

This G-Cloud Service Description details the provision of **Qualtrics Strategy and Research (S&R) / XM for Strategy & Research** software as a service (SaaS).

This service empowers UK Public Sector bodies, research, and policy teams to accelerate insight generation, conduct advanced market and user research, and drive strategic decision-making with high confidence.

1. Service Overview: Qualtrics Strategy and Research

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.

Key Service Features

Feature	Description
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).
User Experience (UX) Research	Specialized 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 human research panels and AI-powered synthetic respondents for instant, cost-effective insights.

Competitive Benchmarking (Edge Instant Insights)	Provides real-time, pre-existing data and competitive insights for specific industries (e.g., Banking, Hospitality).
Research Centralization	Central repository to manage all research projects and findings across an organisation.

Qualtrics Edge Integration

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

- **Edge Audiences:** AI-powered panel 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 consumer trends, competitive positioning, and industry benchmarks, allowing teams to ask market questions without launching a full research study.

2. Service Management and Support

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 Customer; and (b) causes outside of the reasonable 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.

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

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 recognized on a tiered scale based on the audience's incidence rate. Qualtrics will collaborate with 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 panelists.

Inclusions: The price includes software licensing, platform maintenance, standard user support, and access to all standard S&R features (including Text iQ and Stats iQ).

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.
- **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:

<https://www.qualtrics.com/legal/customers/>