



G-Cloud 15 Capventis Service Definition Document

2026

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4. About Capventis & Our Services



1.0 Service Overview

Service Definition

1.0 Service Overview

Capricorn Ventis Ltd trading as Capventis has been providing expert premise and cloud solution services to both the public and private sector since 1998. Capventis specialises in digital solutions, providing the full life cycle of advisory, design, configuration, integration, implementation and support services.

The focus is on agile delivery that provides modern, flexible and cost-effective solutions that are aligned to the needs of today's digital economy. We recognise that the best solution is not just about one technology over another, but about what fits, works and aligns to the real needs of the business.

This service definition describes in some more detail how Capventis deliver specialist cloud services and solutions of the types listed in our Cloud Online submissions;

1. IMPROVE – Value Engineering in the eXperience Economy
2. Customer & Employee Engagement (CE)
3. Customer & Employee eXperience (CX)
4. eXperience Management (XM)
5. Integration and Functional Enablement (Capventis Glu)
6. Data Analytics
7. Data Mobilisation

We partner with tier one vendors to deliver a mix of technologies that reside in both the cloud and on-Premise. There is always a level of integration required that ensures the various solutions work seamlessly through any channel of communications, regardless of where they physically sit. We work with leading technologies and vendors including Qlik, Zendesk, and Qualtrics.

Service Definition

1.0 Service Overview

Furthermore, we work at the forefront and boundary of new technology, especially prevalent in area such as mobile, internet and tablet mediums. The core of business requirement is not changing; organisations still need to address the same fundamental challenges of interaction, transaction and service delivery to a varied customer base. However, the channels of communication as well as the technology are changing rapidly, as are the scenarios where these can be deployed.

We recognise that the public-sector organisation of today and tomorrow needs to be able to reach and engage with its customers in any place at any time. The interaction and customer experience needs to be defined in terms such as simplicity, speed and flexibility. Content and information needs to be specific and fit for purpose. It needs to be easy to find, extract and consume. All of this needs to be put in place, operated and supported with the minimum of internal effort.

The Capventis service proposition takes these issues from vision through to implementation across the multiple scenarios described in our proposition; the Cloud Online submissions. We understand deeply the (vendor) technologies that we partner with. We also understand how to align these technologies to the services proposition (process and information) of your organisation (local authority, central government and associated private enterprise).

We prefer to work with / within your business and IT team to deliver these solutions jointly. This makes best and most cost-effective use of the respective time and skills available, as well as ensuring the best possible solutions.

Service Definition

1.0 Service Overview

We work with, and advocate vendor solutions that are already accredited (meeting UK government requirements) and proven for cloud computing from leading vendors. The cloud service provider provides the platform to enable the business processes and manage the associated information, according to the appropriate security and access requirements. For certain technologies (e.g. QlikView) that we work with, hosting is an option, which can be deployed using third party hosting providers. In these cases, we would work with our clients to identify the most appropriate hosting environment.

The Capventis approach is to ensure that the information needs of the organisation are properly structured according to the business need, the architecture and features of the cloud platform, and the need to integrate back into the internal on premise systems and the external customer systems/devices, as well those of any other stakeholders.

Security of information is a critical issue that needs to balance need-to-know, need-to-access versus data protection.



2.0 Qualtrics Service Information

Deliver exceptional customer, product, brand, employee experiences

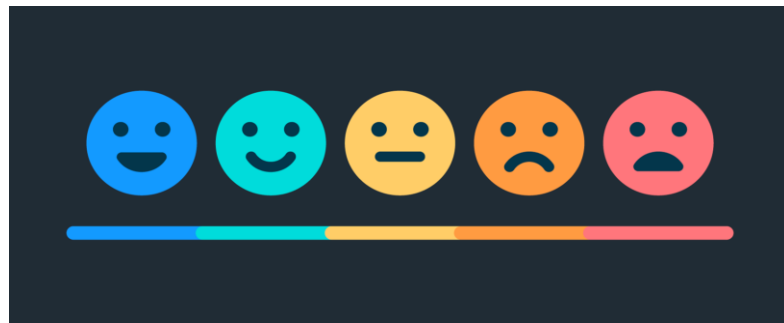
Capventis & Qualtrics Partnership:

- One of Qualtrics Partner Network's first members in EMEA
 - More than 400 implementation projects delivered
 - More than 300 customers around the globe
 - More than 25 countries
- Advisory
 - Customer / Employee Journey Mapping
 - IMPROVE Blueprint
- CX & EX expertise
- XM Discover expertise
- Capventis team comprises
 - Advisory
 - XM Subject Matter Experts,
 - Software Architects,
 - Software Engineers,
 - Consultants.
- Qualtrics Subscription Licence Reseller



Capventis & Qualtrics Partnership:

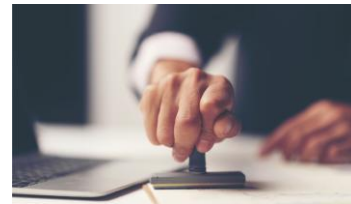
- CSAT for Implementation



CSAT Results:

