

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

The service enables UK Public Sector bodies to capture feedback across all customer touchpoints, predict needs, and automate actions to improve customer satisfaction (CSAT), loyalty, and trust.

1. Service Overview: Qualtrics XM for Customer Experience

Qualtrics XM for Customer Experience is a dedicated solution for Customer Experience Management (CXM). It provides an omnichannel listening engine that combines 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 centralize all Voice of Customer (VoC) programs into a single system of action.

Key Service Features

Feature	Description
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.
AI & NLP Analytics (Text iQ)	Uses AI to analyse unstructured text (comments, call notes) for sentiment, effort, and intent automatically.
Closed-Loop Actioning	Automates workflows and sends tickets to frontline teams (or integrated CRMs) to resolve issues in real-time.
Real-Time, Customizable Dashboards	Create role-based dashboards to display relevant metrics and insights for different teams.
Advanced Digital Experience (DX)	Behavioral analytics (click streams, heatmaps) to diagnose friction in web and mobile app journeys.

Online Reputation Management	Ingest and analyze 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.
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Core CX Use Cases (Examples)

The service supports various use cases, often defined by the contracted subscription level:

- **VoC Core:** Centralized Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES) surveys.
- **Digital Experience:** Optimizing website and mobile app journeys using embedded feedback and behavioural analytics.
- **Contact Center 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.

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.
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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 Customer Experience service is sold as a **SaaS Subscription**.

- **Metric:** Qualtrics offers a licensing model based on **interactions**, allowing unlimited user seats and flexibility in usage across our suite of solutions. Interactions are defined as a survey response, call, chat conversation, social review, email, or in the case of call center 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 licensing, platform maintenance, standard user support, and access to all standard features within the chosen use case.
- **Exclusions:** Price excludes VAT. Implementation, bespoke training, and premium features (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).