Building the Intelligent Enterprise with Experience Management
Webb Stevens
VICE PRESIDENT, CUSTOMER XM
we transform brands into RELIGIONS
customers into FANATICICS
employees into AMBASSADORS
products into OBSESSIONS
$1.6T
annual cost of customer churn due to poor experiences

$55B
lost productivity for employees each year due to lack of engagement

$499B
annual spend on U.S. product development in 2015

$40B
a year spent on outsourced market research
qualtrics AT A GLANCE

experience data that tells you WHY THINGS ARE HAPPENING across the FOUR VITAL signs of any organization.

customer EXPERIENCE

employee EXPERIENCE

brand EXPERIENCE

product EXPERIENCE
Powering the new experience management (XM) category with a system of action across experience and operational data

1.8 BILLION EXPERIENCE TOUCHPOINTS RUN ON QUALTRICS

77% OF THE WORLD’S TRANSACTIONS RUN ON SAP
EX statistics

Organizations that focus on the overall employee experience exhibit up to

4X More profit per employee
3X More revenue per employee
40% lower turnover than the average company

Figures taken from “The Employee Experience Advantage” and research performed by Jacob Morgan, Workplace Futurist
Employees who say their company responds to their feedback ‘extremely well’ are 5X more likely to stay in their roles than even those who say they respond ‘moderately well’

powered by *Qualtrics Employee Pulse study*
Employees who say their company responds to their feedback ‘extremely well’ are 12X more likely to recommend their company to friends and family as a place to work.

*Qualtrics Employee Pulse study*
It’s all about listening & acting on feedback

69% of people who INTEND TO STAY in their job for the next 2 years say their company listens and responds to their feedback

*Qualtrics Employee Pulse study*
It’s all about listening & acting on feedback

0.8% of people who INTEND TO LEAVE their job in the next 2 years say their company listens and responds to their feedback

*Qualtrics Employee Pulse study*
Fighting Employee Attrition: How Barksdale Air Force Base Partnered with Qualtrics to Retain Airmen (and their Families)
OMNICHANNEL COVERAGE OF ALL BASE SERVICES

Barksdale deployed succinct surveys across all services and channels, including in-person resident feedback at work, base social events, and on-base retail facilities to get genuine feedback and escalate issues.

TOP DOWN APPROACH

Top Leaders bought into program, personally greeting airmen and their families and asking, in-person, for answer to the survey on the spot. Also, data was standardized and compared data across departments.

IMPROVED OUTCOMES

Barksdale is using insights to proactively surface additional risks and teaching about realities of modern-day military life, with topics like:

- Mental Health
- Suicide Risk
- Domestic Abuse
- Substance Abuse

THE RESULTS

+ increased opportunities to provide feedback
+ Improved leadership engagement
+ Proactive programs & education
+ Accelerated time to action

"Recruiting Airmen, Retaining Families."

Barksdale Air Force Base Spokesman
97% of executives believe that improving customer experience is very important to achieving or maintaining a competitive advantage.
OF EXECUTIVES BELIEVE THAT IMPROVING CUSTOMER EXPERIENCE IS A TOP 3 PRIORITY FOR THEIR COMPANY

91%
customer expectations are changing
more change
outcomes

+ optimized customer acquisition
+ increased share of wallet
+ reduced cost to serve
+ improved customer retention
+ brand awareness + equity
TEN THOUSAND
Transform IT into a Customer Experience Hub

- Improved internal customer satisfaction
- Reduced cost to serve by taking action quickly
- Improved employee productivity from issue resolution, integrated tools/applications
Leading all federal agencies in modernizing the end-to-end customer experience
HOW GSA IS CLOSING THE EXPERIENCE GAP

+ CONSOLIDATING ALL CUSTOMER FEEDBACK
  Standardized all surveys, centralized all customer feedback, and distributed custom tracking dashboards to all key offices for actionable insight. (For example, the Tenant Satisfaction Survey deployed to 14,000 locations and 1.3M recipients.)

+ CLOSING THE INNER LOOP
  Set triggers and distributed real-time customer feedback through salesforce.com for immediate resolution and direct impact on customer satisfaction.

+ CLOSING THE OUTER LOOP
  Identified key FAQs and customer challenges through open-ended feedback responses. Applied these insights to optimize the UX of the GSA’s primary site for all customer queries (askgsa.com).

The GSA is the first federal agency to establish a Chief Customer Officer – and we are leading the government sector in end-to-end agency-wide customer experience management.”

ANAHITA REILLY, GSA CHIEF CUSTOMER OFFICER

THE RESULTS

5x efficiency in customer feedback

$3M savings through consolidation

1st cross-agency end-to-end CX office
We hold ourselves accountable to industry’s leading compliance standards

<table>
<thead>
<tr>
<th>DATA CENTERS</th>
<th>ISO SECURITY STANDARDS</th>
<th>OPEN WEB APP SECURITY PROJECT (OWASP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Qualtrics hardware in tier 3 or tier 4 data centers</td>
<td>ISO 2700x International Organization for Standardization</td>
<td>Qualtrics adheres to the OWASP ASVS methods</td>
</tr>
<tr>
<td>Audited SSAE-16 Service Organization Control 1 (SOC-1)</td>
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only provider that is FedRAMP authorized
Webb Stevens
webbs@Qualtrics.com

