

Leveraging Qualtrics XM Functions for Customer Satisfaction at Quick Service Restaurant A in Santa Cruz, Laguna

Delos Santos, Catherine Kate R.^{a,b}, Davac, Geraldine Rose Z.^{a,b}, Rebong, Sweetzel U.^{a,b}, Villas, Frenchezka Fiana D.^{a,b}, Zafe, Beronica Lixie Lyn G.^{a,b}, Christine Cecille O. Fermin-Raby, MBA^{a,b}

^a *Department of Accounting Information System*

^b *Laguna University, Laguna Sports Complex, Bubukal, Santa Cruz, 4009 Laguna, Philippines*

Abstract

The study looked into how the experience management platform like Qualtrics XM enhances customer satisfaction in Quick Service Restaurant A, located in Santa Cruz, Laguna. Within a competitive QSR setting, experience management systems such as Qualtrics XM have been critical in personalizing services that manage and reinforce long-term customer relationships. It will determine how Qualtrics XM affects customer satisfaction and business operations. A mixed-method approach was utilized, where quantitative surveys with statements using a 4-point Likert scale were combined with qualitative semi-structured interviews. The sample included 21 managers and employees in direct contact with Qualtrics XM. Quantitative data were analyzed by means of descriptive statistics (means and standard deviations) and Spearman's correlation. Qualitative responses were subjected to thematic analysis. Findings indicated that Qualtrics XM was very effective, with an overall mean of 3.68 for customer satisfaction and 3.77 for business operations.

Strong performances were shown in personalization of services, transaction efficiency, feedback management, loyalty programs, customer insights, sales tracking, staff productivity, and business strategy. There were moderate to strong significant correlations observed between customer satisfaction and business operations. The study concluded that Qualtrics XM significantly enhances customer satisfaction and operational efficiency. Recommendations include that Quick Service Restaurant A strengthen customer-centered strategies, enhance feedback management processes, and maximize data-driven insights from the Qualtrics XM system. Business owners are encouraged to invest and adopt a platform or system related to customer relationship management to increase customer satisfaction and improve long-term customer relationships. Future researchers are advised to explore the system's effectiveness across multiple branches, address system limitations, and incorporate employee perceptions for deeper insights into CRM utilization.

Keywords: Experience Management Platform; Customer Relationship Management (CRM) System; Customer Satisfaction; Business Operation Improvement; Quick Service Restaurant

1. Introduction

Quick service restaurants (QSRs) operate in a highly competitive environment where service quality and operational efficiency play essential roles in ensuring long-term business success. With the rapid advancement of technology, Customer Relationship Management (CRM) systems have become indispensable tools for improving customer experiences and business operations. Over the years, CRM has evolved significantly, transitioning from traditional customer tracking methods to sophisticated digital platforms incorporating artificial intelligence (AI), automation, and predictive analytics. Initially developed as data-centric tools in the late 20th century, CRM systems have transformed into comprehensive, customer-centric platforms that support efficient service delivery and promote business growth (Ghaus-Pasha, 2024). The shift from traditional server-based CRM to cloud-based solutions, along with the integration of big data analytics, social media, and AI-powered features, has significantly enhanced how businesses engage with customers.

These technological advancements allow QSRs such as Quick Service Restaurant A to personalize customer experiences, improve service responsiveness, and optimize marketing and business processes. When implemented effectively, Qualtrics XM provides organizations with a platform to gather customer insights, enhance feedback management, streamline operations, and deliver consistent service quality. Through these functions, Qualtrics XM has proven to be influential in strengthening internal operations and promoting better customer experiences.

However, despite these innovations, many local businesses in the quick service sector face challenges in adopting and fully leveraging CRM systems. High implementation costs, employee adaptation issues, and concerns over data security remain significant barriers. Additionally, as customer expectations continue to evolve, businesses must address the complexities of ethical data usage and privacy management to ensure sustained trust and success (Ghaus-Pasha, 2024).

While CRM and experience management systems are widely utilized by large multinational food chains, their implementation and effectiveness among local QSRs remain underexplored. This study focuses on how Qualtrics XM is utilized by quick service restaurants in Santa Cruz, Laguna—particularly Quick Service Restaurant A—to address gaps in customer experience management and operational efficiency.

This study, titled “Leveraging Qualtrics XM for Customer Satisfaction in Quick Service Restaurant A in Santa Cruz, Laguna,” examines how Qualtrics XM contributes to improving customer satisfaction and enhancing business operations. Specifically, it evaluates the system in terms of its functions related to service personalization, feedback management, transaction efficiency, loyalty programs, customer insights, staff productivity, sales tracking, and business strategy, and how these features influence the overall customer experience and operational performance of the branch. By analyzing

how Qualtrics XM directly affects these indicators of customer satisfaction and business operations, the study provides actionable insights for Quick Service Restaurant A and other QSRs in optimizing their customer experience management strategies. The findings are intended to guide managers, decision-makers, and stakeholders in identifying key opportunities and challenges in the use of Qualtrics XM, ultimately contributing to improved customer satisfaction and better operational outcomes in Santa Cruz, Laguna.

