

Migrating From Qualtrics to Alchemer

Overview

Switching survey platforms doesn't have to mean starting over. There are two ways to move your surveys from Qualtrics to Alchemer: you can rebuild them yourself using Alchemer's self-serve tools, or you can engage **Alchemer Professional Services** to handle the migration for you.

This article covers the **Professional Services migration path** —a paid, guided service designed for teams with complex survey programs, advanced logic, or historical data they need to preserve.

If you have simpler surveys and prefer to move at your own pace, see [Do It Yourself: Migrating from Qualtrics](#) at the bottom of this article.

What this guide covers

In this guide, you'll learn:

- How Qualtrics survey files and data are structured
 - What the Professional Services migration process involves
 - How the migration works step by step
 - Whether a Professional Services migration is the right fit for your program
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Is Professional Services migration right for you?

Professional Services migration is best suited for teams with:

- Large or complex survey programs
- Surveys that include advanced logic, branching, or workflows
- Ongoing programs where historical reporting continuity matters
- Multiple surveys that need to be consolidated into Alchemer

If your surveys are small or straightforward, rebuilding them directly in Alchemer is often faster. See the [Do It Yourself](#) section at the bottom of this page.

What to know before you migrate

Understanding Qualtrics file types

What is a .QSF file?

A .QSF (Qualtrics Survey Format) file contains the structure of your survey, including:

- Questions and answer options
- Survey flow and branching logic
- Display logic and conditions

What a .QSF file does *not* include

A QSF file does **not** contain response data. It only defines how the survey is built and behaves.

Why .QSF files are required

.QSF files are essential for migration because they allow Alchemer to reconstruct your survey structure and logic programmatically.

Understanding Qualtrics response data

Where response data lives

Response data is stored separately within Qualtrics and must be exported independently from the survey definition.

Supported export formats

Common export formats include CSV and Excel (XLS/XLSX).

Why response data is handled separately

Because survey structure and response data are stored independently, migration requires:

- A .QSF file for survey reconstruction
- A data export for historical reporting (if needed)

This separation ensures flexibility but requires coordination during migration.

How the Professional Services migration works

Alchemer Professional Services migrations are not self-serve. They combine automated conversion with expert review to deliver reliable results—faster than a manual rebuild and with less risk.

Why migrations are not self-serve

While automation handles much of the conversion, migrations often involve complex logic validation, platform-specific feature differences, and data mapping decisions. Expert oversight ensures your surveys function correctly and your data remains usable.

How automation and expert validation work together

- **Automation** accelerates the rebuild of survey structure and logic
 - **Experts** validate behavior, refine edge cases, and align with best practices
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Step-by-step: how migration works

Step 1: Source file intake

To begin, you'll provide:

- Qualtrics .QSF files
- Supporting documentation, ideally the Word export of your survey build from Qualtrics
- Response data exports (if historical continuity is required)

These inputs form the foundation for migration.

Step 2: Automated survey definition conversion

Alchemer uses an automated conversion engine to process your .QSF files and rebuild:

- Core survey structure
- Question types and answer options
- Survey flow and logic

Automation handles the bulk of the transformation to accelerate delivery.

Step 3: Expert review and validation

After automated conversion, Alchemer experts:

- Validate logic and survey behavior
- Identify and address non-1:1 feature mappings
- Ensure the survey experience aligns with the original intent

This step is critical for maintaining quality and accuracy.

Step 4: Response data alignment (when applicable)

If you're migrating historical data:

- Exported response data is mapped to the rebuilt Alchemer survey
- Data is transformed as needed to align with Alchemer's reporting model
- You review and approve mappings before finalization

"Data continuity" means your historical and new data work together for consistent reporting and analysis.

Step 5: Delivery, testing, and launch

Once migration is complete:

- Your surveys are delivered in Alchemer
 - You test survey behavior, logic, and reporting
 - Final adjustments are made as needed
 - Your program is ready to go live
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Engaging Professional Services

To start a Professional Services migration, contact your Alchemer account team or visit alchemer.com/professional-services.

Do It Yourself: Migrating from Qualtrics

If your survey program is simpler—or you'd prefer to move at your own pace—Alchemer doesn't have a direct tool to import surveys from Qualtrics, but you can accomplish a DIY migration using a combination of self-serve tools. The following resources cover each part of the process:

Rebuilding your surveys in Alchemer

- [Importing Surveys From Other Survey Platforms](#) — An overview of what's possible when moving surveys from another platform into Alchemer, and where to start

Bringing your historical response data into Alchemer

- [Import Data into Your Survey](#) — Use Alchemer's Data Import tool to load existing response data (exported from Qualtrics as a CSV) into your new Alchemer survey
- [Copy Survey and Import Data](#) — How to copy a survey structure and import data into it in one workflow
- [Import Data to a Single Question in Your Survey](#) — Targeted imports when you only need to bring in data for specific questions

If you're unsure which approach is right for your program, your Alchemer team can help you assess your surveys and recommend the best path forward.

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