

Zill Consulting

G-Cloud 15

Commercial in Confidence



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Introducing Zill Consulting

Zill Consulting has been delivering successful CX initiatives since 2014

10+ Years

delivering CX programmes

880+

Successful Client Engagements (500+ clients)

100+ Years

CX expertise across the team

8 Languages

English, French, German, Portuguese, Spanish, Polish, Hindi and Thai

We have supported clients across Europe and Asia with our footprint



Our Leadership

150+ Years of CX expertise across the leadership team



Mark Cullen
Partner



Bharat Choragudi
Director, CX Delivery



Rui Cabral
Director, CX Delivery



Abdul Dezkam
Director, Advisory



Gaurav Bhagat
Partner



Shamim Siddiqui
Director, Centre of Excellence



Jon Czernel
Director, CX Delivery



Kavita Jain
Director, Operations



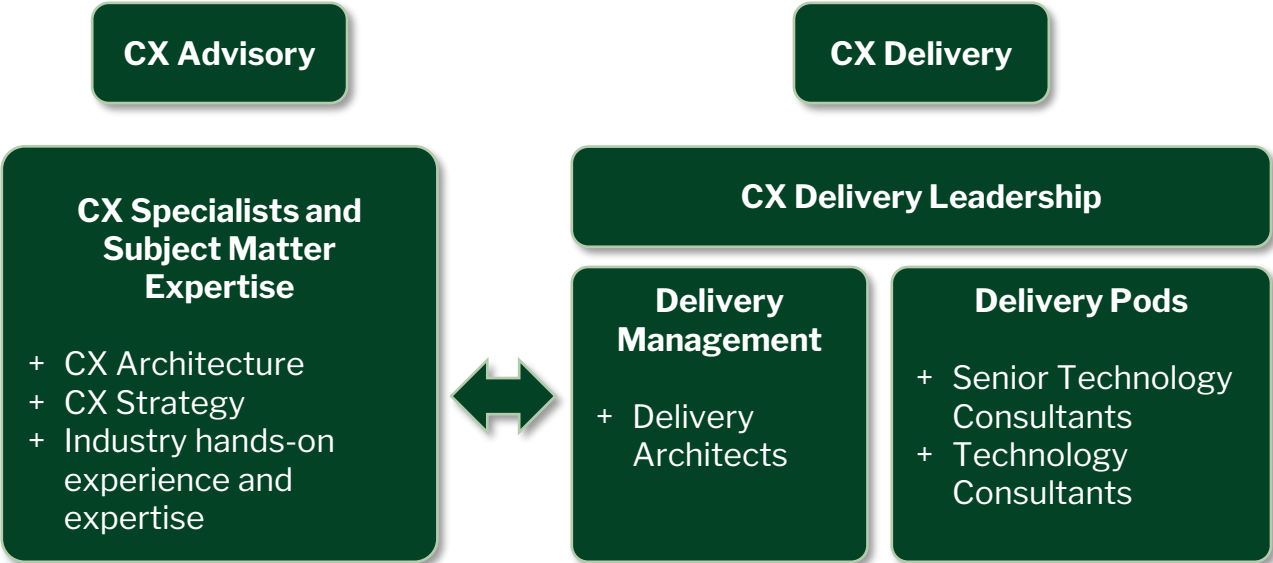
How we operate

Zill – Organisation Setup

We have colleagues focused on delivering exceptional CX outcomes for clients.

Zill’s structure is aligned to client needs; optimised for CX delivery and success

Our CX specialists support clients to ensure their end-to-end approach considers **best practices and wider CX strategy**. Our advisors have decades of experience supporting CX projects in various industries across the globe.



Our delivery structure comprises of *Delivery Architects* who **manage projects** on a day-to-day basis as well as drive **customer success delivery** combined with *Technology Consultants* who undertake **execution activities**. *Delivery Leadership* supports resource management, administrations and escalations.

Full suite of services designed for customer CX initiatives

Supporting the entire suite of capabilities for driving CX initiatives

Advisory	Implementation	Optimisation	Value Realisation
+ Strategy and Design + Methodology and Governance Design + Customer Journey Mapping + Results Analysis and Executive Reporting + Platform and Methodology Training	+ Solution Design + Technical Design + Project Management + Tech Build & Configuration + Dashboards and Reporting configuration + Ongoing managed services + Supports the 'Build' phase	+ Product Training + Dashboards and Reporting Support + Engineering Services + CX Best Practice Training + Identify optimisation opportunities + Supports the 'Educate' and 'Steady State' phases	+ Value Realisation Dashboards + Open text Model Build + New Integrations + Implement new features + Supports the 'Value Realisation' Phase
Subject Matter Advisory	Implementation	Managed Services	
Custom Engineering	Data Analysis & Reporting	Training & Enablement	

We have a three-pronged approach to delivering value

Value Realisation

Establishing **structured programs** that continuously demonstrate the ROI of Software and Zill investments.

Adoption & Usage Acceleration

Driving deeper **platform utilisation** through targeted enablement and optimisation activities.

Creating Value Pathways

Creating clear roadmaps for **additional value creation** that aligns with evolving client business needs.

