



Workplace Experience Management

G-Cloud 15

Service Definition

Table of Contents

- 1. Proposal Summary 2
 - 1.1 Service Objectives 3
 - 1.2 DXC Deliverables 4
 - 1.3 Customer Responsibilities..... 5
 - 1.4 Out of Scope 5
 - 1.5 Assumptions..... 5
 - 1.6 High Level Delivery Schedule 5
- 2. Performance Controls 6
 - 2.1 NPS Score 6
 - 2.2 Contractually Binding Performance Reporting of NPS..... 6
 - 2.3 NPS Scale Exceptions, Service Price + Incentive Levels 7
 - 2.4 Charge Model by Month..... 7
 - 2.5 New Product Development (NPD) and Future Service States 7
 - 2.6 Termination Clause 9
 - 2.7 Sign-off..... 9
 - 2.8 Appendix – Reference Terms & Acronyms Table 10

1. Service Definition Overview

DXC's Experience Management (XM) Services are designed to gather real-time insights on employee engagement across an organization and drive action through a governance forum to improve end-user experience, IT service delivery and monitor the impact of these improvements.

Experience based improvements are made based on the highest possible business value to the enterprise, such that IT operations and enablement start to influence positive outcomes and reduce inefficiency for both end-users and IT personnel in their daily work.

DXC will provide the Experience Management reporting technologies with tailored data attributes to provide end-user insights through embedded analytics and establish an Experience Management Office (XMO) as a governance function.

Workplace experience data will be collected and managed across Experience Management (XM) domains.

Example domains include:

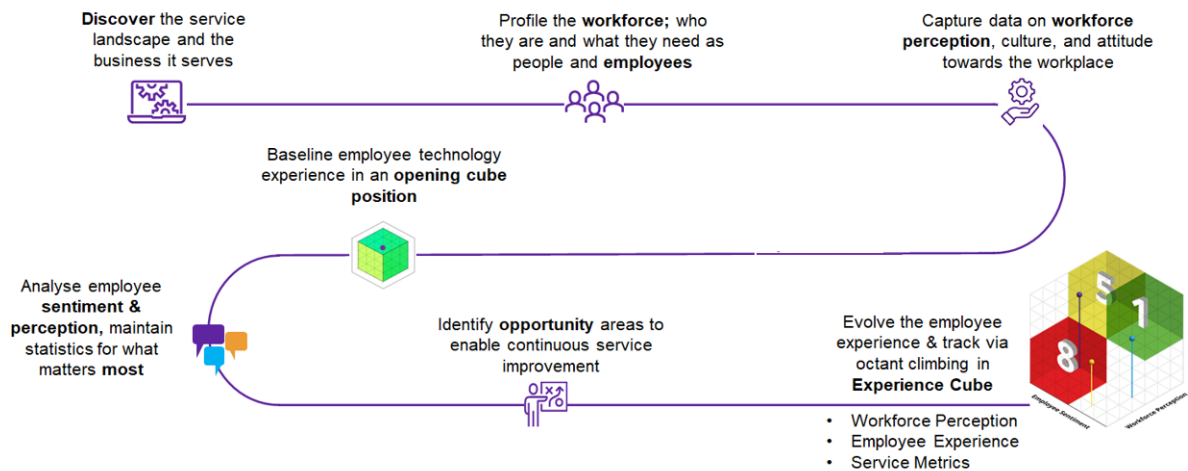
- Digital Support (Service Desk, End-user Services, etc.)
- Collaboration (MS Teams, etc.)
- Asset Management (Hardware and Software)
- IT Service Management (ITSM)

The ability to combine operational data and experience data creates an unparalleled information ecosystem, which enables the management and enhancement of a unified end-user experience.

1.1 Service Objectives

Monitor and measure end-user technology experiences within an organizational environment to identify opportunities for improvement.

1.1.1 Service XMO Process Flow



1.2 Service Outcomes

1.2.1 The Experience Cube

The Experience Cube is a multi-dimensional reporting model for measuring end-user experiences for any service and provides the data needed to help drive continuous service improvement.

1.2.2 Workforce Specific Service Metrics

Collection of analytical criteria that DXC uses to measure the experience of service users within a complex service fabric. Reporting metrics are tracked through governed actions so that an organization can actively work towards increasing employee retention, lower levels of friction and eliminating inefficiencies. Net Promoter Score (NPS) metrics transpose consumer grade experience analytics to the workplace to help drive more nuanced analytics.

1.2.3 Deep Experience Metrics Reports

DXC will benchmark core IT services to identify additional insights and analytics to cover critical end-user service use cases, service experiences, or experience level targets. A framework of measurement and reporting cycles will be agreed through the XMO governance.

1.3 DXC Deliverables

1.3.1.1 Designate a senior-level individual to act as the Customer's primary contact for DXC and who has the authority to make decisions regarding actions to be taken in the provision of service evolution.

1.3.1.2 Define XLA* targets that are end-user-centric metrics and XPIs* that focus on the perceived quality of IT services.

1.3.1.3 The XM Team will create a design document to identify the client requirements to set up XM Services and obtain the data required for monitoring.

