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# CPF to optimise revenue margins

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**Qualtrics, the leader in customer experience and creator of the experience management category, has announced Charoen Pokphand Foods (CPF), Thailandâ??s leading integrated agro-industrial and food conglomerate, will use Qualtrics CoreXM to optimise its product development.**



**Critical milestone ahead of 2020â??s Personal Data Protection Act and CPFâ??s international growth**

Qualtrics, the leader in customer experience and creator of the experience management category, has announcedCharoen Pokphand Foods (CPF), Thailandâ??s leading integrated agro-industrial and food conglomerate, will use Qualtrics CoreXM to optimise its product development.

Using Qualtrics CoreXM, the industry-leading insights solution, CPF will increase the speed at which it can collect and act on customer feedback, expand the volume and quality of insights being captured, and empower users to easily manage a high volume of complex research projects simultaneously. Experience data collected by the Qualtrics platform will inform CPF of the products and features customers most value, along with the prices they are willing to pay. Combined with the advanced functionalities in CoreXM, including omni-channel feedback collection and an AI powered digital research assistant, CPF will be able to use these insights to prioritise and personalise services and optimise revenue margins.

CoreXM also ensures CPF is compliant with Thailandâ??s Personal Data Protection Act, which is due to come into force in May 2020. The Qualtrics platform offers one of the industryâ??s only trusted and secure enterprise-grade research platforms allowing brands to safely manage experience data. Furthermore with CPF operating in markets acrossNorth America and Europe the company will benefit from the high-level security certifications Qualtrics holds in these regions.

Qualtrics CoreXM is the most complete and trusted insights solution on the market. It provides capabilities for expert researchers to manage a high volume of complex research projects, and for non-researchers to unlock critical experience insights for their business, all while enabling IT administrators to manage security, compliance, and governance with ease.