2. Theoretical Background

This study is grounded in the Relationship Marketing Theory introduced by Berry (1983), which emphasizes creating, maintaining, and enhancing long-term relationships between businesses and customers. The theory highlights that organizations can strengthen these relationships by providing consistent service quality, personalizing interactions, and effectively responding to customer needs—factors that directly influence customer satisfaction.

In the context of QSR A, Qualtrics XM aligns with these principles by enabling personalized services, efficient transactions, and systematic feedback management. Its functions in generating customer insights, supporting sales tracking, improving staff productivity, and guiding business strategy further enhance operational efficiency, which contributes to better customer experiences.

Guided by Berry's theory, this study assumes that effective use of Qualtrics XM leads to higher customer satisfaction through improved service delivery and operational processes. Thus, Relationship Marketing Theory provides the foundation for examining how the perceived effectiveness of Qualtrics XM contributes to enhanced customer satisfaction and better business operations in QSR A.

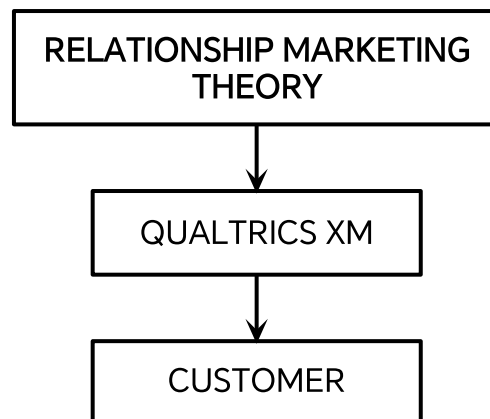


Figure 1. Theoretical Framework

3. Research Problem

This study specifically examined the following questions:

- (a) How do managers and employees of QSR A in Santa Cruz, Laguna perceive the effectiveness of Qualtrics XM in enhancing customer satisfaction in terms of: personalization of services, efficiency of transactions, customer feedback management, and loyalty and rewards program.
- (b) How do managers and employees of QSR A in Santa Cruz, Laguna perceive the effectiveness of Qualtrics XM in improving business operations in terms of: customer insights, sales tracking, staff productivity, and business strategy.
- (c) Is there a significant relationship between the perceived effectiveness of Qualtrics XM in enhancing customer satisfaction and improving business operations at QSR A in Santa Cruz, Laguna?
- (d) What strategies can be implemented to enhance the effectiveness of Qualtrics XM at QSR A in Santa Cruz, Laguna?

4. Methodology

The study utilized a mixed-method research design, combining both quantitative and qualitative approaches to examine the effectiveness of Qualtrics XM on customer satisfaction at Quick Service Restaurant A in Santa Cruz, Laguna.

Data collection was conducted using a mixed-method approach, combining both quantitative (survey) and qualitative (interview) methods to ensure a comprehensive understanding of the research topic.

As an initial step, preliminary data gathering was carried out to aid in the formulation of the survey questionnaire. A pilot study was implemented to evaluate the clarity, validity, and reliability of the developed questionnaire. Once finalized, the instrument was distributed to a selected sample of employees and managers of Quick Service Restaurant A in Santa Cruz, Laguna. Out of the targeted participants, only 21 respondents agreed to participate in the study, and their responses served as the primary source of quantitative data. Stratified random sampling was employed to ensure that all relevant subgroups of the population were proportionally represented in the sample.

For the survey portion, printed copies of the questionnaires were distributed in person to facilitate direct interaction and clarify any potential misunderstandings while responses were gathered.

To complement the quantitative data, qualitative interviews were conducted with a smaller group of selected participants from among the respondents. These interviews were semi-structured, allowing for guided questions while giving participants the opportunity to share their experiences and insights more openly. The interviews aimed to explore in greater

depth how Qualtrics XM was utilized in daily operations, its impact on staff productivity, and challenges encountered in its implementation. All interviews were conducted in person. Responses were recorded with consent and later transcribed for thematic analysis.

Each participant was informed of the purpose of the study, and their informed consent was obtained prior to participation to ensure ethical compliance in line with academic research standards.

This combination of survey and interview methods was chosen to enhance the reliability and richness of the data, increase response rates, and provide deeper insights into participants' experiences with the use of Qualtrics XM.

5. Results and Discussion

The results of the study indicate that the Qualtrics XM is perceived as a highly effective tool for both enhancing customer satisfaction and improving business operations at Quick Service Restaurant A in Santa Cruz.