2025

- ✓ 100% in Top 2 Box
- ✓ Average Score = 4.5

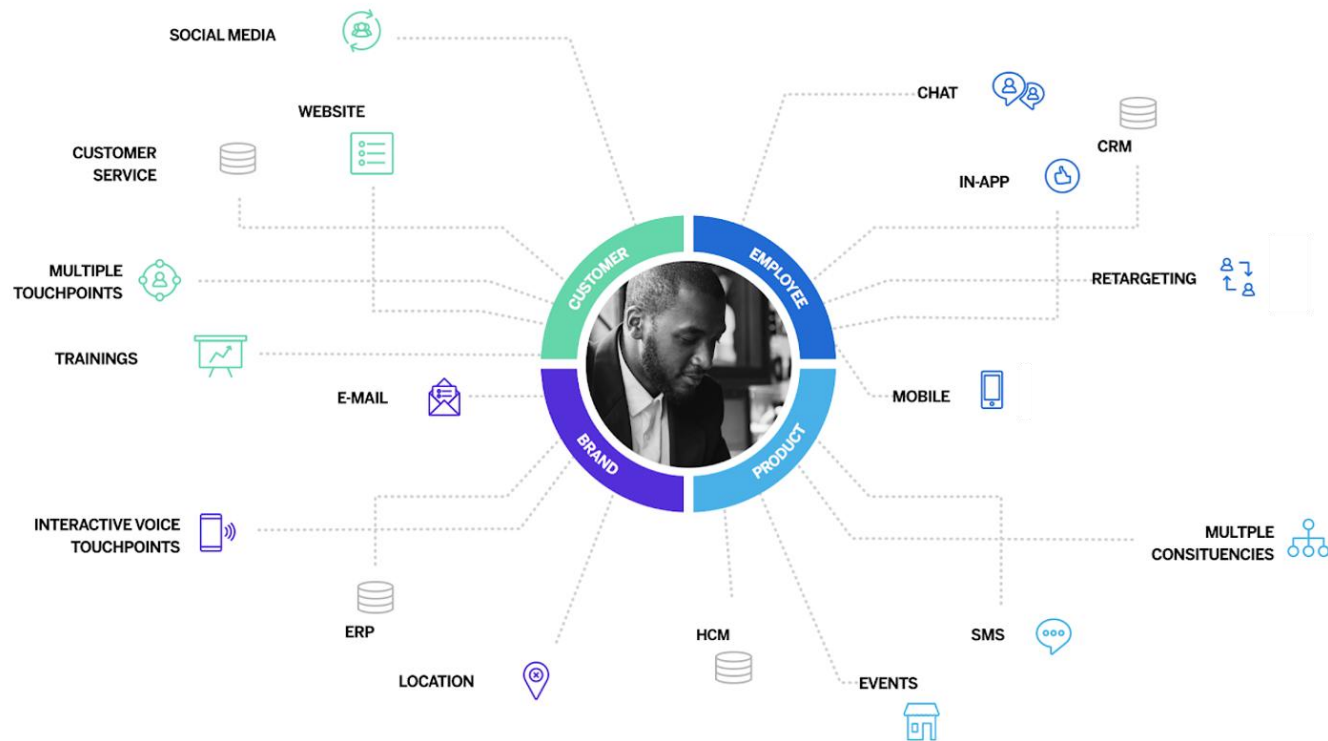


80% of CEOs
believe they
deliver a superior
experience

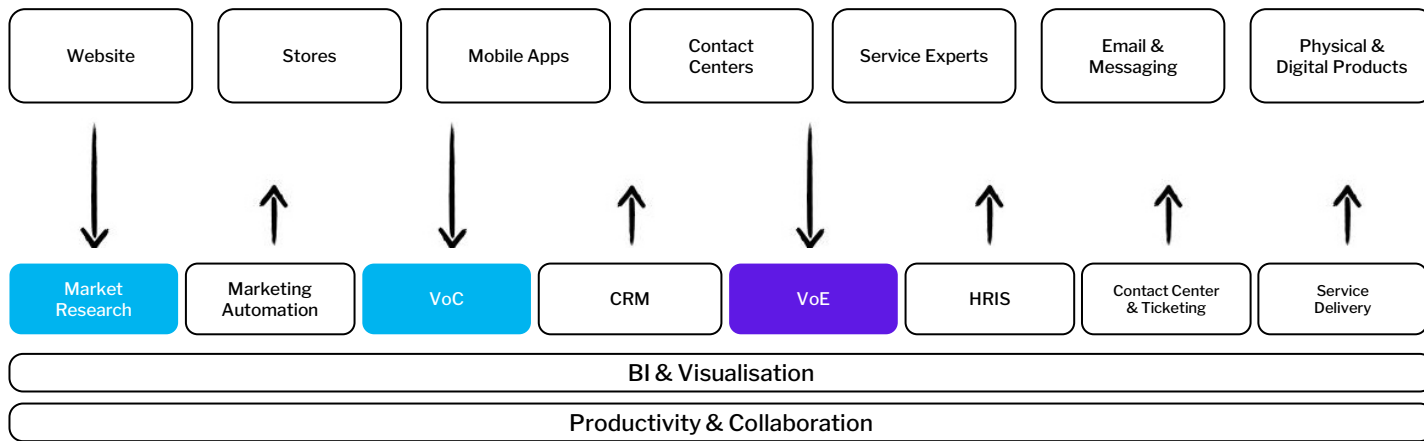
**THE EXPERIENCE
GAP**

8% of their
customers agree

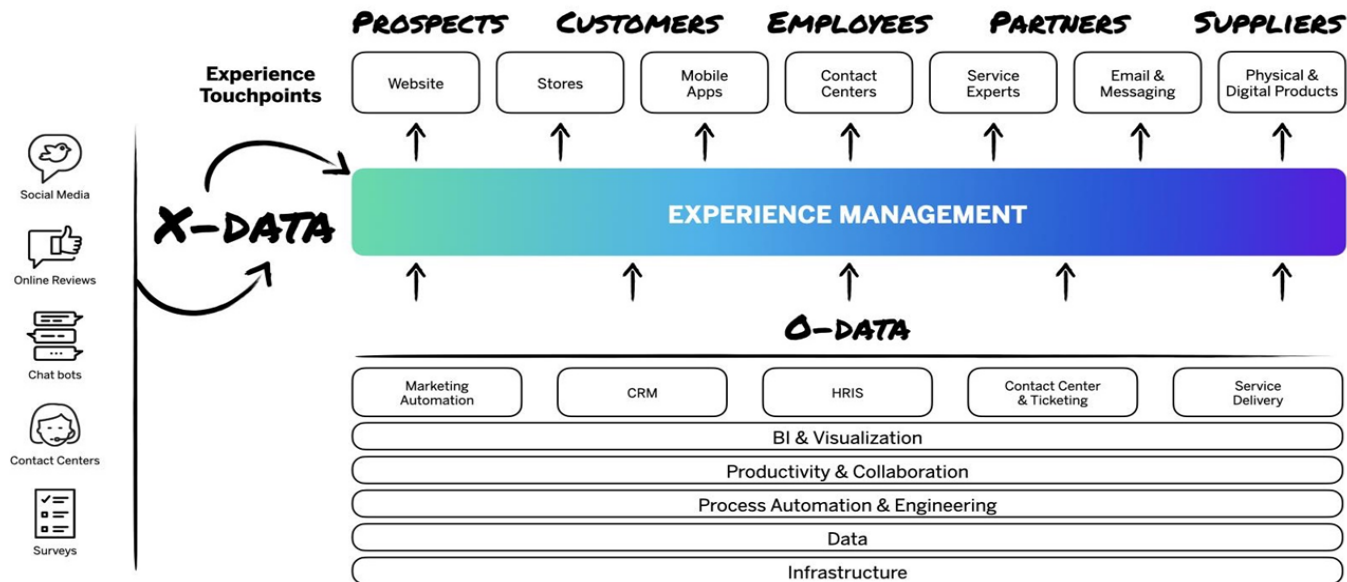
1. Not Centralised
2. Not Connected
3. Not Personalised
4. Not Actionable



The fragmentation affects how eXperience collection & delivery is treated in a traditional enterprise architecture



We believe that eXperience Management will become a mission critical platform in every enterprise architecture.



Experience Design

Design breakthrough products, services, cultures, and brands

Listen & Remember

LISTEN



OBSERVE

- + Conversational listening
- + Customer 360 profile
- + Omni-channel distribution
- + Segments & Journeys



Process & Understand

DECISION MODELING



RECOMMENDATIONS

- + Advanced statistical analysis
- + AI and natural language processing
- + Real-time recommendations
- + Automated visualization & reporting



Experience Improvement

Continuously improve customer, employee, product, and brand experiences

Build a Culture of Action

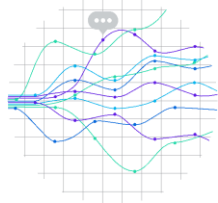
HIGH-TOUCH



ZERO-TOUCH

- + Automated workflow engine
- + Smart routing & closed loop tracking
- + No code/low code extensibility
- + Third party extensions & integrations





