

Okay, sure.

Brad Anderson 28:07

Now think about for a minute. Think about and you know whether you're running an employee experience program or a Customer Experience Program. Where is the input coming into you that you would want to follow up from? You know, it's going to be tools like Qualtrics. It's going to be Glassdoor, even though you don't know who that is, you know, it's going to be those kind of pieces. And so this is where we think we have a very unique opportunity to help organizations, because we are the listening system that is the most commonly used on the planet to understand and listen to the customer and employee experience. And so what we are doing, and this will be available at the end of Q3 is not only Gen AI enabled surveys, but agentic enabled surveys. So let's just kind of walk through a scenario of how this will look, and it'll just help help everyone understand the scale that this is going to enable an organization to act at. We've all filled out surveys, right? And I'm, you know, I can tell you, if you've ever run into these programs, you know, someone inputs a question like, there's an open ended question like, Well, tell me about your experience here as an employer, as a customer, and you get back awful or awesome, okay, well, I don't know what to do with that. So using generative AI, our AI is now able to understand if there is an an inactionable or a vague answer, and automatically adapt, just like a human would in an interview to say, well, tell us a little bit more about that, right? Okay, and the impact has been profound. So here's what we're seeing in the customers that are deploying this is deemed very, very broadly used. In fact, what we saw is a 500% growth in the number of feedback coming back using these genetic engine AI capabilities in the last couple of months, when we detect that there is a vague answer and we ask the individual for more, 80% of the time the individual engages and responds. Here's the thing that stunned me, on average, when an individual starts a survey, they complete it 75% of the time. With this gen AI enabled scenario survey, the completion rate is 83% okay, even though you're at you're asking the people, the person more questions, yeah. And so, you know, with a lot of the companies that we co innovated on this, we asked them to allow us to put a survey at the question at the end of their survey that we wanted to try to understand how the survey experience felt to the individual. And what we found was they said, Listen, I felt heard. I felt seen. It was personalized, and because of that, I was willing to give you more. So what happens more is our customers are getting, on average, 10% more feedback coming back, 10% just rough surveys, but they're getting triple the quality of the data coming back, triple the actionable resources or the actionable recommendations. I just transforming surveys to have a conversation. Now, that's available in the CX world today, that'll be available in the ex world here in the next, you know, kind of, let's say, six months. And the reason why ex is lagging a little bit more is there's just, there's a lot more rules around anonymity and privacy that we have to make sure that we nail. Okay, so that's the first aspect, aspect of it. Now you in gently remember earlier I said that the next button on a Qualtrics survey has clicked 50,000 times every 60 seconds. Well, I look at that, that's 60,000 times every 60 seconds to close the loop with a customer or with an employee. And so now, when the individual is giving you feedback, that feedback can be lost. On a website where we're popping up and intercepting and asking questions. It can be in a good old fashioned survey, but now we can take automated action that's trained on an organization's Runbooks and their policies, taking into consideration the emotion, the human experience, bring that all together into a very personalized close the loop in real time when the individual is giving feedback, that's how an organization moves from two or 3% of their customers and employee feedback being acted on, the closer to 100% Yeah, and that's that's unique value that we can bring because we are the listening system. Yeah, that's exciting.

Trish 35:35

Yeah, I think it's exciting because use the word feeling heard, right? So it's not just a listening tool. It's a being heard sort of tool as well. I think if you would design that for parents going forward, that could be another iteration that might help if you have teenagers or 20 somethings right, like.

Steve 35:56

Whether it's consumer side or even the employee side, so often that the traditional approach to gathering feedback, say, the survey, the old fashioned survey, the person just feels like I'm just providing insight and information and value to you, brand or my employer, whoever it is, and I'm not getting anything back. But the second the agent starts asking me questions about my experience and Oh, can you elaborate on that, or what specifically was great about this, or what can you tell me more? All of a sudden, I feel like I'm being like Trish said, it's even though it's an AI tool that's doing it, that you are being heard. In the past, you weren't being heard at all, right? You were just providing and hopefully someday you'd maybe get some feedback back about what you you did, or see some actions as a result of your feedback, but it's incredible, and it has a way of personalizing and even humanizing. I don't know if the word is ironic or not, but it the technology really does , I think.

Brad Anderson 36:53

Yeah, you know, we talk about one of our core missions is to make business more human, yeah, and this is a way, this is the way that we're doing that. It's remarkable. It's really rewarding. It's a lot of fun. The stuff that we're getting a chance to work on right

Steve 37:06

now, yeah, this is awesome stuff. I'll probably sort of wrap us here, just because we could go for another hour, which is probably not fair to everybody today, but super conversation, Brad, we really appreciate you taking a little time out of your day to share both some of the things are interesting that are happening at Qualtrics, your perspective on AI and enterprise tech, and also, honestly, your enthusiasm and your your just your your excitement about what you guys are doing there, which is palpable, and it's contagious too. I think so. I love that though. Thank you, Brad, it's been so great to talk to you.

Brad Anderson 37:39

Appreciate the opportunity, let's do it again!

Steve 37:42

Yeah, for sure, go to Qualtrics and learn more. By the way, Qualtrics has some of the coolest technology, biggest customers in the world. They throw one of the best events I've ever been to. Lots more there, and we'll link to some of the Qualtrics resources in our notes as well. So Brad Anderson, thank you so much again. We really appreciate it. Trish, this was great. I I'm telling you, I'm I think the Qualtrics team is doing some remarkably cool things.

Trish 38:05

I do too, and I think it's, it's actionable, right? You're seeing how these things are actually helping shape the experience for all of us, whether it's on the consumer side or the employee side. So, yeah, yeah, we look forward to maybe after you're, you know, after all of this drops in the next six months, we have you back on and see how it's going and how it's being adopted. Yeah, for sure, yeah. Congratulations on just being so, so much of a leader in the country and in the world in terms of how this is all being considered and how it's really going to help us in a very personal way. I love that approach.

Steve 38:39

Love it.

Brad Anderson 38:39

I appreciate that.

Steve 38:40

All right. We appreciate Brad, all the team at Qualtrics for making this possible today. Trish, thank you. My name's Steve Boese. Remember, go to hrhappyhour.net. Get all the show archived. Subscribe, tell a friend all the things we've had a great time today. Thanks for listening the System of Record. We'll see you next time, and bye for now.

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