

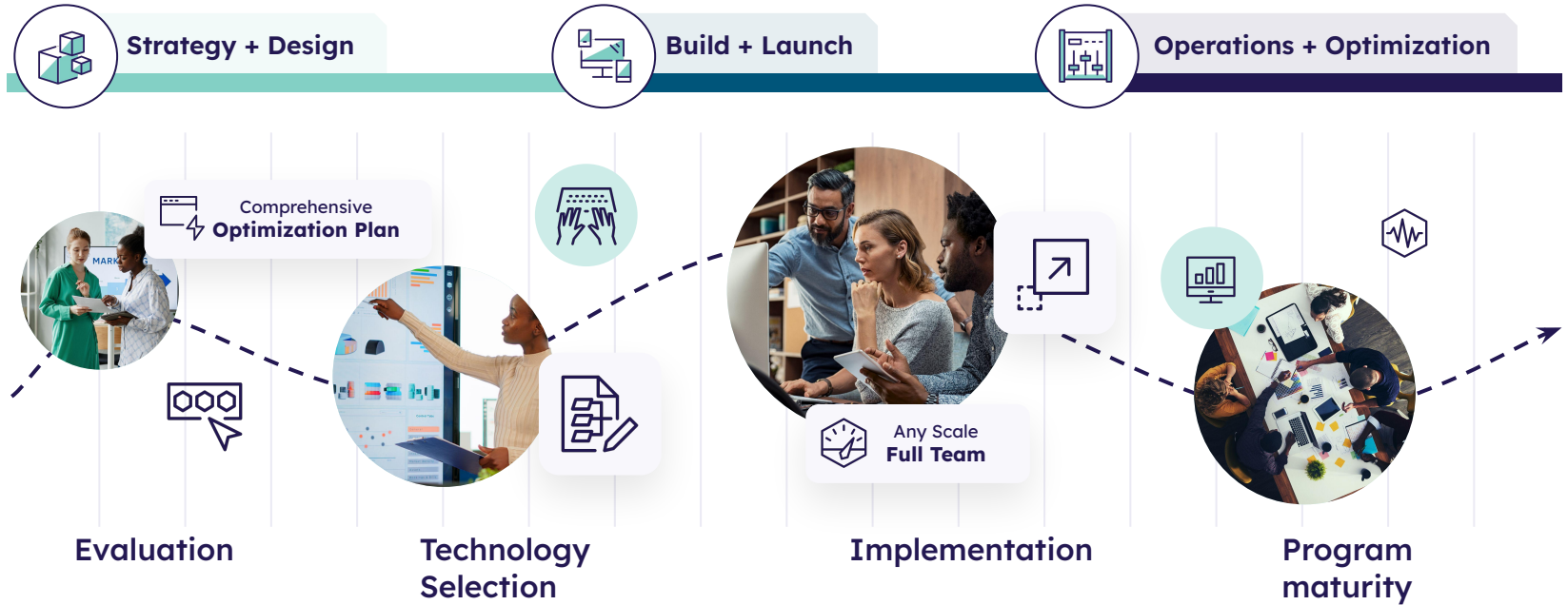
Red Pepper + Qualtrics

Success Packages



Our Approach

We're not just here for the build — we're here for the life of a customer's entire XM program



Value at every stage

	<ul style="list-style-type: none"> ✓ Customer Journey Mapping 	<ul style="list-style-type: none"> ✓ Program design & recommendations 	<ul style="list-style-type: none"> ✓ Best practice coaching & advisory 	<ul style="list-style-type: none"> ✓ Survey design & reviews 	<ul style="list-style-type: none"> ✓ Wireframing & architecture
	<ul style="list-style-type: none"> ✓ Executive coaching 	<ul style="list-style-type: none"> ✓ Guided Listening Program 	<ul style="list-style-type: none"> ✓ User success stories 	<ul style="list-style-type: none"> ✓ Employee Journey Mapping 	<ul style="list-style-type: none"> ✓ Tech stack selection
	<ul style="list-style-type: none"> ✓ Standard & custom implementation 	<ul style="list-style-type: none"> ✓ Custom integrations 	<ul style="list-style-type: none"> ✓ Dedicated team 	<ul style="list-style-type: none"> ✓ Custom engineering 	<ul style="list-style-type: none"> ✓ API connections
	<ul style="list-style-type: none"> ✓ Quality Assurance 	<ul style="list-style-type: none"> ✓ Mobile app development 	<ul style="list-style-type: none"> ✓ Ongoing support 		
	<ul style="list-style-type: none"> ✓ Executive results & insights presentation 	<ul style="list-style-type: none"> ✓ Data visualization & custom dashboards 	<ul style="list-style-type: none"> ✓ Full program management 	<ul style="list-style-type: none"> ✓ Replacement of TAMs 	<ul style="list-style-type: none"> ✓ CX Program Maturity Assessment
	<ul style="list-style-type: none"> ✓ Advanced Text IQ Analytics 	<ul style="list-style-type: none"> ✓ Predict IQ Optimization 	<ul style="list-style-type: none"> ✓ Team training 	<ul style="list-style-type: none"> ✓ Automations 	<ul style="list-style-type: none"> ✓ Expert coaching

