Qualtrics + the Department of Interior
Experience Management (XM) Solutions
Table of Contents

Qualtrics for Government........................................................................................3
CoreXM & DesignXM...............................................................................................5
Employee Experience..............................................................................................7
Customer Experience............................................................................................9
Business Transformation......................................................................................11
Getting Started.....................................................................................................14
  Security & Governance.....................................................................................15
  Partners & Integrations.....................................................................................16
  Approach & Delivery.........................................................................................17
  Support & Resources.........................................................................................18
  Procurement Vehicles.......................................................................................19
Qualtrics for Government
With Qualtrics Experience Management (XM), governments can analyze experience data alongside operational data to understand what drives key metrics, identify gaps in services, and quickly take action to improve—all in one platform. Our platform enables streamlined data collection, access to real-time results, automated sharing of results with other agencies, and seamless integrations with other key systems. This gives your entire organization the ability to turn feedback into action while reducing cost and conforming to the most stringent security standards. Herein, we have outlined three core offerings for the US Department of Interior:

**CoreXM + DesignXM**
- Digitize and streamline
- Execute advanced, secure research

**EmployeeXM**
- Improve well-being and performance
- Attract and retain top talent

**CustomerXM**
- Close gaps across digital channels
- Optimize site usability

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### Experience Management for Government

**FOR MODERNIZATION**
Identify areas for operational improvements through digitization, automation, optimization of services, and ensuring your technology supports your goals and people

**FOR EMPLOYEES**
Continually measure and analyze employee feedback across the entire lifecycle to identify and take action on drivers of engagement, satisfaction, and inclusion that will attract and retain high performing employees

**FOR PUBLIC HEALTH**
Provide integrated data to the right leaders to take informed action—whether managing a health crisis or tracking sentiment and mental health—and improve experiences for vulnerable populations

**FOR PUBLIC ENGAGEMENT**
Build trust in your constituencies by continuously listening to them across multiple channels and by analyzing this experience data with operational data to identify opportunities to make changes that improve public welfare

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**Contact Us**

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CoreXM supports a variety of business needs and enables organizations to consolidate data collection tools into a single platform for access to real-time insights and conduct meaningful research on any topic, any time.

DesignXM helps organizations execute advanced research and experience design. DesignXM combines customizable survey-building tools, omnichannel distribution, and statistical analysis tools for fast, trusted research.

Several features differentiate DesignXM from CoreXM, including pre-built XM solutions, conjoint analysis (unlimited projects), UserTesting integration, dashboards, data isolation, SSO, state-of-the-art XM Directory, advanced analysis tools, and more.

**Licensing Options***

**CoreXM Standard**
- Features: FedRAMP certified, branch/skip logic, basic text analysis, etc.
- Details: Purchased as individual licenses with 1,000 responses

**CoreXM Advanced**
- Features: Option 1 + basic statistical analysis, 58 survey languages, unlimited survey question
- Details: Purchased in increments of 5 users and 5,000 responses

**DesignXM**
- Features: Option 2 + dashboard visualizations, advanced text & statistical analysis, conjoint & max diff analysis
- Details: Purchased in increments of 5 users and 5,000 responses

*Please contact Chris Sherman for more details for your specific use case.

1. Identify top priorities to get ahead of the deferred maintenance backlog by digitizing manual processes and improving digital communication with field agents and park customers
2. Support and streamline research and data collection (e.g., USGS)
3. Research and listen to feedback from citizens, tribal governments, user groups, and industry reps to improve policy and strategic priorities in managing US land and wildlife resources
EmployeeXM not only monitors the experiences you provide employees from start to finish, but also identifies and analyzes trends to create accountability for leaders to achieve organizational objectives.

EmployeeXM use cases include:

+ **Employee Lifecycle Feedback.** A single engagement survey is no longer enough. Collect feedback throughout the entire employee lifecycle to uncover gaps, prioritize action, and provide an employee experience you can be proud of.

