We have signed a definitive agreement to purchase Clarabridge. The transaction is expected to close in the fourth quarter of 2021, and the two companies will remain independent until close. This presentation covers the combined offering we plan to offer to our customers after the transaction closes.

The leader in Experience Management

\+

The leader in omnichannel conversational analytics

The gold standard on listening, analyzing and taking action on customer and employee feedback just went platinum with the added ability to understand **emotion, effort, and intent** in what your customers and employees are saying, **wherever** they're saying it.

qualtrics**XM**
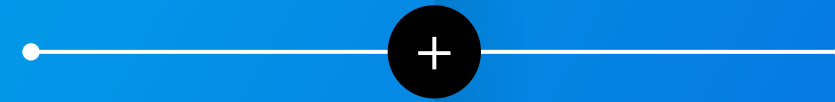
CLARABRIDGE

DIRECT FEEDBACK
Engage customers by proactively asking the right questions at the right time

INDIRECT FEEDBACK
Tune into the conversations that people are already having with or about your company

WHAT'S HAPPENING
Advanced analysis on customer & employee feedback with iQ™

WHY IT'S HAPPENING
Industry-specific Natural Language Understanding (NLU) models to uncover intent, emotion, and effort in conversations

RESPOND REMARKABLY
Experience workflows to drive automated action on 1:1 feedback in real time

OVERHAUL PROCESSES
Make system-wide changes that cut across functions and go beyond 1:1 issues

QUALTRICS is #1 in collecting, analyzing, and taking action on structured experience data

BEST AT
SURVEYS
CSAT
EMPLOYEE FEEDBACK
PRODUCT DEVELOPMENT
BRAND MANAGEMENT
+

CLARABRIDGE is #1 in unstructured experience data analytics

BEST AT
CALL CENTER
SOCIAL
REVIEWS
CHAT
+

XMOS
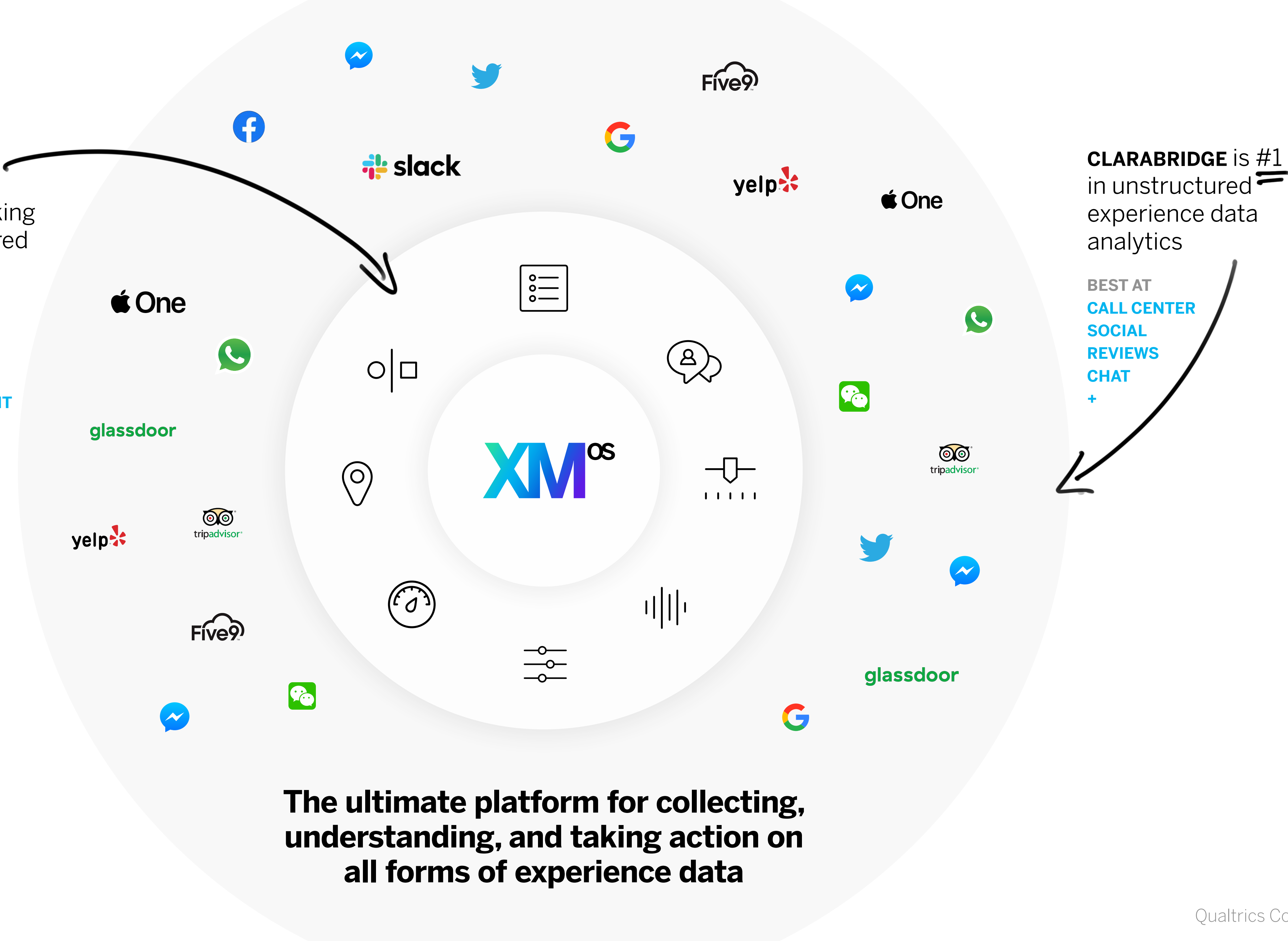
The ultimate platform for collecting, understanding, and taking action on all forms of experience data