Based on the quantitative analysis, the system achieved an overall weighted mean of 3.68 for customer satisfaction enhancement and 3.77 for business operations improvement, both of which are verbally interpreted as Very High. The following tables (table 1 and 2) provides a comprehensive overview of the key findings of the study.

Table 1. Summary of the Level of Perceived Effectiveness of Qualtrics XM in Enhancing Customer Satisfaction

Customer Satisfaction Enhancement	Mean	SD	Verbal Interpretation
Personalization of Services	3.73	0.47	Very High
Efficiency of Transaction	3.67	0.56	Very High
Customer Feedback Management	3.63	0.52	Very High
Loyalty and Rewards Program	3.68	0.55	Very High
Overall Mean	3.68	0.53	Very High

**3.26–4.00 Very High, 2.51–3.25 High, 1.76–2.50 Low, 1.00–1.75 Very Low*

Table 1 shows that the perceived effectiveness of the Qualtrics XM System in enhancing customer satisfaction is rated Very High, with an overall mean of 3.68. Among the indicators, Personalization of Services obtained the highest mean of 3.73, suggesting that customers greatly appreciate the platform's ability to tailor services to their needs. This is followed closely by Loyalty and Rewards Program, Efficiency of Transaction, and Customer Feedback Management, with mean scores of 3.68, 3.67, and 3.63, respectively,

all of which are also verbally interpreted as Very High. Taken together, these results indicate that Qualtrics XM is highly effective in providing efficient, personalized, and rewarding customer experiences that lead to greater satisfaction and engagement.

Table 2. Summary of the Level of Perceived Effectiveness of Qualtrics XM in Improving Business Operations

Business Operations Improvement	Mean	SD	Verbal Interpretation
Customer Insights	3.74	0.45	Very High
Sales Tracking	3.80	0.39	Very High
Staff Productivity	3.79	0.40	Very High
Business Strategy	3.75	0.43	Very High
Overall Mean	3.77	0.42	Very High

**3.26–4.00 Very High, 2.51–3.25 High, 1.76–2.50 Low, 1.00–1.75 Very Low*

Table 2 reveals that the perceived effectiveness of Qualtrics XM in improving business operations is rated very high, with an overall mean of 3.77. Among the indicators, Sales Tracking obtained the highest mean of 3.80, indicating that the system is highly effective in monitoring and managing sales performance. This is followed closely by Staff Productivity, Business Strategy, and Customer Insights with the means 3.79, 3.75, and 3.74 respectively, all with very high ratings. These findings suggest that Qualtrics XM significantly enhances operational efficiency by providing valuable data insights, improving employee performance, and supporting strategic business decisions.

Furthermore, the Spearman's rank correlation analysis demonstrated a significant relationship between several indicators. The following table presents the statistical correlation between the identified variables, highlighting how they relate to one another and the strength of their relationship within the context of the study.

Table 3. Relationship Between the Perceived Effectiveness of Qualtrics XM in Enhancing Customer Satisfaction and Improving Business Operations

<i>Customer Satisfaction Enhancement</i>	<i>Business Operations Improvement</i>	<i>p-stat</i>	<i>Strength of Relationship</i>	<i>p-value</i>	<i>Analysis</i>
<i>Personalization of Services</i>	<i>Customer Insights</i>	<i>0.516</i>	<i>Moderate</i>	<i>0.017</i>	<i>Significant</i>
	<i>Sales Tracking</i>	<i>0.433</i>	<i>Moderate</i>	<i>0.050</i>	<i>Significant</i>

	Staff Productivity	0.397	Moderate	0.075	Not Significant
	Business Strategy	0.691	Strong	0.001	Significant
	Customer Insights	0.672	Strong	0.001	Significant
	Sales Tracking Staff	0.340	Weak	0.131	Not Significant
Efficiency of Transaction	Productivity	0.667	Strong	0.001	Significant
	Business Strategy	0.236	Weak	0.302	Not Significant
	Customer Insights	0.502	Moderate	0.020	Significant
	Sales Tracking Staff	0.307	Weak	0.176	Not Significant
Customer Feedback Management	Productivity	0.782	Strong	0.000	Significant
	Business Strategy	0.445	Moderate	0.043	Significant
	Customer Insights	0.469	Moderate	0.032	Significant
	Sales Tracking Staff	0.721	Strong	0.000	Significant
Loyalty and Rewards Program	Productivity	0.678	Strong	0.001	Significant
	Business Strategy	0.563	Moderate	0.008	Significant

*0.00-0.019 Very Weak, 0.20-0.39 Weak, 0.40-0.59 Moderate, 0.60-0.79 Strong, 0.80-1.00 Very Strong Relationship **p-value<0.05, significant

Table 3 shows that there is a generally significant relationship between the perceived effectiveness of Qualtrics XM in enhancing customer satisfaction and its effectiveness in improving business operations, as most indicators yielded moderate to strong correlations with p-values less than 0.05. The strongest relationship was observed between Customer Feedback Management and Staff Productivity with $p = 0.782$ and $p = 0.000$, indicating that effective handling of customer feedback strongly contributes to improved employee performance. Likewise, Loyalty and Rewards Program showed strong correlations with both Sales Tracking with a correlation coefficient of 0.721 and Staff Productivity with correlation coefficient of 0.678, highlighting how customer engagement initiatives can drive business efficiency. Although a few relationships were not significant, the overall results suggest that as Qualtrics XM enhances customer satisfaction, it also positively influences key aspects of business operations, particularly productivity and strategic performance.

