

CapVentis



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 Contact Import Automation & Distribution Automation Dashboard Basic Configuration DKIM & SMTP Setup Close the Loop: xFlow Guidance Guidance on AI Features Up to 44 hours Engagement Period: 8 Weeks	Kick-off Call Project Management Survey Build Standard Website Feedback Intercept Build (1) Contact Import Automation & Distribution Automation Dashboard Configuration Close the Loop: xFlow Guidance Guidance on AI Features Up to 60 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	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	£ 175/hour Ad hoc hours, reach out to Capventis for more detail

Onboarding Services Packages

Qualtrics Employee Experience

EX Engagement	EX Lifecycle	EX 360	Additional Support
Kick-off Call Project Management EX25 Survey Build Participant & Hierarchy Support Directory Import Automation Dashboard Configuration DKIM & SMTP Setup Guided Action Plan Management UAT and Launch Support Guidance on AI Features Up to 52 hours Engagement Period: 8 Weeks	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 Up to 64 hours Engagement Period: 8 Weeks	Kick-off Call Project Management Survey Build Participant Support Workflow Review Subject Reports Buid HR Aggregated Dashboard Build UAT and Launch Support Guidance on AI Features Up to 56 hours Engagement Period: 8 Weeks	Design & Platform Configuration Program Setup & Advisory Historical Data Import EX Methodology Data Integration People Analytics End to End Flow £ 175 Ad hoc hours, reach out to Capventis for more detail EX Training Basic EX Projects Training: Survey Configuration, Survey Distributions, Dashboard Build & Navigation 3 x 2hr sessions, 5 Users
£ 6,200	£ 8,300	£ 7,000	£ 1,500/day

Onboarding Services Packages

Qualtrics Strategy & Research

Strategy & Research

CapVentis

Strategic Research Basic

Kick-off Call
Project Management
Survey Build
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
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	Blueprint Workshop	Implementing Qualtrics	Programme
STRATEGY eXperience Management <i>What it is / Definition</i> Market & Trends <i>Who / What is Winning</i> XM for Your Business <i>Explore / Discuss</i> Value & Priority <i>Rationale / Business Case</i> Approach & Planning <i>Programme Pilot Prove Evolve</i> 1 Day	XM AUDIT Current Programme <i>Scope and Set Up Value to Date</i> Views <i>...of the Business of the XM Team...</i> Potential <i>Scope Organisation Technology Execution Value</i> Assemble & Collate <i>Findings & Recommendations</i> Review & Approve <i>Present to Executive Explore & Approve</i> 2 days	GUIDANCE Standard Packages <i>Qualtrics Research Core, CX & EX Training Dedicated Consultant</i> DELIVERY Tailored Assistance & Support <i>Joint Team</i> <i>Project Management & Planning Design & Platform Configuration Data & Integration Analytics End to End Flow</i> FULL SERVICE Outsourced Service <i>Capventis Do what is Needed</i> CV	VALUE ENGINEERING Advisory <i>Expert Services Programme Strategy Set Up / Organisation Operational Model</i> Technology <i>Capventis Glu Platform Insight Delivery Interaction & Transaction Functions & Apps</i> Data <i>Master Data Management Integration Social Media IoT</i> Value <i>Find & Deliver</i> Value

CapVentis

IMPROVE™

United Kingdom

*M-SParc
Menai Science Park
Gaerwen, Anglesey
LL60 6AG*

+44 (0)845 313 8696

Monica Arriola O'Flynn, Commercial Lead for XM

monica.arriola-oflynn@capventis.com

+44 845 313 8696

Enterprise
Business Enablement & Applications
Mobilisation
Data Optimisation & Integration
Engagement
Customer & Employee
eXperience
Sentiment & Ideas
Analytics
Insight & Action

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