Qualtrics
TextiQ

Take customers' thoughts and turn them into structured insights



Qualtrics
StatsiQ

Identify trends, uncover hidden meaning, and enable confident decisions



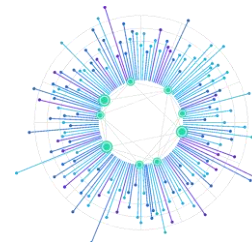
Qualtrics
VoiceiQ

Understand call sentiment and trending topics in your contact centres



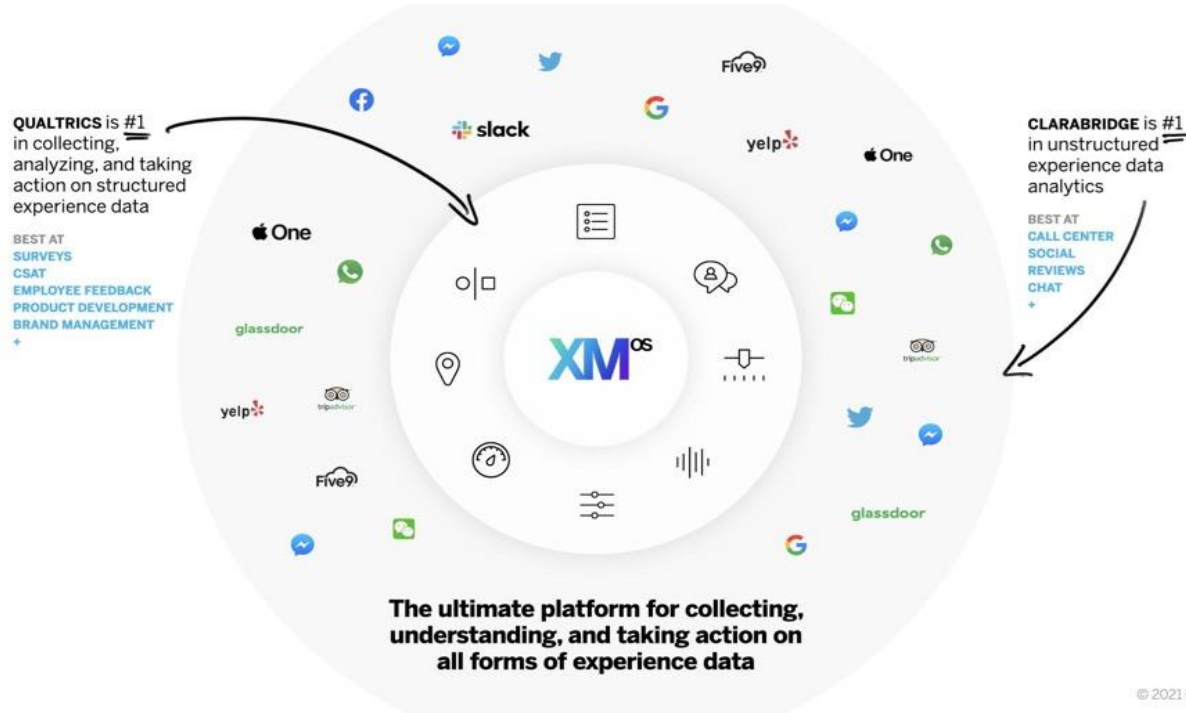
Qualtrics
DriveriQ

Hone in on what is most important and where you should focus



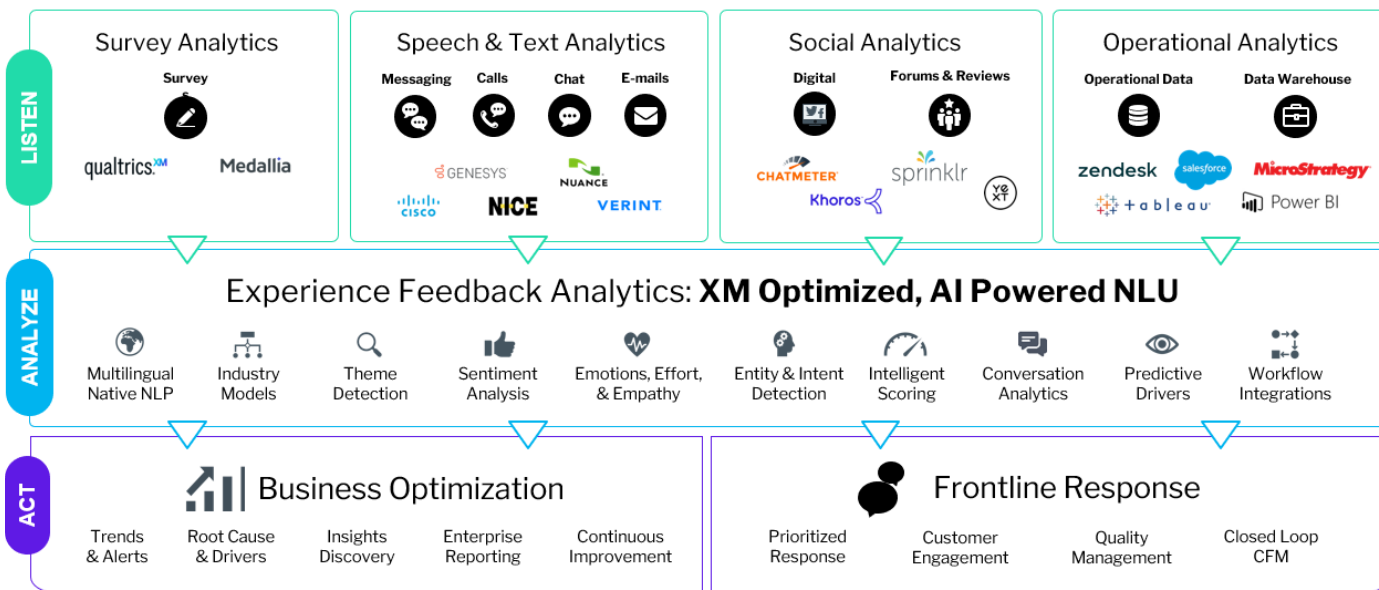
Qualtrics
PredictiQ

Analyze historical data and make predictions about individuals and future behaviour



The DiscoverXM Platform Architecture

qualtrics^{XM}





Customer eXperience Management

Qualtrics XM for Customer eXperience – Key Service Features

Qualtrics XM for Customer Experience is a dedicated solution for Customer eXperience data (X-data, such as feedback and sentiment) with operational data (O-data, such as transaction history and service logs) to deliver predictive, real-time insights. The service is used to centralise all Voice of Customer (VoC) programmes into a single system of action.

Real-Time, Customisable Dashboards

Create role-based dashboards to display relevant metrics and insights for different teams.

Closed-Loop Actioning

Automates workflows and sends tickets to frontline teams (or integrated CRMs) to resolve issues in real-time.

AI & NLP Analytics (Text iQ)

Uses AI to analyse unstructured text (comments, call notes) for sentiment, effort, and intent automatically.

Advanced Digital Experience (DX)

Behavioural analytics (click streams, heatmaps) to diagnose friction in web and mobile app journeys.

Online Reputation Management

Ingest and analyse customer reviews and social media data from platforms like Google, Facebook, Brandwatch, and Instagram, providing real-time insights into brand sentiment, competitor trends, and actionable feedback.

Omnichannel Listening Engine

Captures feedback from surveys, web/app intercepts, social media, contact centre calls, and CRM. Collects both structured (e.g., ratings, multiple choice) and unstructured (e.g., open text, reviews) data.

VoC Core

Centralised Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES) surveys.

Digital Experience

Optimising website and mobile app journeys using embedded feedback and behavioural analytics.

Contact Centre Analytics

Analysing call centre interactions (voice and text) to reduce churn and coach agents.

Frontline Locations

Collecting and acting on feedback specific to physical locations or services such as location-specific CSAT, online reviews, and social media mentions.



Customer eXperience Management

Pricing Model

The Qualtrics XM for Customer eXperience service is sold as a **SaaS Subscription**.

Area	Detail
Metric	Qualtrics offers a licencing model based on interactions , allowing unlimited user seats and flexibility in usage across our suite of solutions. Interactions are defined as survey response, call, chat conversation, social review, email, or in the case of call centre analytics, QA/QM enabled interactions. Definitions available here: https://www.qualtrics.com/cx-terms/
Duration	Subscriptions are annual or multi-year
Inclusions	The price includes software licencing, platform maintenance, standard user support, and access to all standard features within the chosen user case.
Exclusions	Price excludes VAT. Implementation, bespoke training, and premium features (like Data Isolation) are scoped and priced separately.

“Clients do not come first.
Employees come first.
If you take care of your employees,
they will take care of the clients.”



