

CASE STUDY

Delegating admin work to AI helped this team be more productive, present, and positive.

### Collaborating across time zones

When you have a global team, it can be challenging to find a time when everyone can meet, and as a team member, feeling left out can have a big effect on your morale. At Qualtrics, the Revenue Operations team, led by Miru Gunarajah, alternates between having morning and afternoon meetings, but in either case, some team members are not able to make it. In the past, Miru would have to capture notes, write a summary, and make sure the summary was sent out to the team. And if it didn't happen, team members would be in the dark about the latest updates.

*"In the past, I would have to remember to do recordings, or I would have to take notes, summarize those, and send them out"*

— Miru Gunarajah, SVP of Revenue Operations, Qualtrics.

The team now uses Xembly to keep the team better aligned and free up time for other important work. Xembly's automatic meeting notes, meeting summaries, and recordings help the team stay in sync across time zones. The notes are not only captured but they are also shared automatically with everyone on the meeting invite. Every team member can rewatch what happened in a team meeting on their own time and get a quick synopsis, without having to sit through an hour-long recording. This approach saves the team countless hours and helps boost team morale.

**Company:** Qualtrics

**Founded:** 2002

**Employees:** 5000+

**Headquarter(s):** Provo, Utah and Seattle, Washington

**Market Cap:** \$20B (Jan 2024)

### About Qualtrics:

Qualtrics is an American experience management company founded in 2002 and headquartered in Provo, Utah, and Seattle, Washington. Qualtrics empowers organizations to deliver exceptional experiences and build deep relationships with their customers and employees. Qualtrics' solutions help customers identify and resolve the greatest friction points in their customer & employee journeys, whether that's your experience with ordering food on an app or letting your employer know how you feel about your benefits.

The company has 18,750 customers in over 100 countries and in every major industry, including 91 of the Fortune 100 companies. The company boasts more than 5000 employees across 28 offices and five continents. As of Jan 2024, the company had a market cap of \$20 billion.

## Freeing up time by delegating admin work to AI

When most of your day consists of back-to-back meetings, you naturally find yourself having to schedule a lot of meetings throughout your day. The revenue operations team uses Xembly to identify openings on each others' calendars and schedule follow-up meetings right there and then. Sometimes, multi-tasking can't be avoided, so you might as well make it as easy as possible and delegate what you can to AI. Xembly takes care of scheduling meetings for the revenue operations team, whenever a team member pings their AI executive assistant, Xena.

***“The biggest thing for me with Xembly is the scheduling”***

— Miru Gunarajah, SVP of Revenue Operations, Qualtrics.

## Running large meetings without being distracted

If you have ever been part of a large meeting, it can be difficult to capture all the ideas, discussions, and action items that come out of it. You might have to scramble to jot it all down, and if you are presenting or running the meeting, taking notes is either not possible or highly distracting.

Xembly helps the revenue operations team at Qualtrics run Command Center meetings and Forecast calls by taking the admin work off of their plates. Xembly captures notes and action items, so everyone can focus on the conversation at hand and not be distracted by multi-tasking. This allows for better discussions and more thoughtful planning and strategizing.

***“I think the simplicity of having an executive assistant (almost) that can help you simplify a lot of these things, it's super, super helpful. I absolutely love it.”***

— Miru Gunarajah, SVP of Revenue Operations, Qualtrics.

## Summary

When your day is busy with back-to-back meetings, and your team is spread across the globe, it can be incredibly helpful to be able to have an AI executive assistant by your side. With Xembly, the revenue operations team at Qualtrics is able to delegate scheduling, note-taking, and task tracking and free up time to be more productive, present, and positive.