

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).

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

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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/
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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

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