Sir Richard Branson

Modern & Holistic EXM

qualtrics^{XM}

Organizational EXM

Organizational Culture
My Manager Interactions
Team Collaboration
Organization Diversity, Equity and Inclusion

Workplace EXM

Systems & Technology experience
Workspace experience
Internal Support experience
My Health and Safety

Individual EXM

My Leadership Development
My Learning & Growth
My Overall Wellbeing
My Pay, Benefits, and Financial Security

Transition EXM

My Candidate experience
My Onboarding experience
M&A Activities
Organizational Changes
My Exit experience



EXM Foundation

Strategically understand key drivers and drive actions to improve engagement and overall employee experience



Employee eXperience Management

Qualtrics XM for Employee eXperience – Key Service Features

Qualtrics XM for Employee eXperience is a purpose-built system of action that integrates employee experience (X-data, such as feedback and sentiment) with operational data (O-data, such as attrition and performance) on a single platform.

Full Employee Lifecycle Management

Measure key moments from **Candidate Experience** through **Onboarding**, **Development**, to **Exit**.

360 Development Feedback

Structured tools for performance and development feedback for employees at all levels, focused on growth.

Manager Assist / Action Planning

Empowers people managers with AI-recommended, targeted actions and coaching to improve team results immediately.

Real-Time, Customisable Dashboards

Create role-based dashboards to display relevant metrics and insights for different teams.

Engagement & Pulse Surveys

Deliver continuous, in-the-moment listening via highly customisable, science-backed surveys.

Deep Integration Capabilities

Interoperability with core HRIS (e.g., SAP, Oracle, Workday) and other line-of-business systems via APIs and no/low code Workflows.

AI & NLP Analytics (Text iQ)

Automatically synthesise unstructured data (open text) to identify root causes, sentiment, and intent. Use AI-powered tools for conversational data exploration, natural language queries, and real-time business insights with recommended actions.

Engagement

Annual or quarterly engagement programs, measuring critical drivers like well-being and inclusion.

Lifecycle

Automated listening programs at employee milestones (Onboarding, Exit, Promotion)

360 Development

Tooling for multi-rater feedback and personalised development plans.

Employee Technology Experience (EXT)

Measuring employee satisfaction with internal IT services and tools.



Employee eXperience Management

Pricing Model

The Qualtrics XM for Employee Experience service is sold as a **SaaS Subscription**.

Area	Detail
Metric	Pricing is primarily based on the number of employees (Heads Count) covered by the licence (the "Employee Count").
Duration	Subscriptions are annual or multi-year
Inclusions	The price includes software licencing, standard platform maintenance, all necessary security controls, standard user support, and access to all standard features within the chosen use case (e.g., Engagement, Lifecycle).
Exclusions	Price excludes VAT. Implementation, bespoke training, or premium features (like Data Isolation) are scoped and priced separately.

A variety of modules to cover all customer needs around Employee Experience

Engagement • 1 Annual Engagement survey • Hierarchical dashboards • External benchmarks • Guided Action Planning	Add-on pulse • Unlimited surveys of Engagement or pulses along the year • Hierarchical dashboards • External benchmarks • Guided Action Planning	Lifecycle • Unlimited automatically triggered pulses in moments of the employee lifecycle that matter most • Pre-build Onboarding and Exit Solutions	360 Development • 360 or 180 Assessment • Subject Report (pdf) • Aggregated dashboards for HR • Qualtrics 360 methodology	EXM for IT • 3 use cases & methodologies (Holistic tech assessment, Projects & Transformation, IT Support) • Uses CX technology for close the loop actions
Employee Research (Ad Hoc) • Simple solution for Ad -Hoc pulses • Flat (non-hierarchical) dashboards • No external benchmarks • No guided Action Planning	Candidate Experience • Multi-touchpoint methodology • Built on CX (separate Directories + Close the loop actions)	Vaccination & Testing Manager • compliant with HIPAA/PHI regulations • Implementation within 2 weeks	Pay & Benefits optimizer • Conjoint analysis to identify the best benefits package • Simulator to assess different variations	





XM for Strategy and Research

Qualtrics Strategy & Research (S&R) – Key Service Features

The S&R suite provides researchers and strategists with powerful tools for survey design, research panel management, and advanced analytics on a unified platform. It drastically reduces the time and cost associated with traditional, ad-hoc research.

User Experience (UX) Research

Specialised tools for unmoderated testing, prototype testing, and usability studies.

AI-Powered Analytics (Stats/Text iQ)

Automated statistical analysis, regression, and topic/sentiment analysis of open text.

Built-in Audiences (Edge Audiences)

Access to global research panels and **AI-powered synthetic respondents** for instant, cost-effective insights.

Real-Time, Customisable Dashboards

Create role-based dashboards to display relevant metrics and insights for different teams.

Competitive Benchmarking

Provides real-time, pre-existing data and competitive insights for specific industries (e.g. Banking, Hospitality).

Research Centralisation

Central repository to manage all research projects and findings across an organisation.

Advanced Research Methodologies

Supports sophisticated quantitative and qualitative research, including surveys, market segmentation, concept testing, and more. Leverages a variety of testing methodologies to suit different research needs, including complex studies like Conjoint Analysis (trade-off) and MaxDiff (prioritisation).



XM for Strategy and Research

Qualtrics Edge Integration

Qualtrics Edge refers to additional panel management and insights capabilities in the Qualtrics Strategy and Research Solution:

Edge Audiences

AI-powered solution that combines synthetic and human research capabilities for immediate, accurate audience feedback and rapid insights to guide business decisions.

Edge Instant Insights

Provides immediate visibility into customer trends, competitive positioning, and industry benchmarks, allowing teams to ask market questions without launching a full research study.