Join us at the Qualtrics Demo Booth!
Appendix
The most powerful enterprise-grade solution to deliver real-time employee engagement insights to attract, engage, and retain a world-class workforce.
Qualtrics is build with best-in-class information security

DATA OWNERSHIP
- All data is owned and controlled by customers
- Qualtrics is only a data processor, not a controller
- All products are self-service, where customers decide what to do with their data

DATA PROCESSING
- Qualtrics will only process data to the extent necessary to provide services
- Qualtrics does not disclose any data to third parties

CONFIDENTIALITY
- Qualtrics treats all data as highly confidential
- Data is not classified or represented
- Use industry best practices to keep data safe from criminals and hackers
- Have devised proprietary methods to prevent disclosing data to the wrong requester due to programming errors

DATA SECURITY
- Servers are protected by high end firewall systems
- Vulnerability scans are performed regularly
- All services have quick failover points with redundant hardware
- Complete encrypted backups are performed nightly

OUR COMMITMENT
- Keeping data secure is of paramount importance
- Many of our customers demand the highest levels of data security and have tested our systems
- We always surpass expectations and have received high praise from top companies
- All accounts are password protected and all data is replicated in real-time
We provide robust governance controls for IT and brand admins

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<th>FREEMIUM TOOLS</th>
<th>QUALTRICS EXPERIENCE MANAGEMENT PLATFORM</th>
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<td>Zero visibility. Cannot track accounts or usage by company, so you don’t know what’s out there</td>
<td>Corporate Oversight: Track number, user identity, and usage of accounts Qualtrics is able to monitor usage and provide company admins access at any time</td>
</tr>
<tr>
<td>IP can walk out the door at any time. Surveys sent and data received are not owned by the company</td>
<td>Data Ownership: The company always sees, owns and retains data gathered on Qualtrics. User access can be granted or revoked at any time.</td>
</tr>
<tr>
<td>No brand control. Any user can collect data without approval, and can use noncompliant images, marks, language.</td>
<td>Brand Control: Brand-approved templates, images, and language: The company controls which templates, trademarks, and messages are shared from a central library.</td>
</tr>
<tr>
<td>Distribution mayhem. Individual users can survey any contacts at any time without methodology, content, or brand approval</td>
<td>Survey Governance: Managers approve projects, questions, and methods; control contact frequency.</td>
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### We provide robust governance controls for IT and brand admins

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<td>Sensitive data floats. No corporate awareness or control of sensitive business data or personally identifiable information</td>
<td>Access Controls: Role-based access; only the right people have access to sensitive information.</td>
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<td>Data sovereignty. U.S.-only data storage hobbles multinational and international users.</td>
<td>Data Sovereignty: - International data centers across US, Canada, APAC &amp; EU provide highest tier of control for multinational companies. Data isolation available</td>
</tr>
<tr>
<td>Inferior vendor security protocols. No audit visibility and user-managed security</td>
<td>FedRAMP In Process: 2017 target for highest U.S. data security standard Available data isolation, privacy shield certification, active session management</td>
</tr>
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CUSTOMER FEEDBACK
ACADEMIC RESEARCH
CUSTOMER PANELS
CONCEPT TESTING
MARKETING RESEARCH
EVENT FEEDBACK
USER EXPERIENCE RESEARCH
MARKET & OPPORTUNITY ASSESSMENT
MARKET SIZING
SEGMENTATION
COMPETITIVE ANALYSIS

CUSTOMER
EMPLOYEE
BRAND
PRODUCT

INTELLIGENT INTERACTIONS
ADVANCED ANALYTICS
PRESCRIPTIVE ACTIONS
OMNI CHANNEL MEASUREMENT
IN-APP & WEBSITE FEEDBACK
CX REPORTING / ANALYTICS / DASHBOARDS
FOLLOW-UP & CASE MANAGEMENT
OPERATIONAL INTEGRATION
BRAND AWARENESS
BRAND EQUITY
ADVERTISING AND COPY TESTING
BRAND STRATEGY RESEARCH
SEGMENTATION AND POSITIONING

QUALTRICS
EXPERIENCE MGMT

INTELLIGENT INTERACTIONS
ADVANCED ANALYTICS
PRESCRIPTIVE ACTIONS

Powered by iQ
The XM portfolio

Omni channel measurement
In-app and website feedback
CX reporting, analytics & dashboards
Follow-up & case management
Operational integration

Employee engagement
360 employee feedback
Pulse Surveys
Exit interviews
Pre-hire & onboarding

Brand awareness
Brand equity
Advertising & copy testing
Brand strategy research
Segmentation & positioning

Concept testing
Pricing research
User experience
Market analysis
Conjoint analysis
70% of engaged employees indicate a good understanding of how to meet customer needs, while only 17% of non-engaged employees can say the same thing.

2.5x

Companies with highly engaged workers grew revenues 2.5x as much as those with low levels of engagement.

1/2

More than ½ of organizations say corporate culture influences productivity, creativity, profitability, firm value, and growth rates.

89%

89% of employers think pay is the #1 driver of employee attrition but less than 12% of employees cite pay as the reason for leaving.
Engaged employees deliver value to the organization

The value a company receives over 36 months when they have to replace an employee pales in comparison to when that same company develops and engages one good, contributing hire over the same period.