

Pricing for Picker & Qualtrics on G-Cloud 15

Picker pricing

The levels of support available from Picker include:

- **Enable - we guide you**
Discovery, solution blueprinting, configuration playbooks, coaching, and training for analysts and administrators.
- **Deliver - we build it with you**
Picker support on the configuration of surveys, dashboards, and workflows, with structured support for testing and launch.
- **Manage - we run it for you**
An end to end managed service with governance, reporting, and continuous improvement. This is our default for statutory programmes and available more widely where it best supports person centred outcomes.

Typically, a Head of Service, along with the named primary and secondary Senior / Account Manager for each customer will establish the scope of each programme and provide a fully costed programme of work for acceptance; prior to undertaking any work.

Picker pricing is based on time and materials, and we offer heavily discounted day rates for the public sector:

Staff role	Discounted Public Sector Day Rate
Chief or Director	£1,200
Head of Service	£950
Team Leader	£900
Senior Account Manager	£800
Account Manager	£700

All prices stated are excluded VAT.

Qualtrics pricing

Qualtrics licence pricing is based on total interaction volumes (for CX and S&R licences) or total number of employees within your organisation (EX licences) within an annual period. Licenses are provided for a minimum of a 12 month period.

Customer Experience (CX) license cost

There are three main types of CX licence available:

- Qualtrics Customer Experience – Foundational
 - Primarily focused for standard surveys and basic dashboards. Ideal for where NPS or CSAT is required, but broader AI or cross-channel integration is not yet required
 - This is available across 4 Tiers of pricing, ranging from £1.82 to £3.68 per interaction, depending on the volumes required.
- Qualtrics Customer Experience - Enterprise
 - Includes everything in Foundational with the addition of advanced governance, unlimited users, and more sophisticated reporting for complex organisational structures (such as different regions or departments)
 - This is available across 12 Tiers of pricing, ranging from £0.16 to £5.25 per interaction, depending on the volumes required.
- Qualtrics Customer Experience - Full Suite
 - This combines physical, digital, and support channels into one license; to enable the tracking of a customer journey from a website visit to an instore purchase, or a contact centre call.
 - This is available across 11 Tiers of pricing, ranging from £0.26 to £6.09 per interaction, depending on the volumes required.

In addition there is a specialised offer in Qualtrics Digital Experience; with an option add on of Digital Experience Analytics (DXA).

- This is specifically for online touchpoints, such as pop-up surveys on your site and mobile app feedback tools for users while they are browsing.
 - This is available across 10 Tiers of pricing, ranging from £0.21 to £3.01 per interaction, depending on the volumes required.
- Digital Experience Analytics (DXA) expands this functionality with Session Replay (watching a video of a user's session), Heatmaps, and Rage Click detection.
 - This is available across 5 Tiers of pricing, ranging from £2,093 to £12,854 per million sessions, depending on the volumes required.

Employee Experience (EX) license cost

There are three main tiers of EX license available:

- XM for People – Engagement and Pulses
 - This is available across 10 Tiers of pricing, ranging from £2.06 to £24.06 per employee, depending on the volumes required.
- XM for People – Lifecycle and Candidate Experience
 - This is available across 10 Tiers of pricing, ranging from £1.99 to £17.20 per employee, depending on the volumes required.
- XM for People Suite – Engagement, Pulses, Lifecycle, Candidate XM, People Analytics
 - This is available across 9 Tiers of pricing, ranging from £2.98 to £31.37 per employee, depending on the volumes required.

In addition, there are also add-ons available that provide:

- A 360 programme for employees
 - This is available across 5 Tiers of pricing, ranging from £24.17 to £67.14 per employee, depending on the volumes required.
- ETX for the streamlining and productivity improvements of internal systems and applications.
 - This is available across 6 Tiers of pricing when looking at a single system, ranging from £6.36 to £12.34 per employee, depending on the volumes required.
 - For an unlimited number of systems, this is available across 7 Tiers, ranging from £8.39 to £26.21 per employee, depending on the volumes required.

Strategy & Research (S&R) license cost

There is one licence type for S&R, across 6 Tiers, with the cost ranging from £1 to £2.07 per interaction, depending on the volumes required.

All prices stated are excluded VAT.