



G-Cloud 15 Capventis Pricing Document Qualtrics

January 2026

Offerings & Services

Subscription Pricing

Qualtrics Customer Experience - Foundational Subscription Price - Annual Contract Value (ACV)

Qualtrics Customer Experience - Foundational	Price per interaction (GBP) Ex. VAT
Tier 1	£ 3.52
Tier 2	£ 2.71
Tier 3	£ 2.20
Tier 4	£ 1.74

Qualtrics Customer Experience - Enterprise Subscription Price - Annual Contract Value (ACV)

Qualtrics Customer Experience - Enterprise	Price per interaction (GBP) Ex. VAT
Tier 1	£ 5.02
Tier 2	£ 4.15
Tier 3	£ 3.00
Tier 4	£ 2.63
Tier 5	£ 2.00
Tier 6	£ 1.60
Tier 7	£ 1.15
Tier 8	£ 1.00
Tier 9	£ 0.75
Tier 10	£ 0.50
Tier 11	£ 0.30
Tier 12	£ 0.15

*An interaction can be any of the following
- Survey response, Call transcription, Voice, Email.*

Offerings & Services

Subscription Pricing

Qualtrics Digital Experience

Subscription Price - Annual Contract Value (ACV)

Qualtrics Digital Experience	Price per Interaction (GBP) Ex. VAT
Tier 1	£ 2.88
Tier 2	£ 2.50
Tier 3	£ 2.08
Tier 4	£ 1.69
Tier 5	£ 1.21
Tier 6	£ 1.06
Tier 7	£ 0.73
Tier 8	£ 0.53
Tier 9	£ 0.37
Tier 10	£ 0.20

Qualtrics Optional Add On – Digital Experience Analytics - DXA

Subscription Price - Annual Contract Value (ACV)

Optional Add On - Digital Experience Analytics - DXA	Price per Interaction (GBP) Ex. VAT
Per million sessions	
Tier 1	£ 12,300.00
Tier 2	£ 8,201.00
Tier 3	£ 5,882.00
Tier 4	£ 3,024.00
Tier 5	£ 2,002.00
Tier 6	£ 1,238.00

Offerings & Services

Subscription Pricing

Qualtrics Customer Experience Full Suite

Subscription Price - Annual Contract Value (ACV)

Qualtrics Customer Experience Full Suite	Price per Interaction (GBP) Ex. VAT
Tier 1	£ 5.82
Tier 2	£ 4.40
Tier 3	£ 3.70
Tier 4	£ 2.88
Tier 5	£ 2.20
Tier 6	£ 1.72
Tier 7	£ 1.40
Tier 8	£ 1.00
Tier 9	£ 0.64
Tier 10	£ 0.36
Tier 11	£ 0.24

Offerings & Services

Subscription Pricing

Qualtrics XM for People – Engagement and Pulses

Subscription Price - Annual Contract Value (ACV)

XM for People - Engagement and Pulses	Price per employee (GBP) Ex. VAT	
Tier 1	£	23.02
Tier 2	£	17.21
Tier 3	£	14.75
Tier 4	£	10.98
Tier 5	£	7.98
Tier 6	£	6.92
Tier 7	£	5.12
Tier 8	£	4.08
Tier 9	£	2.98
Tier 10	£	1.97

Qualtrics XM for People – Lifecycle and Candidate Experience

Subscription Price - Annual Contract Value (ACV)

XM for People - Lifecycle and Candidate Experience	Price per employee (GBP) Ex. VAT	
Tier 1	£	16.45
Tier 2	£	13.28
Tier 3	£	11.21
Tier 4	£	8.75
Tier 5	£	7.88
Tier 6	£	6.23
Tier 7	£	5.12
Tier 8	£	4.06
Tier 9	£	2.82
Tier 10	£	1.90

Qualtrics EX 360 Add-On

Subscription Price - Annual Contract Value (ACV)

EX 360 Add-On	Price per employee (GBP) Ex. VAT	
Tier 1	£	64.24
Tier 2	£	49.21
Tier 3	£	41.24
Tier 4	£	32.98
Tier 5	£	23.12

Offerings & Services

Subscription Pricing

Qualtrics XM for People Suite – Engagement, Pulses, Lifecycle, Candidate XM, People Analytics

Subscription Price - Annual Contract Value (ACV)

XM for People Suite - Engagement, Pulses, Lifecycle, Candidate XM, People Analytics	Price per employee (GBP) Ex. VAT	
Tier 1	£	30.01
Tier 2	£	23.07
Tier 3	£	17.77
Tier 4	£	14.48
Tier 5	£	12.01
Tier 6	£	9.22
Tier 7	£	7.54
Tier 8	£	5.25
Tier 9	£	2.85

Offerings & Services

Subscription Pricing

Qualtrics ETX – Single SKU

Subscription Price - Annual Contract Value (ACV)

ETX - Single SKU		
Tier 1	£	11.80
Ter 2	£	10.12
Tier 3	£	9.36
Tier 4	£	8.25
Tier 5	£	7.15
Tier 6	£	6.08

Qualtrics ETX Unlimited

Subscription Price - Annual Contract Value (ACV)

ETX Unlimited		
Tier 1	£	25.08
Tier 2	£	21.82
Tier 3	£	17.32
Tier 4	£	14.04
Tier 5	£	12.21
Tier 6	£	9.80
Tier 7	£	8.02

Offerings & Services

Subscription Pricing

Qualtrics Government Research Platform

Subscription Price - Annual Contract Value (ACV)

Government Research Platform	Price per response (GBP) Ex. VAT	
Tier 1	£	1.98
Tier 2	£	1.75
Tier 3	£	1.54
Tier 4	£	1.31
Tier 5	£	1.15
Tier 6	£	0.95

