

Migrating From Qualtrics to Alchemer

Overview

Switching survey platforms doesn't have to mean starting over. Alchemer provides a guided migration approach that helps you move from Qualtrics while preserving your survey structure, logic, and—when needed—historical data.

This article walks through how the migration process works, what to prepare, and when to engage Alchemer Professional Services for support.

What this guide covers

In this guide, you'll learn:

- How Qualtrics survey files and data are structured
 - What's required to successfully migrate to Alchemer
 - How Alchemer's migration process works step by step
 - When a migration is the right approach—and when it may not be
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Who this migration approach is designed for

This migration process 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
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When to engage Alchemer Professional Services

Qualtrics migrations are **not self-serve**. They are delivered through Alchemer Professional Services to ensure accuracy, efficiency, and continuity.

You should engage Professional Services when:

- Your surveys include advanced logic or custom configurations
- You need to preserve historical response data
- You're migrating multiple surveys or an entire program
- You want to reduce manual rebuild time and risk

Alchemer combines automation with expert validation to deliver reliable results and faster time to

value.

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 programmatically reconstruct your survey structure and logic.

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
- 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.

The Qualtrics → Alchemer migration approach

A guided, Professional Services–led process

Alchemer’s migration approach combines:

- Automated conversion of survey structure and logic

- **Expert review and validation** to ensure accuracy and intent

This hybrid approach ensures both speed and reliability.

Why migrations are not self-serve

While automation handles much of the conversion, migrations often involve:

- Complex logic validation
- Feature differences between platforms
- 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 the survey structure and logic
- Experts validate behavior, refine edge cases, and align with best practices

How this differs from standard imports or rebuilds

Unlike manual rebuilds or simple imports, this approach:

- Reduces time and effort for complex surveys
 - Preserves survey intent and reporting continuity
 - Provides a structured, repeatable migration methodology
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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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Best-fit use cases

This migration approach works especially well for:

- Large or complex Qualtrics survey programs
- Surveys with advanced branching and logic
- Long-running programs requiring historical data continuity
- Organizations consolidating multiple survey tools into Alchemer

These scenarios benefit most from automation paired with expert validation.

When a simpler approach may be better

Migration isn't always necessary. A manual rebuild may be faster if you have:

- Very small surveys (for example, ~10 questions)
- Surveys with little or no logic
- No need to preserve historical reporting

In these cases, rebuilding directly in Alchemer can be more efficient.

Migrating from Qualtrics to Alchemer is designed to be a **guided, low-risk process**. By combining

automation with expert oversight, Alchemer helps you move complex survey programs without losing the structure, intent, or data that matter most.

If you're unsure whether migration is the right path, your Alchemer team can help assess your surveys and recommend the best approach.

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