Area	Detail
Metric	For Strategy and Research, pricing is based on total volume of interactions (which includes billable survey responses, minutes of video feedback, and social mentions). For Edge, Qualtrics provides access to our human and synthetic panel through a subscription-based model. EDGE Credit Subscriptions are priced based on a crediting and response model, with credits recognised on a tiered scale based on the audience's incidence rate. Qualtrics will collaborate with clients to determine an audience subscription based on the number of respondents needed and the tier level they fall into. This model offers cost savings and immediate access to both human and synthetic panellists.
Inclusions	The price includes software licencing, platform maintenance, standard user support, and access to all standard S&R features (including Text iQ and Stats iQ).

Area	Detail
Service Availability Guarantee	Qualtrics will ensure that the Cloud Service has an availability level of 99.93%, excluding when the Cloud Service is unavailable due to (a) required system maintenance as determined by Qualtrics for which Qualtrics provides at least five days' advance notice to the Customer; and (b) causes outside of the control of Qualtrics that could not have been avoided by its exercise of due care.
SLA / Fee Credit	If availability falls below guarantee, Fee Credits are issued, scaling from 5.0% credit (for 31-120 mins downtime) up to 10.0% (for 241+ mins downtime). https://www.qualtrics.com/legal/customers/service-level-agreement/
Service Reporting	Real-time status updates are provided via the Qualtrics Status Page (status.qualtrics.com), with email/text subscription available.
User Support	24/7/365 multi-channel support (web, chat, phone), with response SLAs guaranteed based on incident severity.

Area	Detail
Data Hosting	Data is hosted on Amazon Web Services (AWS) infrastructure, with specific regions (e.g., AWS London) available for UK customer data residency.
Data in Transit	All communication uses TLS 1.2 or higher encryption . Secure bulk transfer uses STFP .
Data at Rest	All customer data is encrypted at rest using AES 256-bit encryption across database and storage layers.
Access Control	Mandatory Multi-Factor Authentication (MFA) and SAML 2.0 Identity Federation (SSO) are supported. Access is governed by strict Role-Based Access Control (RBAC) .
Certifications (Independent Audit)	FedRAMP High (NIST 800-53), ISO 27001 , SOC 2 Type II , ISO 42001 , and Cyber Essentials .
Incident Management	Process complies with NIST 800-53 and is driven by the 24/7 Security Operations Centre (SOC).

Right to Terminate

A customer can terminate the subscription if the Service Availability SLA is breached for four consecutive months, five or more months in any 12-month period, or if availability falls below 95% in one month.

Data Return and Deletion

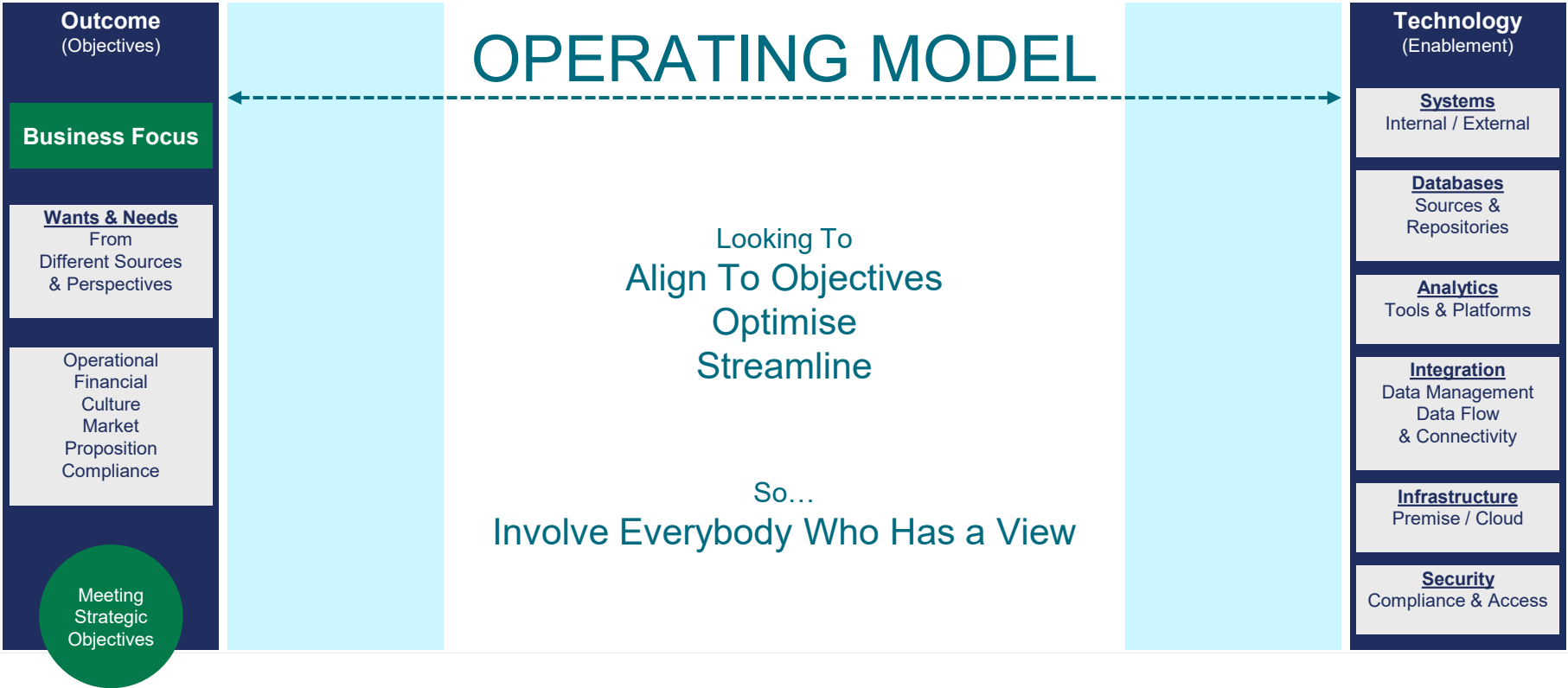
Upon termination, the customer has a contractual window to extract their data in standard formats (CSV, TSV, XML). Following this window, Qualtrics guarantees the **secure, permanent deletion** of all remaining Customer Data, including purging from backups, within a maximum contractual period (typically 90-180 days).