Service Description

Design and delivery packages

Zill Delivery Packages are built to meet needs of every client

The objective of each of these packages is to provide a level of support to customers that enables them to maximise value from their investment and advance their CX initiatives

Packages >	Base	Essential	Comprehensive
Client's Need	Highly flexible, occasional assistance .	Highly flexible yet regular assistance on platform.	High demand , consistent level of platform activities, CX advisory.
Resource availability	Any available resource, simple and common updates .	Designated resources with implicit knowledge of the client's platform.	Designated or dedicated resources with previous experience on the client platform.
Level of support	Low complexity , limited level of change.	Medium complexity , dynamic configuration with regular changes.	Medium to high complexity , new projects, constant changes.

Packages can be sourced using three consumption options described in the following section. Custom fixed price implementation services can also be developed

Consumption options to suit various levels of demand

On-demand hours

Suitable for clients with:

- **ad-hoc needs** for configuration or advise
- **limited view** of expected or anticipated demand
- **high seasonality** in demand and several months of no change activities

Options: **20hr** (3mo), **50hr** (6mo), **100hr/200hr** (12mo)

Monthly fixed hours

Suitable for clients with:

- **a consistent level of demand** with continuous activities on the platform
- **low to medium complexity** configuration
- requirement for **advisory and implementation support**
- limited in-house platform **expertise**

Options (per month): **20 hrs.**, **40 hrs.**

FTE Resources

Suitable for clients with:

- **medium to high complexity** configurations
- **consistently high level** of demand
- undergoing a **significant transformation**
- **multiple CX products**

Combination of 1 FTE and 0.5 FTE options

All our packages are underpinned by

- Ready access to **Customer Success Manager** and designated technology consultants
- **Intimate understanding** of client's **organisation** and specific setup and configuration
- Focus on **value realisation** and achieving client's business outcomes
- Drive **ideation and solutioning** to leverage additional platform capability

Key differences between packages – At a glance

Example Scenarios:

- Client needs to update an existing configuration
- Client needs a new dashboard/report.
- Client needs updates to a dashboard or report

Example Scenarios:

- Client adds a new product or campaign and needs the platform updated across all products to factor in the business change
- Client has a consistent need to undertake activities described in 'Base'

Example Scenarios:

- Client needs advisory on extracting further value from the platform
- Clients needs support on a transformation project
- Client needs to implement a new integration.
- Client needs to implement a new feature which has been purchased or exists in the current license but hasn't been implemented

		Annual On-site Executive Review
		Dedicated Resourcing
		Weekly Project Meetings
	Dedicated Success Manager	Dedicated Success Manager
	Monthly Meetings Quarterly Value Reviews	Fortnightly Meetings Quarterly Value Reviews
Ad-hoc sessions as required	Ad-hoc sessions as required	Ad-hoc sessions as required
Platform Activities	Platform Activities and Guidance	Platform Activities and Guidance CX Advisory
Base	Essential	Comprehensive

Increasing touch points and depth of services based on maturity level and needs

At a glance

	Base	Essential	Comprehensive
Package Description	Occasional support for ad-hoc platform queries, methodology and CX best practice guidance.	Dedicated Consulting team who knows your implementation to provide guidance on product features, integrations and advisory support.	Dedicated Engagement Team and Advisory support for hands-on build support, platform configuration, and advisory support for new or improvement projects.
Options Supported	On-demand	Monthly On-demand Resources	Monthly On-demand Resources
Products Supported	Client has the following products: • Sprinklr • Qualtrics • Pendo • Typeform	Client has the following products: • Sprinklr • Qualtrics • Pendo • Typeform	Client has the following products: • Sprinklr • Qualtrics • Pendo • Typeform
Cadence	Ad-hoc as requested.	Monthly meetings, 30 min.	Fortnightly meetings, 30 min. Weekly Project Reviews (as needed)
Services Review (Jointly with Product Account Teams)	None	Quarterly Value Reviews (virtual) Annual Review (virtual)	Quarterly Value Reviews (virtual) Annual Review (on-site)
Success Consultant	Designated	Dedicated	Dedicated
Minimum / Maximum Commitment	20 Hours minimum / 5 Hours per week max	100 Hours per annum minimum 8 Hours per week max	20 Hours per month minimum 200 Hours per annum minimum 0.5 FTE minimum
Resource Availability	Best endeavours	Always-on	Always-on
Roll-Over	No	Optional	Optional

Scope of Services

Enhancement Support

- **Monthly cadence and ad-hoc support** - Regular check-ins plus on-demand assistance when needed.
- **Platform guidance** – Advise on best practices for platform usage.
- **CX advisory services** - Improve customer experience strategies based on platform capabilities.
- **Sharing updates on new features/integration** - Keep you informed about platform enhancements and integrations relevant to your use cases.
- **Support any value maximisation conversations** - Help identify opportunities to increase ROI from platform.

Optimisation and technical configuration support

- **Build and configuration support** - Assist with platform setup, ad-hoc platform support (inc. coordination with platform support teams where necessary) and technical implementation requirements.
- **Product training** - Provide supplementary education for optimal platform utilisation.
- **Dashboards and Reporting Support** - Create custom analytics displays for actionable business insights.
- **Identify and execute optimisation opportunities** - Pinpoint and implement performance enhancements for maximum efficiency.
- **Technology Consulting** - Offer expert guidance on technical decisions and architecture.