1.3.1.4 Collect and analyze operational data (O) and experience data (X) required for advanced experienced-based analytics. The following data sets are crucial to conduct analyses: master data, system data, automation data, scanning data.

1.3.1.5 Output framework: Net Promoter Score (NPS), XPI.

1.3.1.6 Indexed metric reporting how likely a certain service or vendor might be recommended by others.

1.3.1.7 Provides overall customer satisfaction and focuses on service perception, industry standings, service personality, and emotional attachment.

1.3.1.8 Measures customer experience and predicts business growth.

1.3.1.9 Tracks consumer trust and loyalty on a relative scale (e.g. 0-10) benchmarked across the service landscape.

1.3.1.10 Promoter Reporting: those with responses of 9 or 10: End-users who are loyal and enthusiastic about the organization/ product and will continue buying and referring others.

1.3.1.11 Passive Reporting: those with responses of 7 or 8: Generally satisfied end-users but lack the enthusiasm of promoters. This group is vulnerable to competitive services and not immune to defection.

1.3.1.12 Detractor Reporting: all other responses from 0-6: Often unhappy customers

1.3.1.13 Net promoter score tracking is derived by taking the percentage of respondents who are promoters and subtracting the percentage of respondents who are detractors.

1.3.1.14 DXC will analyze the operational metrics and implement corrective actions on repetitive volumes and dissatisfied user responses.

1.3.1.15 Identify and resolve/escalate recurring issues, enabling resolution in the most time-efficient manner.

1.3.1.16 Follow-up regarding resolution and working with support teams to enable a tool/script to prevent future occurrences.

1.3.1.17 Measure improvement/results and share with DXC leadership and Customer stakeholders for dialogue within the governance forum of the 'Experience Management Office (XMO)'.

1.3.1.18 Utilize operational metrics, including missed experience management targets, identify opportunities for improvement.

1.3.1.19 Propose recommendations, align actions, and map process for innovation and automation.

1.4 Customer Responsibilities

- Designate a senior-level individual to act as DXC's primary contact who has the authority to make decisions regarding actions discussed within the XMO (a.k.a. 'The Executive Sponsor')
- Provide access to required customer information as outlined in design documentation including without limitation:
 - End-user volumes
 - Work locations
 - Device and computing formats
 - Operating System type
 - Device form-factor
 - Business unit
 - Software in use
- Customer will permit access to mutually agreed employee engagement channels
- Respond to DXC questions and/or requested reviews, approvals, and/or documentation in a timely manner
- Participate in reviewing operational metrics and reports on a regular and timely basis
- Work with DXC in root cause analysis and recommending/reviewing actions for improvement

1.5 Out of Scope

- Anything not explicitly stated as a deliverable within the above DXC scope.

1.6 Assumptions

- DXC uses information stored in ServiceNow, Device Management Tools and Active Directory as a minimum in the XM Service
- DXC may require additional Customer information as set out in the design document
- Only work specified in this document will be performed and supplied. Both parties will agree upon any deviations, and any adjustments will be made only with written Change Order/Work Authorization.

1.7 High Level Delivery Schedule

- 3 Months from Approval, outside of company holidays and freeze periods.

2. Performance Controls

DXC will use the Net Promoter Score (NPS) measurement framework to create a unified metric and methodology to track the performance of workplace services at an appropriate level of analysis.

2.1 NPS Score

2.1.1 The NPS framework enables the definition of a unit of performance with Lower, Mid and Upper Range points. This range establishes the containment for a ‘cycle of transition’ period which can be used to allow for the model to tolerate fluctuation. The parameters of the NPS scale can be referenced below.

2.1.2 DXC have created a scale for performance levels which reward the performance of services in two core qualities, consistency and value. These qualities are fundamental characteristics, and the model has been created to report weakness and strength under both qualities.

2.1.3 The following table shows how the above qualities are evaluated and rewarded within the performance framework.

		Experience Consistency		
		Month 1	Month 2	Month 3
Business Value	Performance Model	Level 1	Level 2	Level 3
		+5% Fee	+10% Fee	+15% Fee

2.2 Contractually Binding Performance Reporting of NPS

2.2.1 DXC will report the NPS binding performance metric for the previous 4-week period. The resulting performance metric will be reported to stakeholders on the third week of each month in the ‘Experience Management Office (XMO)’ review.

2.2.2 The resulting NPS score will be evaluated using the performance parameters below. The highest score from the preceding 4 weeks will be used as the binding metric for that period. The trending analysis of NPS across the 4 week period will also be shared, along with the current state of NPS.

2.2.3 Incentive fee bearing performance tolerances will be discussed within the context of stakeholder or employee experience feedback and will be discussed with customer stakeholders.

2.2.4 Customer stakeholders will have an opportunity to query findings and discuss its impact or causality with the DXC team within the forum of the XMO.

