

Red Pepper Advisory

CX and EX Advisory Services | 2023

This might surprise you —

Last year, **Red Pepper was Qualtrics' #1 North American partner by volume.** We've achieved this through a relentless focus on client value.

81%

of **ALL post-kickoff CSATs** in North America are Red Pepper clients — **72% globally ***

4.8

CSAT averages on:
Communication Satisfaction,
Alignment of Recommendations,
and **Quality of Technical Consulting**

2,515

Total Qualtrics clients
over the last 4 years

49+

Industries
serviced

* Stats for Q4 2022

We don't let clients cool on Qualtrics.

Red Pepper's Advisory Services are aimed at keeping clients fired up about Experience Management.

There's a widely accepted rule of thumb that acquiring a new customer costs as much as 25 times more than retaining a current one. We love this statistic, but we love working with our Qualtrics clients even more. We want to see them succeed over the long term. That's why we offer Advisory Services.

We also believe in the impact of great customer experiences. We're "all in" on Qualtrics and 100% committed to the XM Platform. During the pandemic we helped nearly 90 schools with Qualtrics and impacted over 1 million students. That's the kind of results that keep us in this industry, and ***we're just getting started.***

Connect with us:

Visit us online at: www.redpeppersoftware.com

To schedule scoping or quotes: cx@redpeppersoftware

Or, ask any member of our Customer Experience Team that you've been working with about Advisory Services



Never stop growing.

Since 2017, Red Pepper has expanded right alongside Qualtrics.

Advisory is Red Pepper's next natural evolution. It's not something that we need to force or even stretch for. As we work with clients we continue to see needs that we know how to deliver on. **There is a clear sweet spot for Advisory Services that are high-value, well-priced, and uncompromising in their impact on real business objectives.**

Our team has been maturing for years in preparation for this next phase. Additionally, over the last few months, we've started to fill any gaps we might have with the expertise of CX consulting veterans. Our excitement for where this takes us rests on a confidence that's just as solid as the the trunk of a redwood tree.

Our history has been software development, and maybe you've heard us say, "We know the tech of XM." Well, we're prepared to update that today to simply, "We know XM."

We've grown and we're investing heavily in the processes and team needed to expand the Red Pepper experience and "white glove" service (a really scrappy, "gritty" white glove service) into Advisory Services. It's hard sometimes to see change in ourselves, but from the outside we've seen Qualtrics take on more and more and deepen your expertise. We're striving to match that spirit and that level of execution.



“Insight, take the wheel.”

World-class companies drive on data instead of opinion. This is the power of Qualtrics. Red Pepper's Advisory Team can help every client unlock this potential.

Start smooth.

Our Tech Consultants help clients nail their XM foundation. No one is better at Qualtrics Implementation, Customizations, and Integration.

Get smart.

Once data is flowing, it's time to bring in the XM Scientists and turn lagging indicators into leading metrics.

Pour on speed.

As data starts to drive insights, and insights drive change, our Senior Advisors can help companies truly transform.

After thousands of projects, we have an Advisory Approach refined by experience

Step 1: Identify Gaps. Help answer *“What’s next?”*

Most of our Advisory engagements begin immediately after a client’s successful Implementation concludes. This is the best time to expand a client’s vision and platform “stickiness”. We aim to have a **“What’s Next?” Meeting with every client**, and to go into those meetings ready to evaluate what how Qualtrics can continue to help each client achieve their long-term XM objectives.

Step 2: Architect the way forward, offering options for “Good, Better, and Best”

As we help map out a client’s larger XM ambitions, we want to present them with a roadmap that contains options. Every organization has a need for Advisory Services at one level or another. It’s only a question of scope, budget, and stakeholder commitment. Our consultants help clients sell the benefits of Qualtrics back to their executive teams.