Finally, the qualitative findings showed recurring ideas and patterns that provide a deeper understanding of how Qualtrics XM is utilized in daily operations and how it influences employee productivity and customer engagement.

The qualitative findings from the semi-structured interviews further support the statistical data, highlighting three primary themes: operational efficiency, proactive problem-solving, and accessibility barriers. Respondents consistently noted that the transition from manual "pen and paper" methods to the digital Qualtrics platform simplified data collection and made daily tasks faster. Staff emphasized that the real-time nature of the feedback allowed them to identify recurring service mistakes and address them immediately before they escalated into larger complaints. By having direct access to customer sentiments regarding staff performance and store ambiance, the employees felt better equipped to meet service standards without the need for constant manual follow-ups.

Despite the high level of perceived effectiveness, the qualitative analysis also identified critical challenges related to the customer's ability to provide feedback. Several staff members pointed out that external factors, such as a customer's lack of mobile data or internet connectivity, often hindered survey participation. Respondents specifically suggested that the system's effectiveness could be further maximized by developing an offline survey capability and reducing the length of the questionnaires to prevent survey fatigue. In summary, while Qualtrics XM is seen as a vital strategic tool that strengthens competitive advantage and operational excellence, its full potential is currently limited by technical accessibility and the time-consuming nature of long-form surveys.

6. Conclusion

Based on the comprehensive findings regarding the Qualtrics XM impact on customer satisfaction and business operation, the following conclusions have been established:

1. Qualtrics XM is highly effective in providing efficient, personalized, and rewarding customer experiences that lead to greater customer satisfaction and engagement.
2. Qualtrics XM significantly enhances operational efficiency by providing valuable data insights, improving employee performance, and supporting strategic business decisions.
3. Although a few relationships were not significant, the overall results suggest that as Qualtrics XM enhances customer satisfaction, it also positively influences key aspects of business operations, particularly productivity and strategic performance.
4. The qualitative findings conclude that while Qualtrics XM has successfully transformed store operations by replacing manual processes with faster, data-driven feedback and real-time complaint resolution, its full effectiveness is currently hindered by external barriers such as customer internet dependency and survey fatigue, necessitating the development of offline capabilities and more concise survey designs to ensure inclusive and comprehensive data collection.

7. Recommendations

Based on the findings of this study, the following recommendations are offered to help management, business owners, and future researchers make use of the results effectively.

For Quick Service Restaurant A Management

Management is recommended to address low customer participation in the Qualtrics XM system by providing free in-store Wi-Fi and survey devices such as tablets or kiosks, or add offline-capable survey options to ensure customers can easily give feedback even without mobile data. Surveys should be streamlined to focus only on key service indicators in order to reduce completion time and encourage participation. Management should also enhance complaint handling by conducting regular staff training on interpreting feedback, implementing clear response protocols, and requiring follow-up explanations for low satisfaction ratings to better identify specific issues. Furthermore, the continued use of Qualtrics XM insights is recommended to evaluate workflows, reduce waiting time and service errors, integrate feedback with operational data for decision-making, support staff performance monitoring, and maintain service quality across all platforms, including third-party delivery services.

For Businesses Owners

Business owners are encouraged to invest in CRM platforms or experience management tools like Qualtrics XM due to their effectiveness in enhancing customer satisfaction and improving business operations. However, they should also invest in necessary supporting infrastructure such as reliable internet connectivity and accessible survey tools to ensure that feedback systems are usable for all customers, including those with limited digital resources, thereby enabling efficient feedback collection, data-driven decision-making, and personalized service delivery.

For Future Researchers

Future researchers are encouraged to investigate solutions to system limitations identified in the study, particularly low customer participation due to lack of internet access, absence of offline survey functionality, and the impact of survey length on response rates. They may also explore hybrid data collection models or compare offline-capable versions of Qualtrics XM to determine best practices in environments with connectivity constraints. Additionally, researchers are recommended to conduct broader studies examining the long-term effects of Qualtrics XM on customer loyalty, sales growth, and employee performance, as well as compare its effectiveness with other CRM tools across different fast-food chains or service industries to expand the scope of CRM research.

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