



culture**monkey**

# Qualtrics XM Alternatives: Employee Engagement Platform Evaluation Checklist

A practical 10-point checklist for HR leaders evaluating Qualtrics XM alternatives before shortlisting vendors.



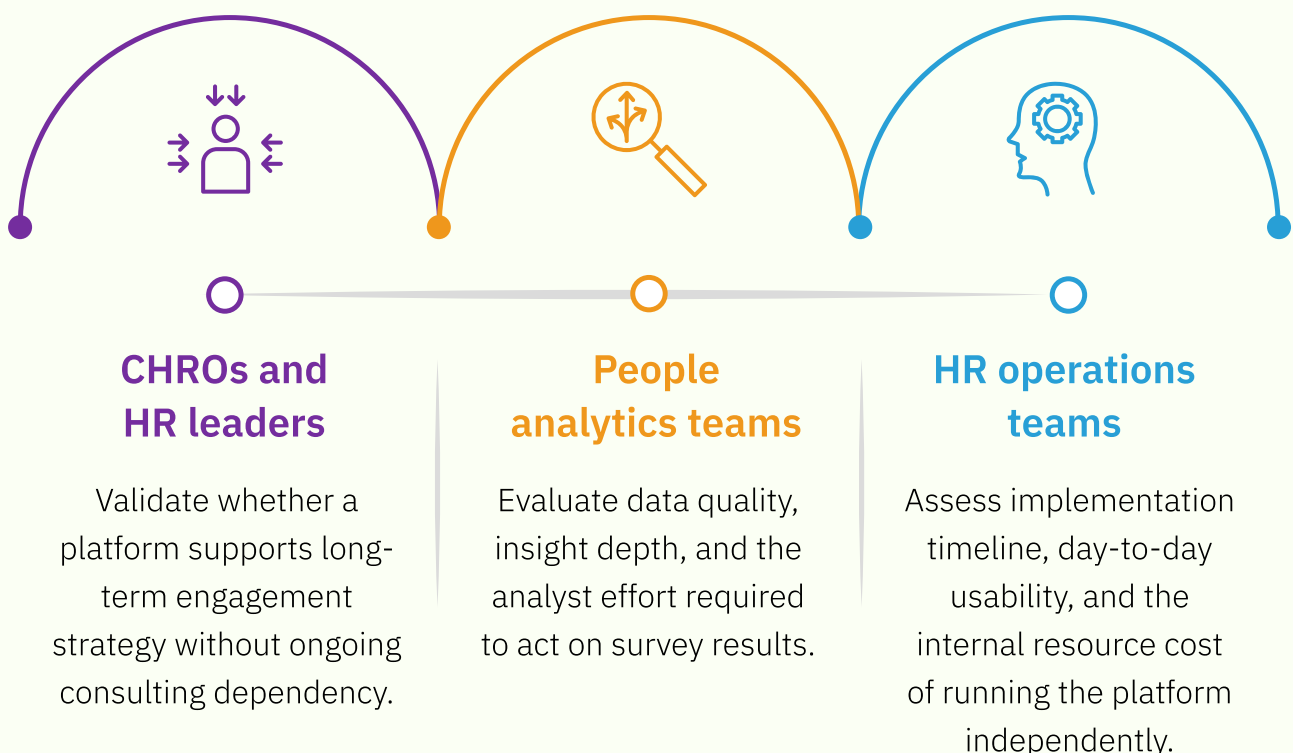
Evaluating a Qualtrics XM alternative requires more than comparing feature lists. The real differences between platforms only emerge once surveys are running at scale, when managers need visibility into their teams, employees need to trust the process, and HR leaders need to act on results without waiting on analysts or consulting partners.

Most platforms look comparable in a demo. This checklist is built for what happens after the demo.

## How to use this evaluation checklist

After working with HR teams that have migrated from Qualtrics XM, we identified the criteria that determine whether a platform delivers long-term engagement value, not just initial functionality. Each section goes beyond surface-level feature comparison to assess how well a platform drives participation, protects employee trust, delivers actionable insights, and supports HR teams in operating independently without external dependencies.

Use this checklist when shortlisting Qualtrics XM alternatives, preparing for vendor demos, or building an internal business case for switching platforms.









# Evaluation checklist: 10 key criteria to assess Qualtrics XM alternatives

The checklist below is designed for quick comparison and internal alignment during platform evaluation.