Offerings & Services

Subscription Pricing

Qualtrics Success / Support Packages

Subscription Price - Annual Contract Value (ACV)

Success / Support Packages	Price per Package (GBP) Ex. VAT
Core Success Package	£25,000 or 10% of the annual software spend
Guided Success Package	£50,000 or 20% of the annual software spend
Advanced Success Package	£65,000 or 25% of the annual software spend

Onboarding Services Packages

Qualtrics Customer Experience

CX Foundational	Frontline Digital	Frontline Care/Locations		Additional
Kick-off Call Project Management Survey Build (1) Contact Import Automation & Distribution Automation Dashboard Basic Configuration DKIM & SMTP Setup Close the Loop: xFlow Guidance Guidance on AI Features Up to 56 hours Engagement Period: 8 Weeks	Kick-off Call Project Management Survey Build (1) Standard Website Feedback Intercept Build on Qualtrics (1) Contact Import Automation & Distribution Automation Dashboard Configuration Close the Loop: xFlow Guidance Guidance on AI Features Up to 64 hours Engagement Period: 8 Weeks	Project Management Configure Basic Online Reputation Management (for one (1) Standard OOB Qualtrics Connector) Dashboard Basic Configuration Guidance on AI Features Up to 28 hours Engagement Period: 4 Weeks	Project Management Configure Online Reputation Management (Search the Web) Guidance on Frontlines Teams Assist Guidance on AI Features Engagement Period: TBD	Custom Configuration Design & Platform Configuration Program Setup & Advisory Historical Data Import Methodology Data Integration Text iQ Configuration Analytics End to End Flow DKIM & SMTP Setup Other Qualtrics Features ...
£ 7,300	£ 8,200	£ 5,000	Cost varies, reach out to Capventis for more detail	Ad hoc hours, reach out to Capventis for more detail

Onboarding Services Packages

Qualtrics Employee Experience

CapVentis

Employee Experience

EX Engagement	EX Lifecycle	EX 360	Additional Support
Kick-off Call Project Management Survey Build (1) Participant & Hierarchy Support Directory Import Automation via OOTB Connector Dashboard Configuration DKIM & SMTP Setup Guided Action Plan Management UAT and Launch Support Guidance on AI Features	Kick-off Call Project Management Survey Build, 2 Touchpoints (ex. Onboarding & Exit) Participant Support Directory Import Automation Lifecycle Triggers Automation Dashboard Configuration DKIM & SMTP Setup UAT and Launch Support Guidance on AI Features	Kick-off Call Project Management Survey Build (1) Participant Support Workflow Review Subject Reports Build HR Aggregated Dashboard Build UAT and Launch Support Guidance on AI Features	Design & Custom Platform Configuration Program Setup & Advisory Historical Data Import EX Methodology Data Integration People Analytics End to End Flow
Up to 56 hours Engagement Period: 8 Weeks	Up to 64 hours Engagement Period: 8 Weeks	Up to 64 hours Engagement Period: 8 Weeks	<i>Ad hoc hours, reach out to Capventis for more detail</i>
£ 7,300	£ 8,200	£ 8,200	EX Training Basic EX Projects Training: Survey Configuration, Survey Distributions, Dashboard Build & Navigation 3 x 2hr sessions, 5 Users
			£ 1,500/day

Onboarding Services Packages

Qualtrics Strategy & Research

Strategy & Research

CapVentis

Strategic Research Basic

Kick-off Call
Project Management
Survey Build (1)
XM Directory Automation Support
Workflow Guidance
Role-Based Dashboard Configuration
Text iQ Configuration for Opent Text responses and
Video Feedback Transcriptions

Up to 64 hours
Engagement Period: 8 Weeks

£ 8,100

Strategic Brand Basic

Kick-off Call
Project Management
Survey Build (1)
XM Directory Automation Support
Workflow Guidance
Role-Based BX Dashboard Configuration
Text iQ Configuration for Opent Text responses and
Video Feedback Transcriptions

Up to 64 hours
Engagement Period: 8 Weeks

£ 8,100

Executive Workshop

STRATEGY

eXperience Management

What it is / Definition

Market & Trends

Who / What is Winning

XM for Your Business

Explore / Discuss

Value & Priority

Rationale / Business Case

Approach & Planning

Programme

Pilot

Prove

Evolve

1 Day

Blueprint Workshop

XM AUDIT

Current Programme

Scope and Set Up

Value to Date

Views

...of the Business

of the XM Team...

Potential

Scope

Organisation

Technology

Execution

Value

Assemble & Collate

Findings & Recommendations

Review & Approve

Present to Executive

Explore & Approve

2 days

Implementing Qualtrics

GUIDANCE

Standard Packages

Qualtrics Research Core,

CX & EX Training

Dedicated Consultant

DELIVERY

Tailored Assistance & Support

Joint Team

Project Management & Planning

Design & Platform Configuration

Data & Integration

Analytics

End to End Flow

FULL SERVICE

Outsourced Service

Capventis Do what is Needed



Programme

VALUE ENGINEERING

Advisory

Expert Services

Programme Strategy

Set Up / Organisation

Operational Model

Technology

Capventis Glu Platform

Insight Delivery

Interaction & Transaction

Functions & Apps

Data

Master Data Management

Integration

Social Media

IoT

Value

Find & Deliver



CapVentis

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Enterprise
Business Enablement & Applications

Mobilisation
Data Optimisation & Integration

Engagement
Customer & Employee

eXperience
Sentiment & Ideas

Analytics
Insight & Action

Glü

<https://www.capventis.com/>