Step 3: Deliver Exceptional Value

Above any other consideration, we strive to deliver value that leaves clients saying things like, *“I learned something I never would have seen”, “That was a critical insight”, or “This is really going to work.”* We realize our success is dependent on the success of the XM professionals who we interface with. If they’re growing and their careers are thriving, we’re doing something right.

Step 4: Move the Needle. Repeat.

It all comes back to data. *Are we measuring the right things? Are we leveraging that data to make positive operational and financial impacts.* Our Advisory team has the experience and knowledge to connect the pieces together and improve the cycle on each iteration.

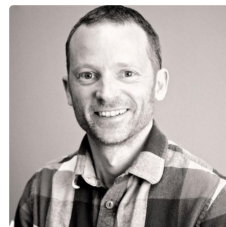
Meet our Senior XM Advisory Team

Great consultants have **a gift for seeing insights, teaching, and leading change.**
You're going to love this team.



Michelle Morris, CCXP

Technology, Public Sector,
Professional Services



Jeff Loudon, CCXP

Insurance, Consumer Products,
Consulting and Innovation



Lee Roquet, XMP, CCXP

B2B SaaS, eCommerce, Marketing
Technology



Afton Bolz, Sr Researcher

Qual & Quant Methodologies,
Non-profit, Government



Jaron Brown, XM Scientist

Government, Education, FSI,
Implementation and Integration



Tell Hyer, XM Scientist

Innovation, Design Thinking,
Implementation Management



David Smith

Public Education, K-12, Research,
Evaluation, and Assessment

2-Minute Client Case Study



Boosting Fortera Credit Union's Online Reputation

This time last year, Fortera Credit Union was struggling with a lackluster online reputation, with an average Google Reviews score of just 3.3 stars. They realized that this low rating could negatively impact their ability to attract new customers and retain existing ones. In August 2022, Fortera decided to take action to improve their online presence and reputation.

After selecting Qualtrics, Fortera Credit Union partnered with Red Pepper to pursue an ambitious long-term goal: Significantly increase their Google Reviews score while maintaining a high average rating. Our Advisory Team developed a plan to solicit genuine reviews from customers and implemented custom dashboards and scorecards for bank managers to easily monitor and track the progress.

Over the past nine months, Fortera Credit Union has received as many Google Reviews as they had in the previous six years. More importantly, these



new reviews have an impressive average rating of 4.5 out of 5 stars. This influx of positive feedback has transformed the customer perception of the credit union when scrolling through recent reviews.

Right now Fortera's overall average rating still has room for improvement, but the upward trend in review scores is evident. Fortera is now working with Red Pepper to gather data on the financial benefits of their improved online reputation and **their confidence and optimism for Qualtrics has never been higher.** Our Advisory Team is helping Fortera see how critical clear, long-term XM plans can be.

2-Minute Client Case Study



Launching Customer Experience at Viaflex: Creating a cadence of progress

Viaflex, a producer of tarping, plastic sheeting, and industrial films, faced the risk of losing clients due to challenges between the sales process and order fulfillment. Frustrated clients lacked updates on their orders, and Viaflex sought to implement a listening strategy but didn't know where to start.

The company's Customer Experience Manager (CXM), Craig, was **a business analyst turned CX manager with limited experience in CX. He needed guidance on building a team and making an impact.** Red Pepper's objective was to empower Craig, improve his ability to show value-add from his efforts, and give him leverage to make changes within the organization based on recorded feedback.

Red Pepper's XM Scientists and Implementation Teams worked together in a multi-lap relay race. The Advisory Team developed a long-term plan, dividing

the objectives up for clear, quarterly initiative, and then handed these off to the Implementation Team to put into practice. Once completed, the baton was passed back to the Advisory Team to maintain momentum.

Early on our Advisory Team met with Viaflex to analyze their current processes and establish listening posts in their CRM to trigger updates and survey distributions. Implementation then built the surveys and trained the client on the platform.