Aspect	Features	Status
Integrations	✓ HRIS integrations	<input type="checkbox"/>
	✓ Integrations with collaboration tools	<input checked="" type="checkbox"/>
	✓ Reliability of data sync and consistency	<input type="checkbox"/>
Implementation time	✓ Setup effort and timelines	<input checked="" type="checkbox"/>
	✓ Dependency on internal teams	<input checked="" type="checkbox"/>
	✓ Support provided during rollout	<input type="checkbox"/>
Enterprise readiness	✓ Multi-language support for global teams	<input checked="" type="checkbox"/>
	✓ SSO, SOC 2, and GDPR compliance	<input type="checkbox"/>
	✓ Role-based access controls	<input checked="" type="checkbox"/>
Support and partnership	✓ Dedicated account manager	<input checked="" type="checkbox"/>
	✓ Responsiveness for enterprise needs	<input type="checkbox"/>
	✓ End-to-end support beyond survey deployment	<input type="checkbox"/>

Aspect	Features	Status
Survey design and question quality	✓ Research-backed question frameworks	<input checked="" type="checkbox"/>
	✓ Ability to customize questions and rating scales	<input checked="" type="checkbox"/>
	✓ Support for engagement, lifecycle, eNPS, and deep-dive surveys	<input checked="" type="checkbox"/>
Participation rate optimization	✓ Multi-channel survey distribution	<input type="checkbox"/>
	✓ Automated reminders and participation nudges	<input checked="" type="checkbox"/>
	✓ Real-time participation tracking	<input checked="" type="checkbox"/>
Analytics and insights	✓ Driver-level analysis	<input type="checkbox"/>
	✓ Heatmaps for location, teams, and department	<input checked="" type="checkbox"/>
	✓ Sentiment analysis for open text comments	<input checked="" type="checkbox"/>
Reporting and data access	✓ Leadership-ready reports	<input type="checkbox"/>
	✓ One-click exports	<input type="checkbox"/>
	✓ Multiple exporting formats like PPT, XSL, PDF	<input type="checkbox"/>

Aspect	Features	Status
<b>Manager enablement</b>	 Manager-specific dashboards with relevant insights	<input checked="" type="checkbox"/>
	 Ability to run team-level surveys	<input checked="" type="checkbox"/>
	 Team-specific benchmarks for context	<input type="checkbox"/>
<b>Action planning</b>	 Built-in action planning workflows	<input type="checkbox"/>
	 Collaborative action planning with managers	<input checked="" type="checkbox"/>
	 People Science guidance for action planning	<input type="checkbox"/>

# Why this evaluation checklist matters?

Employee survey tools succeed or fail based on how they perform under everyday operational pressure, not initial setup.

The criteria below capture the capabilities that determine whether engagement programs remain credible, usable, and effective over time.

- ✓ **Integrations:** Reliable engagement insights require accurate employee data; weak integrations erode trust.
- ✓ **Implementation time:** Long implementations delay value, increase internal dependency, and weaken early adoption.
- ✓ **Enterprise readiness:** Gaps in language, security, or access controls create costly scaling risks.
- ✓ **Support and partnership:** Ongoing support from launch through action planning sustains long-term engagement success.
- ✓ **Survey design and question quality:** Strong survey design ensures feedback is reliable, comparable, and actionable consistently.
- ✓ **Participation rate optimization:** Low participation undermines insight quality and reduces leadership confidence over time.
- ✓ **Analytics and insights:** Dashboards show outcomes, but deeper analytics explain what truly drives engagement.

- ✓ **Reporting and data access:** Manual reporting slows decisions and pushes teams back into spreadsheets again.
- ✓ **Manager enablement:** Managers cannot act effectively without clear, relevant, and accessible insights consistently.
- ✓ **Action planning:** Feedback loses credibility without built-in follow-through and visible progress over time.

## Common red flags

- ▶ Analysis depends heavily on manual exports and spreadsheets.
- ▶ Managers see too much data without proper access controls.
- ▶ Action plans live outside the platform with no tracking.
- ▶ Support quality drops once onboarding is completed.
- ▶ Language support is limited or inconsistent across surveys & reports.

# What makes CultureMonkey the right fit?



## Enterprise-ready by default

Supports global teams with security, access controls, and scalable infrastructure.



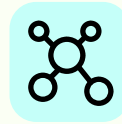
## Partnership beyond launch

Provides ongoing support from survey rollout through action planning and outcomes.



## Trust-first without insight loss

Balances anonymity, access control, and analytics without sacrificing visibility or trust.



## Participation to action connected

Drives participation, uncovers drivers, and tracks action within one platform.

See how CultureMonkey meets every checklist requirement

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