The Qualtrics platform today

Experience Design — Design breakthrough products, services, cultures, and brands

qualtrics.XM

Continuously improve each experience — **Experience Improvement**

Qualtrics **DesignXM**	Qualtrics **CustomerXM**	Qualtrics **ProductXM**	Qualtrics **EmployeeXM**	Qualtrics **BrandXM**	Qualtrics **XM Services**
Uncover the products, services, and experiences that the market wants next.	Decrease churn. Increase Customer Lifetime Value. Reduce cost to serve.	Improve product market fit. Increase share of wallet. Decrease time to market.	Attract and retain talent. Increase engagement. Improve productivity.	Acquire new customers. Increase market share. Improve awareness and perception.	Expert designed programs. White-glove implementation and management.

ENGAGE

Ask customers and employees for feedback. Spot gaps and uncover opportunities. Take action and drive improvement.

	DesignXM	CustomerXM	ProductXM	EmployeeXM	BrandXM	XM Services
	Market Research	Customer Care	Pricing & Packaging	Culture & Development	Brand Tracking	XM Program Design / Audit
	Research Design	Digital Experience	Product Market Fit	Engagement	Awareness & Perception	Culture & Compensation
	Testing & Optimization	On-site / In-store	Product Testing	Facilities & IT	Segmentation	Executive Reporting
	Sample Management	B2B Account Management	Product Satisfaction	Onboarding & Exit	Ad Testing	Advisory Services

XM OS

XM D̄ — Listen & Remember

iQ — Process & Understand

xflow — Build a Culture of Action

qualtrics XM

Now, with the world's most powerful conversational analytics

Qualtrics DesignXM

Qualtrics CustomerXM

Qualtrics ProductXM

Qualtrics EmployeeXM

Qualtrics BrandXM

Qualtrics XM Services
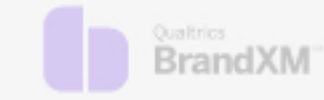
DISCOVER

Tune in to every conversation happening about your company. Understand intent/emotion/effort, at scale. Overhaul & optimize products, processes, and services.

CLARABRIDGE

DesignXM	CustomerXM	ProductXM	EmployeeXM	BrandXM	XM Services
Market R&D	Contact Center	Product Quality	Agent QM	Crisis Management	Service Quality Improvement
Digital Experience Design	Digital Optimization	Product Safety	Agent Coaching	Perception	Digital Transformation
Returns / Claims	Location-based Reviews	Competitive Intel	Compliance	Brand Health	Process / Product Improvement

ENGAGE

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Market Research	Customer Care	Pricing & Packaging	Culture & Development	Brand Tracking	XM Program Design / Audit
Research Design	Digital Experience	Product Market Fit	Engagement	Awareness & Perception	Culture & Compensation
Testing & Optimization	On-site / In-store	Product Testing	Facilities & IT	Segmentation	Executive Reporting
Sample Management	B2B Account Management	Product Satisfaction	Onboarding & Exit	Ad Testing	Advisory Services

XM OS

XM D
Listen & Remember

iQ
Process & Understand

xflow
Build a Culture of Action

The power of conversational analytics

Understand the "why"
beyond every interaction

Support

Welcome to Claracare. My name is Denise. How may I help you?

Denise sent 1:31 pm

Hi, I'm super bugged that I've never received my membership card. I have been trying to schedule an dermatology doctor's apt for 4ever online, but I can't register without my membership card ID.

I tried to use the chat feature with customer svc and spoke to John. He was really helpful and told me I could access those details on the website or mobile app. I tried creating an online account, but the site is confusing and impossible to navigate.

Read 1:24 pm

I am so sorry for the inconvenience this may have caused you. I can help you find this information and get your registered.

Denise sent 1:31 pm

This better not happen again.

Read 1:24 pm

Type message here...