Recommending the right Success Package

Office Hours

Gives customers monthly 1-on-1 support. **We recommend Office Hours to all customers**

On-Demand Hours

Often purchased to supplement Office Hours, or purchased to supplement implementation

Retainer Level 1

If you need between 20 and 99 hours this year, lock in a great rate with a Retainer

Retainer Level 2

We offer a significant discount for Retainers between 100 and 300 hours

Red Pepper TAM

Get a dedicated expert for building and configuring Qualtrics

Program Management

Access to our full team of Qualtrics experience and expertise (310+ hours / 15%+ FTE)

Keeping the momentum of implementation going

Office Hours

- Office Hours are 1-on-1 sessions, not group calls
- Customers get two, regularly-scheduled sessions each month for 12 months
- Office Hours allow customers to continue working with their preferred Tech Consultant
- Tech Consultants help customers ensure their program is maturing, maximize the value they're getting from Qualtrics, and watch for license expansion opportunities
- Qualtrics updates and new features reviewed as part of the monthly agenda

On-Demand Hours

- On-Demand Hours are flexible support:
 - Ensure technical execution on short projects
 - Implementation extensions
 - Or, to address urgent needs
- Great firefighting tool — let us take the work off your plate to get your project back on track

Office Hours

Gives customers monthly 1-on-1 support. **We recommend Office Hours to all customers**

Minimum Purchase	12-month commitment. The Office Hours contract is an annual agreement
What am I purchasing?	2 hours every month with your Tech Consultant
	Includes updates on new features as part of the monthly agenda
What can I use it for?	In-session advisory, direct assistance working in your Qualtrics account, screenshare support, and additional platform training
Who do I work with?	Your preferred Red Pepper Tech Consultant
	As needed, your Tech Consultants will pull in other team members including Certified Qualtrics Experts, XM Scientists, and engineers
Cadence	Cadence is fixed at 2 hours per month
Expiration	Each 2 hour block of meetings expires each month. Office Hours are not exchangeable for 2 hours of offline work
Roll-Over	No
Auto-Renew	Yes, annually

Rates

Combined Rate \$150 / hour (\$3,600 annually)

On-Demand Hours

Often purchased to supplement Office Hours, or purchased to supplement implementation

Minimum Purchase	8 hours (On-Demand Hours are for projects sized between 8-20 hours. Beyond 20 hours, we recommend Retainer Level 1)
What am I purchasing?	Up to 20 additional hours you can purchase to complete a project or address an urgent need (designed for projects lasting 8-20 weeks; does not include Strategic Annual Review)
What can I use it for?	XM program strategy and advisory; Additional Qualtrics implementation, customization, and build-out; Custom engineering services
Who do I work with?	Best available Red Pepper Tech Consultant ; Matching with your preferred Tech Consultant cannot be guaranteed As needed, your Tech Consultants will pull in other team members including Certified Qualtrics Experts, XM Scientists, and engineers
Cadence	Determined by contract and SLA's, if applicable; A typical maximum on the number of hours utilized is 6 hours per week
Expiration	8 hours expire in 8 weeks, 12 hours expire in 12 weeks, etc. (except when purchased with Office Hours, available for up to 12 months)
Roll-Over	NA
Auto-Renew	No, unless purchased with Office Hours

Rates

Implementation Rate	\$200 / hour
Engineering Rate	\$250 / hour
Advisory Rate	\$300+ / hour

Maximizing Red Pepper's impact with a retainer

Retainer Level 1

- Includes a complimentary Strategic Annual Review of your XM program by our Advisory Team
- Your Tech Consultant can pull in expertise from our entire team
- Must use 1 hour a month in Office Hours or a Planning Meeting with your Tech Consultant

Retainer Level 2

- Same elements as Retainer Level 1
- Plus, Defined Services, which in addition to the Strategic Annual Review you get:
 - Quarterly meeting with Strategic Advisor (aligned with your program)
 - Weekly meeting with Lead Tech Consultant (Sprint Planning)
- Our highest value and most flexible package
- Roll-over up to 10% of the original contract amount (available on Level 2 only)

Retainer Level 1

If you need between 20 and 99 hours this year, lock in a great rate with a Retainer

Minimum Purchase	Annual Agreement for between 20 - 99 hours (utilization to be spread out over the year)
What am I purchasing?	Consistently available hours from your preferred Tech Consultant
	Includes a complimentary Strategic Annual Review of your XM program by our Advisory Team
What can I use it for?	XM program strategy and advisory; Additional Qualtrics implementation, customization, and build-out; Custom engineering services
Who do I work with?	Your preferred Red Pepper Tech Consultant
	As needed, your Tech Consultants will pull in other team members including Certified Qualtrics Experts, XM Scientists, and engineers
Cadence	Hours can be utilized at a cadence of up to 6 hours per week (max 15% of your Tech Consultant's time)
Expiration	Hours expire at annual term
Roll-Over	No
Auto-Renew	Yes, annually