+ **360 Leadership Development.** Simplified workflows, smart automation, and an intuitive participant portal streamline the employee evaluation process. Individualized reports include easy-to-understand, multi-rater feedback that is directly relevant to the employee’s role and development plan.

+ **Employee Technology Experience (XM for IT).** Often overlooked, an employee’s satisfaction with the technology they use daily directly correlates with engagement. Assess your current tech stack, monitor product rollouts, and manage employee experiences with your internal help desk.

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**Licensing Options**

Employee Experience licenses are based on the number of project types and total employee count. Please reach out to Chris Sherman for more information.

Employee Experience feedback options:

+ Diversity, Equity, & Inclusion
+ Candidate Experience
+ Onboarding
+ Employee Engagement / Pulse
+ Employee Resilience & Well-Being
+ Always-On Feedback
+ Exit

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1. Digitize communication with employees and leverage automation to **improve employee performance, training opportunities, and strategic hiring**

2. Improve strategic hiring, placement, and org design through data-driven decision-making around DEI, candidate experience, exit surveys, and more

3. Measure IT service effectiveness to provide dependable IT capabilities at lower costs and empower staff to collaborate better across the field
CustomerXM enables organizations to identify the root cause of broken experiences, use focus areas to make improvements, and set expectations for agency-wide success.

CustomerXM use cases include:

+ **Digital.** Understand end-to-end experiences across digital channels and improve content effectiveness.

+ **Government Concierge.** Dynamically group people and services via XM Directory to automate research and easily connect people to resources and services.

+ **XM Discover.** Automate post-call actions and improve quality assurance, compliance, and digital care efficiency.

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**Licensing Options**

**Digital CX**

Features: Website feedback, social listening & review management, closed-loop ticketing, and more

Details: Pricing dependent on use case.

**XM Discover**

Features: Natural language processing, AI automations, intelligent alerts, and more

Details: Pricing is based on the number of interactions across DOI call centers, chats, and more. Please reach out to Chris Sherman for more information.

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**1. Improve and accelerate permitting process** through gathering feedback and redesigning DOI websites (e.g., USFWS)

**2. Improve public satisfaction across DOI sites** by digitizing forms and measurement tools used to engage with site visitors

**3. Measure and improve the experience** of ~350K annual volunteers
Business Transformation

The CX + EX Connection
Government agencies have a powerful advantage over other sectors: a mission-driven workforce. Every employee—from analysts compiling reports, technicians processing permits, to transit operators and soil scientists—believes in the impact of their work. Government employees influence every important outcome in the public sector, including perceptions of public trust, organizational performance, and quality of service delivery.

As every DOI employee represents the face of your organization to a visitor, it is critical to ensure that your workforce is engaged and motivated. Engaged employees are more likely to perform better and exhibit positive behaviors, while withdrawn or unhappy employees are often volatile and perform poorly. Their attitude and performance impact visitor experiences, which in turn, impacts public perception and trust of your organization.

The employee journey is made up of numerous touchpoints, each of which impacts their engagement and satisfaction and directly influences the experience of visitors.
Example: Journey of a National Parks Visitor

Employees create ads and website content, enable registration processes, maintain parks, and assist visitors. Engaged and satisfied employees are productive and effective, improving every element of the visitor journey.
Getting Started

Security, Partners/Integrations, Delivery, Support, and Procurement
Security & Governance

Qualtrics can guide the DOI in creating a foundational governance blueprint to ensure action among enterprise stakeholders, prioritization of the right change efforts to align with XM strategy, and broader stakeholder visibility for value realization. Through strong program governance, you can structure your program for success.

Strong security and compliance is also a critical element for program success. With Qualtrics, the DOI owns and controls all of their data and decides which data to collect, retain, or delete. Our platform provides unparalleled protection with gold standard controls for sensitive data, user access, project approvals, and admin reports. Our security certifications and standards include FedRAMP, ISO 27001/2, HIPAA/HITCH, and NIST 800-53.