Implementing Qualtrics

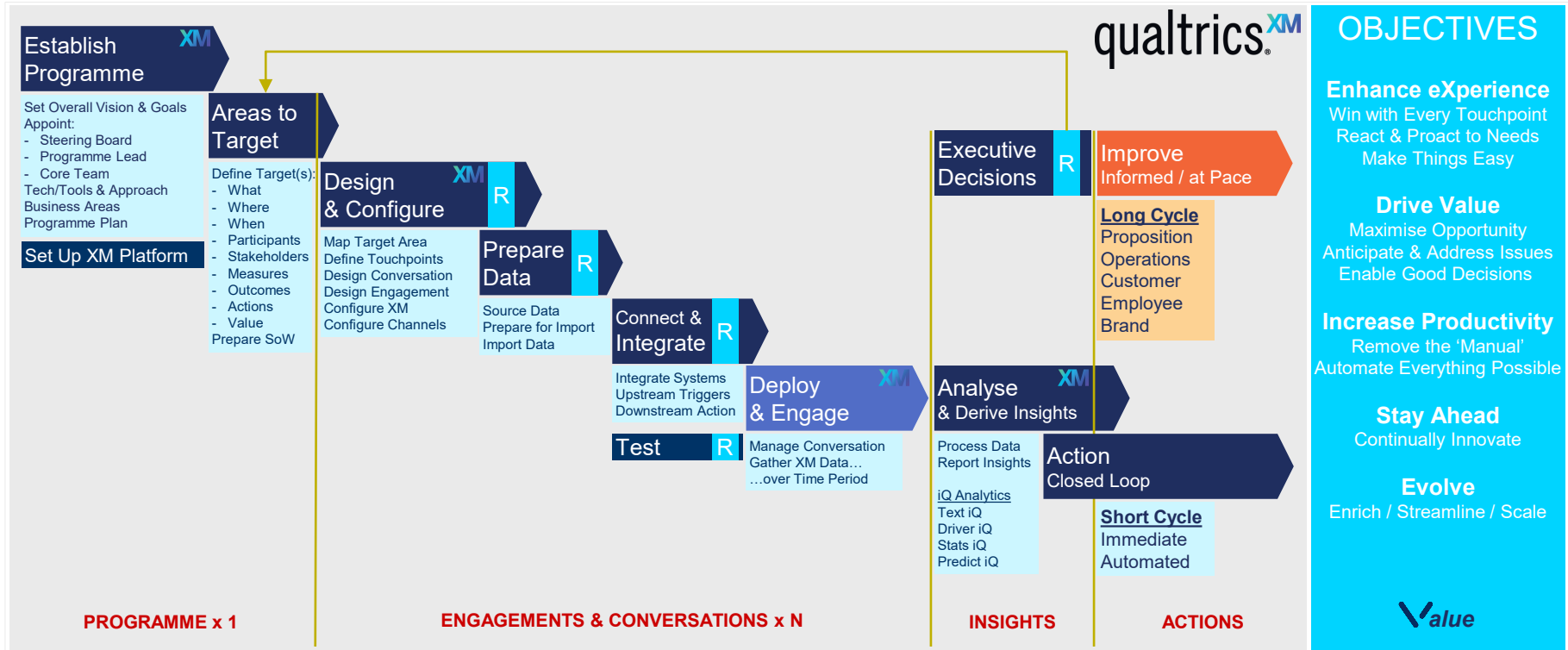
Approach, Support & Services





Implementation & Planning

Deliver the eXperience Management Programme with Qualtrics XM



IMPROVE™



3.0 G-Cloud 15 Alignment Information

Service Definition

3.0 Alignment Information

3.1 On-boarding and Off-boarding

Capventis Blueprint methodology enables us to work jointly with our clients to confirm their business needs, implement the best solution and deliver a successful strategy. The Capventis Blueprint methodology and approach incorporates a full design and implementation project that takes into account all issues around the solutions design, how it should be deployed on the mix of hosting and internal systems, as well as the project components (stages) to do with data migration and data integration.

3.2 Pricing

Pricing depends on the hosting solution as well as the specific scope of any data migration involved. Capventis have skills and experience around hosted solutions going back to the earliest third party vendor offerings as well as internal (remote) data centre environments. In all cases, it is usually very straightforward to set up data migration and extraction exercises at project start/end as well as (typically) on-going operational procedure.

3.3 Service management

Capventis can act as an extension of your (the client) operational front-line or second-line support team. Usually the hosting vendor provides day to day operational support as part of the hosting price. The client front-line team liaises directly with the business users as well as the vendor in the day to day operation. Capventis would generally provide a second line backup to address new scope, new design and new deployment around an existing pre-configured / delivered solution.

3.4 Service constraints

Any service constraints are dependent on the hosted solution. Capventis advocate world leading solutions that are flexible and easy to configure and easy to integrate to.

Service Definition

3.0 Alignment Information

3.5 Service Levels

Service levels are dependent on the hosted solution. Typically Capventis would work with world leading solutions where the hosted solution would be 24x7 everyday of the year, i.e. always available.

3.6 Back-up/restore and disaster recovery

Capventis provide services and solutions using cloud and on-premise technology from the leading vendors. These solutions all have world leading policies and infrastructure around data security, backup and disaster recovery.

3.7 Financial recompense model for not meeting service levels

Recompense is dependent on the hosting provider. Capventis recommend only leading cloud vendors.

3.8 Training

Basic training on cloud solutions would normally be provided as standard by the hosted provider. However, Capventis incorporate business, administrator and technical training as a normal component of every project (reference Capventis Blueprint methodology). Such training is aligned to the configured solution as it aligns to the specific shape of client environment.