Rates

Implementation utilized at	\$175 / hour
Engineering utilized at	\$200 / hour
Advisory utilized at	\$300+ / hour <i>(Advisory rates vary by advisor)</i>

Retainer Level 2

We offer a significant discount for Retainers between 100 and 300 hours

Minimum Purchase	Annual Agreement for between 100 - 300 hours (spread out over the year)
What am I purchasing?	Time and support from your preferred Tech Consultant. Our highest value and most flexible package.
	Includes a complimentary Strategic Annual Review of your XM program by our Advisory Team
What can I use it for?	XM program strategy and advisory; Additional Qualtrics implementation, customization, and build-out; Custom engineering services
Who do I work with?	Your preferred Red Pepper Tech Consultant
	As needed, your Tech Consultants will pull in other team members including Certified Qualtrics Experts, XM Scientists, and engineers
Cadence	Hours can be utilized at a cadence of up to 6 hours per week (max 15% of your Tech Consultant's time)
Expiration	Hours expire at annual term except for roll-over
Roll-Over	You may roll-over up to 10% of the original contract amount
Auto-Renew	Yes, annually

Rates

Implementation utilized at	\$150 / hour
Engineering utilized at	\$175 / hour
Advisory utilized at	\$300+ / hour <i>(Advisory rates vary by advisor)</i>

Going full-service with a TAM or Program Management

Red Pepper TAM

- Acts as a liaison between Qualtrics and the customer
- Account management and account reviews
 - Including right tech for goals
- Tech support
 - Fixes issues instead of Qualtrics support
- Product knowledge
 - Keeps up on all software updates
- Additional implementation work
- Provides training
- Proactive communication
 - Releases, maintenance, upcoming

Program Management

- Everything included from TAM
- Plus, instead of a single Tech Consultant who has access to internal resources, with Program Management you get direct access to one of our Full Service Teams, which includes:
 - An Engagement Manager, a TAM, our Strategic Advisors, Custom Engineering developers, and our Customer Success support team
- Includes a complimentary Strategic Annual Review of your XM program by our Advisory Team

Red Pepper TAM

Get a dedicated expert for building and configuring Qualtrics

Minimum Purchase **\$10K package.** Available from \$10K up to 100% FTE

What am I purchasing? A dedicated expert for building and configuring Qualtrics

What can I use it for? Additional Qualtrics implementation, customization, and build-out

Who do I work with? **A Red Pepper Account Consultant**

If you need direct access to our entire team of experts consider a Retainer or Program Management

Cadence Hours can be utilized at a cadence of: 15%, 25%, 50%, 100% (FTE)

Expiration Hours expire at annual term

Roll-Over No

Auto-Renew Yes, annually

Rates

15%	\$46,800 (\$150 / hour)	Full FTE	\$239,200 (\$120 / hour)
25%	\$72,000 (\$135 / hour)		
50%	\$140,000 (\$125 / hour)		

Program Management

Access to our full team of Qualtrics experience and expertise (310+ hours / 15%+ FTE)

Minimum Purchase	Annual Agreement for between 301 - 2,080 hours (spread out over the year)
What am I purchasing?	A dedicated team, as percentage of FTE (from 15% to 100%) (our Team becomes extension of your team)
	Includes a complimentary Strategic Annual Review of your XM program by our Advisory Team
What can I use it for?	XM program strategy and advisory; Additional Qualtrics implementation, customization, and build-out; Custom engineering services
Who do I work with?	Red Pepper's elite Enterprise Delivery Team
	Full Service Team, including an Engagement Manager, a TAM, Strategic Advisors, Engineering, Customer Success
Cadence	Our team has scheduled weekly hours, as if they were on your staff (hours are divided evenly across each week of the year)
Expiration	NA
Roll-Over	NA
Auto-Renew	Yes, annually

Rates

\$75,000 / 300 hours

\$500,000 / Full-Time

Combined rate and discount determined by contract

Support \$10k Package

Includes

- ✓ **Office Hours**
- ✓ **On-Demand Hours (20)**
- ✓ **Annual Meeting with Vertical Advisor**
- ✓ **Quarterly content shared out by our advisors:**
 - Industry Updates
 - Benchmarks
 - Trends
 - Webinar

Support \$20k Package

Includes

- ✓ **Office Hours**
- ✓ **On-Demand Hours (40)**
- ✓ **Semi Annual vertical (2x / year)**
- ✓ **Quarterly content shared out by our advisors (vertical specific):**
 - Hi Tech
 - Locations
 - Goods and Services
 - Market Research
 - FSI
 - DOD / FED / SLG
 - Education
 - Healthcare

Support \$30k Package

- ✓ **Everything in the \$20k Package plus branding services:**
 - Custom Branded HTML Template
 - Custom Branded Survey Theme

Thank You!

 RedPepper + qualtrics.^{XM}

Qualtrics + Red Pepper | Success Packages



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Connect with us on Slack:

[#ext-redpepper-qualtrics](#)

