

This G-Cloud Service Description details the provision of **Qualtrics Employee Experience (EX)** software as a service (SaaS), built on the centralized Qualtrics XM Platform.

The service enables UK Public Sector bodies to understand, measure, and take action on key drivers of employee engagement, productivity, and retention across the entire employee lifecycle.

1. Service Overview: Qualtrics XM for Employee Experience

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

The service provides automated, AI-driven insights and action recommendations to HR, senior leaders, and people managers.

Key Service Features

Feature	Description
Full Employee Lifecycle Management	Measure key moments from Candidate Experience through Onboarding, Development, to Exit .
Engagement & Pulse Surveys	Deliver continuous, in-the-moment listening via highly customizable, science-backed surveys.
AI & NLP Analytics (Text iQ)	Automatically synthesize 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.

Manager Assist / Action Planning	Empowers people managers with AI-recommended, targeted actions and coaching to improve team results immediately.
360 Development Feedback	Structured tools for performance and development feedback for employees at all levels, focused on growth.
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.
Real-Time, Customizable Dashboards	Create role-based dashboards to display relevant metrics and insights for different teams.

Core EX Use Cases (Examples)

The service is typically structured around key use-case subscriptions (or a Foundational SKU), which define the included functionality:

- **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 personalized development plans.
- **Employee Technology Experience (ETX):** Measuring employee satisfaction with internal IT services and tools.

2. Service Management and Support

Area	Detail
Service Availability Guarantee	99.93% monthly system availability for the production environment.
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.

3. Data Protection and Security

Qualtrics is committed to the highest levels of security and compliance, leveraging its underlying AWS infrastructure.

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 SFTP .
Data at Rest	All customer data is encrypted at rest using AES 256-bit encryption across database and disk 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 Center (SOC).

4. Pricing Model

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

- **Metric:** Pricing is primarily based on the **number of employees (Heads Count)** covered by the license (the "Employee Count").
- **Duration:** Subscriptions are annual or multi-year.
- **Inclusions:** The price includes software licensing, 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 services

(like Data Isolation) are scoped and priced separately.

5. Termination

- **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. For more information, see our General Terms and Conditions here: <https://www.qualtrics.com/legal/customers>.
- **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). For more information, see our General Terms and Conditions here: <https://www.qualtrics.com/legal/customers>.