+ **Build 508-compliant surveys** with an accessibility checker that notifies you if certain questions are not accessible and makes recommendations accordingly

+ Establish how program teams and business units will partner together going forward to best enable program success, including program planning and execution with a defined meeting cadence

+ **Ensure alignment and accountability on the priorities and roadmap** for how to best achieve value and success from using the platform

+ **Easily redact and/or restrict the gathering of sensitive data** or Personally Identifiable Information (PII) across agencies

+ **Simplify user management with single sign-on authentication**, and add an additional security layer by enforcing multi-factor authentication for your users
**Partner Network**
Qualtrics has the largest ecosystem of 200+ accredited delivery and strategic consulting partners, with successful delivery to over 16,000 customers spanning advisory to technical execution. A sample of our partner network is shown here.

**Seamless Integrations**
Powerful no-code workflow orchestration engine helps automate any task both within Qualtrics, and between your operational systems.

Qualtrics integrates with the systems you’re already using and more through open API, custom integrations, and native connectors.

Qualtrics supports actions at scale, with 4,000+ brands creating actions and 8B+ API calls annually.

The ultimate platform for collecting, understanding, and taking action on all data.
## Approach & Delivery

We pair our unmatched XM technology platform with a robust global ecosystem of XM Services experts to ensure delivery success. Qualtrics XM Success Packages are packaged into four tiers of prescriptive delivery approaches.

### Signature Support

“Show me what to do...”

- Faster responses
- Senior Product Specialists
- Technical success checks (limited) for audits or launch readiness reviews to de-risk key moments

### Guided Success

“Build it with me...”

- All items to the left, plus:
  - Designated TAM familiar with client program; guides on how to best use, configure, optimize
  - Success and QA checks
  - Minor revisions to existing programs
  - Certification exams included for up to 5 core program users/year

### Advanced Success

“Build it for me...”

- All items to the left, plus:
  - Periodic, topic-based coaching workshops on XM best practices related to program development, design methodology, analytics optimization
  - Ask-an-Expert monthly office hours with XM Scientist

### Managed XM

“Run it with me...”

- All items to the left, plus:
  - Dedicated services team with flexible resourcing
  - Strategy, operating and business reviews
  - Continuous program enhancements and innovation
Support & Resources

Technical Account Manager (TAM)
+ In addition to your dedicated account team, a designated Technical Account Manager (TAM) is available. The TAM is a technical resource who knows your program intimately, including any customizations that may be a part of your program. The individual can serve as a primary point of contact for your designated Core Team members to get program-specific support with your technology questions.
+ TAMs are vested in the ongoing success of your program and can help guide you through updates to your program as you make changes. After implementation, this individual serves as your liaison for technical issues/questions with the rest of the organization to facilitate rapid resolution. This person’s success is inextricably combined with the success of your program.

24/7 Support
+ All users have access to 24/7 live support provided by our expertly trained employees via phone, chat, or email
+ Little to no wait time for quick response and resolution—people chatting in can expect their first response in an average of 13 seconds

Qualtrics Support Site
+ Offers extensive digital support with FAQs, guides, step-by-step instructions, and recorded webinars
+ Every solution has support pages, with additional pages being posted as soon as new features are added

Qualtrics Community
+ Users can connect with other Qualtrics users to discuss best practices, custom coding, and more
+ Anyone can read posts on the community, but will need to log in to join the conversation
Procurement Vehicles

Qualtrics is available on many government purchasing vehicles, including:

- **Procurement Vehicles**
  - **Small Business Partners**
  - **GSA Schedule 70**

**Please note that contract fees are not included in our pricing figures and would be in addition to proposed costs.**
Over the last few decades, how the public’s business is done by government has evolved and will continue to do so... Not only is it important to build an integrated system that seamlessly pursues and achieves the public interest, but it is also necessary to train public leaders who can manage amidst this ambiguity, complexity, and uncertainty.

NATIONAL ACADEMY OF PUBLIC ADMINISTRATION