The long-term impact for Viaflex has been transformative. For the first time, they know their NPS score and can make data-driven decisions. Their CX team can display client sentiment on a dashboard to stakeholders, and they spend less time on phone calls reacting to agitated clients. By proactively reaching out to clients with warning indicators, Viaflex has taken control of the situation and significantly improved their customer experience.

CX Advisory Services: Overview and Rate Card

Service Category	Offering	Price
CX Design and Launch Readiness	Customer Journey Mapping - Current State Design	\$15,000
	Guided Program Strategy and Design (1x use case)	\$11,500
	Advanced Program Strategy and Design (1x use case)	\$21,500
	CX Program Design	Custom
	Strategic Program Review	Custom
	Guided Listening Post Design	by Use Case
	Advanced Listening Post Design	by Use Case
	Guided Listening Post Design (Digital)	\$5,600
	Advanced Listening Post Design (Digital)	\$11,550
	Survey Review	\$1,750
	Survey Design	\$4,250

Guided

We build it **with you**.

Advanced

We build it **for you**

CX

Advisory Services: Overview and Rate Card

Service Category	Offering	Price
CX Organizational Engagement	Customer-Centric Culture	\$16,750
	Center of Excellence	\$17,500
CX Reporting and Analysis for Actionable Insights	Dashboard Guidance (up to 3 pages)	\$3,250
	Ad-hoc Report (x1 survey)	\$10,000
	XM ROI and Quantification	Custom
	Strategic Executive Report (x1 survey)	\$12,500
CX Program Monitoring, Optimization, and Growth	Guided TextiQ Analytics Optimization	\$4,000
	Advanced TextiQ Analytics Optimization	\$10,000
	Guided StatsiQ Analytics Optimization	\$7,500
	Advanced StatsiQ Analytics Optimization	\$10,000
	CX Program Maturity Assessment	\$20,000
	CX Program Strategic Review	Custom
	Expert Coaching (ongoing, 15 hours per quarter)	\$10,000/year
	Retainer Advisory Services	\$350/hour
	Advanced Predict iQ Optimization	\$20,000

Guided

We build it **with you**.

Advanced

We build it **for you**

EX

Advisory Services: Overview and Rate Card

Service Category	Offering	Price
EX Strategy	EX Strategy Coaching	\$2,450
	EX Strategy Development	\$5,880
	Employee Journey Mapping	\$2,205
	EX Maturity Assessment and Report	\$2,940
	EX Maturity Workshop	\$4,410
	Extended Stakeholder Consultation and Research	\$2,965
	EX Proof of Value	Custom
EX Project Design (Pre-Launch)	Project Blueprint Design (XM Sci)	\$2,695
	Engagement - Guided Survey Design	\$4,043
	Engagement - Advanced Survey Design	\$6,200
	Lifecycle - Guided Survey Design	\$3,773
	Lifecycle - Advanced Survey Design	\$5,390
	Survey Communications - Guidance	\$539
	Advanced Communications Planning	\$5,390
	Dashboard Design	\$4,851
	Benchmark Mapping and Load (up to 5 cuts)	\$1,050

Guided

We build it **with you**.

Advanced

We build it **for you**

EX Advisory Services: Overview and Rate Card

Service Category	Offering	Price
EX Project Design (Post-Launch)	Executive Results and Insights Presentation	\$3,773
	Executive Report (add-on)	\$3,234
	People Manager Enablement (results to action)	\$3,773
	Guided Action Planning Toolkit	\$1,078
	Customised Guided Action Planning Toolkit	\$4,851
	People Operations Enablement	\$3,773
EX Program Advisory	Advanced Analytics or Research (per day)	\$1,960
	EX Expert Coaching & Guidance (per quarter)	\$3,675
	Renewing Program Blueprint (renewal / follow-on)	\$1,225
	EX Project Review (existing project)	\$2,940

Guided

We build it **with you**.

Advanced

We build it **for you**

Thank you!

Qualtrics + Red Pepper Software: XM Advisory Services



Tell Hyer

tell@redpeppersoftware.com

OR

cx@redpeppersoftware