2.3 NPS Scale Exceptions, Service Price + Incentive Levels

Cycle of transition (month)	Incentive Threshold	XLA Level 1	XLA Level 2	XLA Level 3
4	80 NPS	Monthly service cost +5% Fee	Monthly service cost +10% Fee	Monthly service cost +15% Fee

2.4 Charge Model by Month

- The below table illustrates sequential scenarios where a payment of the stated value will be made to DXC should it achieve and sustain an NPS number exceeding 80 NPS points.
- The Incentive is incremental for each subsequent month when performance is sustained across 3 months.
- For each subsequent month at Level Three award, the price to customer will remain unchanged until a score below 80NPS is returned.

Month	NPS	Award £	Penalty	Scenario
Aug'26	50	n/a	TBC	Standard Incentive level <u>not achieved</u> .
Sept'26	86	5%	TBC	Standard Incentive Level 1 <u>awarded</u> .
Oct'26	82	10%	TBC	Standard Incentive Level 2 <u>awarded</u> .
Nov'26	85	15%	TBC	Standard Incentive Level 3 <u>awarded</u> .
Dec'26	88	15%	TBC	Standard Incentive Level 3 <u>retained</u> .
Jan'27	75	n/a	TBC	Incentive level <u>not achieved</u> .
Feb'27	82	5%	TBC	Standard Incentive Level 1 <u>awarded</u> .

*Dates shown for model illustration purposes only

2.5 New Product Development (NPD) and Future Service States

2.5.1 Level 3 Award Reinvestment (NPD)

To support continuous innovation activities in customer operations, DXC will establish a dedicated innovation fund by investing 5% of each Level 3* award as detailed above across the financial year. This fund will be used to ensure experience-based innovation, with the output being a contribution to product and service development directly against use-cases valuable to the customer.

DXC will commit to reinvesting 5% of the Level 3* service price towards innovation projects on behalf of stakeholder innovation strategy. This will be closely linked with the DXC Intelligent Workplace roadmap to provide access to expertise. Accruing 5% will be retained centrally by DXC but stated as an 'innovation credit' which can be redeemed on an annual basis against strategic projects by the customer. The 'innovation credit' will be reset annually and cannot be carried over across financial years. The reinvestment incentive will be available for each year the contract is active with Level 3 award inclusive of standard service fee.

2.5.2 Scope of XM Services for NPD

For the active service period, DXC will continuously evaluate existing or emerging IT services as candidates for 'experience reporting' (i.e. any new apps or services which can be integrated within the XM data collection and analysis once they fall within the IT/computing experience domain).

2.5.3 Experience Coverage

After 2 months of active monitoring DXC will commit to producing a benchmark which will define a threshold and coverage metric for each agreed service. This will include an experience performance analytic for each primary feature functions. From this point onwards (post 2 months), the service will be considered active and tracked for experience underperformance.

As services fluctuate and evolve, the quality of experience coverage, critical mass and proportional representation will vary. These variances will be monitored to ensure quality and accuracy of the analytics used for reporting. Services deemed to be 'underperforming' by the XMO will be targeted for improvement by DXC and Customer stakeholders.

2.6 Termination Clause

Upon termination of the Agreement or, if applicable, after the expiration of the contract, the Customer's right to use the XM software tools and access to all Confidential Information, or identify itself as a XM service customer will end.

2.7 Sign-off

Populate with sign-off names, date, and title if physical signature is required and include the following statement:

This Agreement is made as of the last date of signature below (the “Effective Date”) between Customer, and DXC and applies to Customer purchases of the Services and/or Products from as set forth herein by Signing below or approving this Agreement electronically thru the Request Management Tool.

DXC Technology

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Customer Ref

Printed Name: _____

Title: _____

Signature: _____

Date: _____

2.8 Appendix – Reference Terms & Acronyms Table

Term/Acronym	Definition
AD	Active Directory
API	Application Programming Interface – Data interface to enable communications between systems.
DXC	DXC Technology
EX	Employee Experience
HLD	High-Level Design
MFA	Multifactor Authentication.
NSG	Network Security Group
NVA	Network Virtual Appliance
PID	Project Initiation Document
SaaS	Software as a Service
SLA	Service Level Agreement
SPF	Sender Policy Framework
TBD	To Be Decided
TDA	Technical Design Authority
UK	United Kingdom
WTD	Workplace Transformation Directorate
UX (User Experience)	The perception of one or more IMS4 IT services consumed by users. Their experience and sentiment received before, during and after the consumption of the IMS4 service.
Experience-focused project	An experience-focused project prioritizes the creation of immersive and engaging experiences, going beyond traditional objectives and tasks. It aims to deliver moments that leave a lasting impression on employees, fostering emotional connection and personal and professional fulfillment.
XM (Experience Management)	The management, strategy, monitoring and execution of changes related to Customer's vision of user experience, covering all aspects, not only IT services in IMS4.
XLA (Experience Level Agreement)	Methodology measuring XI (experience indicators) that allow to capture users sentiment and transfer it to numerical value. Measuring interaction design on an individual level.
User Journey	Describes the steps, process that a user must go through to achieve his/her goal. Example: steps describing how a user can get IT support to fix his broken device.
Personas	The group of people that consume a service in a certain way, distinguished from other group by their specific needs, wishes, goals and characteristics. Example: Policy Maker

Table 1 - Terms and Acronyms