3.9 Ordering and invoicing process

Depends on the hosted solution vendor contract for subscription hosted services. Capventis services are invoiced at the end of the month within which any services are provided. These are typically ordered (PO) to defined and agreed Statement of Work (SoW), or project scope and plan. Payment terms are 30 days.

Service Definition

3.0 Alignment Information

3.10 Termination terms

By consumers (i.e. consumption); and

By the Supplier (removal of the G-Cloud Service);

Termination terms are dependent on the hosting contract.

3.11 Data restoration / service migration

Dependent on the hosting contract. Typically, these issues would be addressed within the initial implementation project, as managed with Capventis.

3.12 Consumer responsibilities

Dependent on the hosting contract.

3.13 Technical requirements

These issues would be addressed during any implementation project. Critical to level-of-comfort, in advance of any questions, is the selection of a leading vendor, Capventis, through our experience and skills, can address these issues with you (client) at any stage of the project.

3.14 Details of any trial service available

Trial services are dependent on the solution and the hosting provider. However, with the leading vendors, Capventis expect and are well used to trial periods being available to carry out pilot and proof-of-concept exercises. The only restriction on such exercises would (typically) be time, i.e. full access to solutions should be expected in terms of what can be configured in trial.



4.0 About Capventis

Engineering Value

Value Proposition

IMPROVE™

*At Capventis, we help organisations realise **new** and **more business value**,
through **ideas** and the strategic use of **data**.*

Capventis Expertise

IMPROVE™

eXperience

Internal & External
Listen & Understand
Manage & Enhance



Engagement

Customer, Employee, Partner
Communicate & Transact
Via all Channels



Business

Value Proposition
Process & Data Management
Business Enablement
Integration
People

Solutions



Mobilisation

Optimise Data Assets
Sourcing & Delivery
Organising for Value



Analytics

Measures & Insights
Interpret & Predict
Decision Support



Capventis Partnerships

IMPROVE™

eXperience

Internal & External
Listen & Understand
Manage & Enhance

Engagement

Customer, Employee, Partner
Communicate & Transact
Via all Channels

Business

Value Proposition
Process & Data Management
Business Enablement
Integration
People

Mobilisation

Optimise Data Assets
Sourcing & Delivery
Organising for Value

Analytics

Measures & Insights
Interpret & Predict
Decision Support

Solutions

qualtrics^{XM}

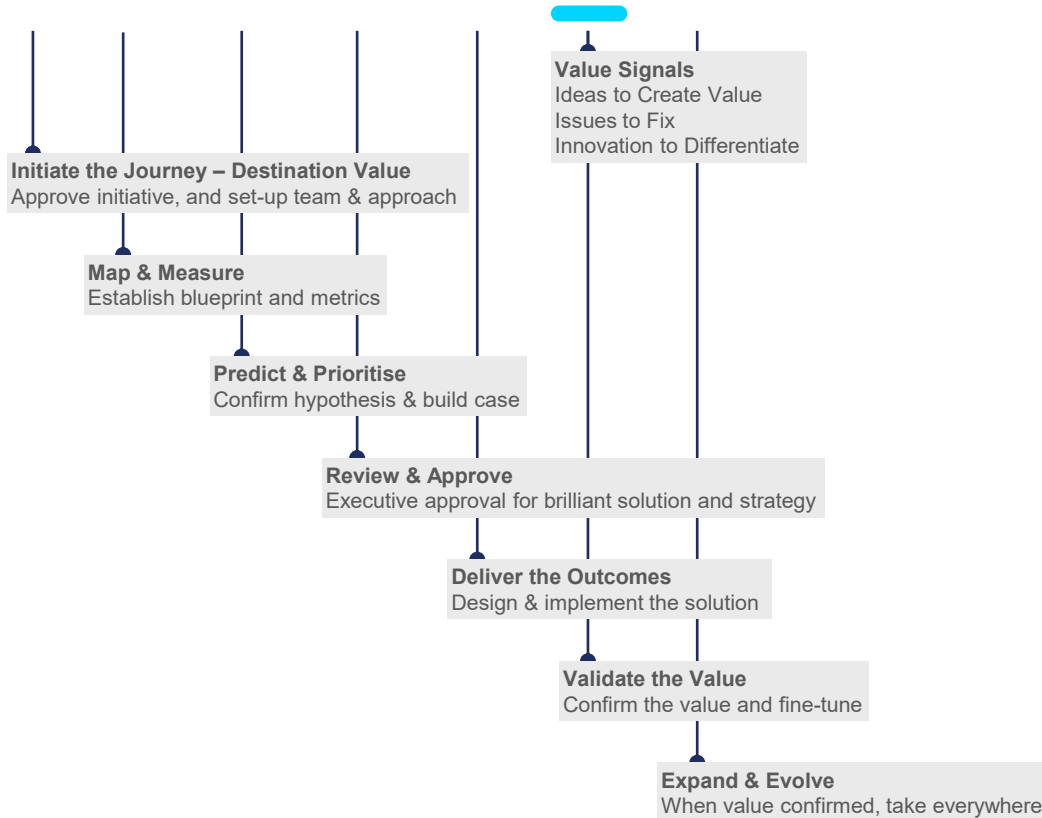
zendesk

Glü



Qlik

IMPROVE™



Capventis Services

ADVISORY

Expert, Skilled, Experienced
Executive Facilitation
Innovation & Value Exploration
Approach & Planning

ANALYSIS & DESIGN

Mapping
Solution Planning & Business Case
Consensus

SOLUTION IMPLEMENTATION

Brilliant Basics

SUCCESS MANAGEMENT

Training and Adoption
Change Management
Fine-Tuning & Optimisation

MANAGED SERVICES

Outsourced Data Management Services

Capventis

IMPROVE™

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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/>