Reason for contact: **Membership**

Product feature: Support chat

Intent: **Scheduling**

Intent: **Cry for help**

Product feature: **Account creation**

AND SURFACES THEIR UNDERLYING NEEDS

CLARABRIDGE DISCOVERS WHY YOUR CUSTOMERS ARE REACHING OUT...

The power of conversational analytics

Understand the intent, emotion,
and effort in every conversation

UNCOVER EXACTLY HOW SATISFIED THEY ARE WITH INTENSITY DETECTION

Support

Welcome to Claracare. My name is Denise. How may I help you?

Andy sent 1:31 pm

Hi I'm super bugged that I've never received my membership card. I have been trying to schedule an dermatology doctor's apt for 4ever online, but I can't register without my membership card ID.

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Read 1:24 pm

I am so sorry for the inconvenience this may have caused you. I can help you find this information and get your registered.

Andy sent 1:31 pm

This better not happen again 😡

Read 1:24 pm

Type message here...

Emotion: **Frustration**

Effort: **Hard**

Sentiment: **Positive**

Intensity: **High**

Emotion: **Anger**

CLARABRIDGE DISCOVERS INTENT/EMOTION/EFFORT

(LEADING INDICATORS OF LOYALTY AND CHURN)

Qualtrics Confidential

Drive loyalty, repeat purchases and upsell opportunities with hyper-personalized experiences

E.g. Customer frustration and effort is detected in a call, automatically pulled
into an individual experience profile triggering an immediate follow-up
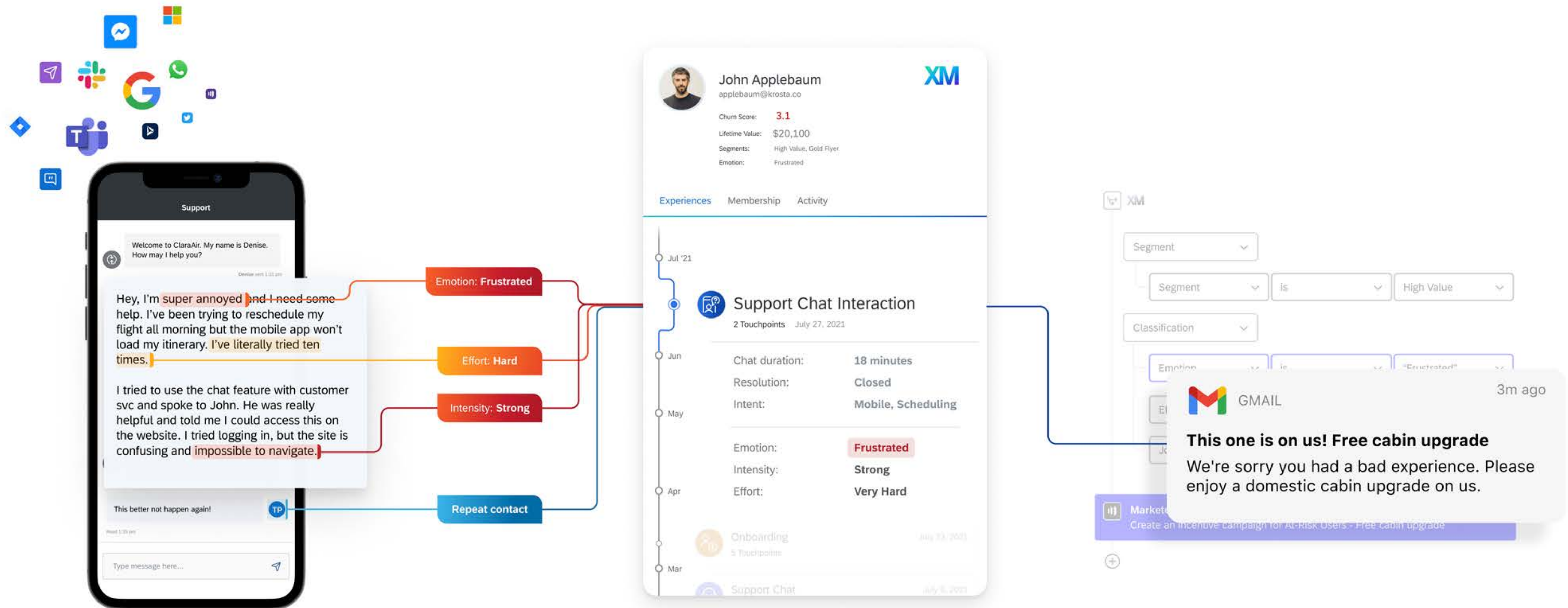
Capture signals like intent, emotion, and intensity from any conversational channel.

Enrich individual's experience profiles to drive more intelligent actions.

Automate workflows to deliver personalized service recovery, dynamic content, or upsell opportunities.

Identify product issues early and act fast

E.g. The platform immediately recognizes effort in a negative product review
and sends a notification to the product team for immediate triage and resolution
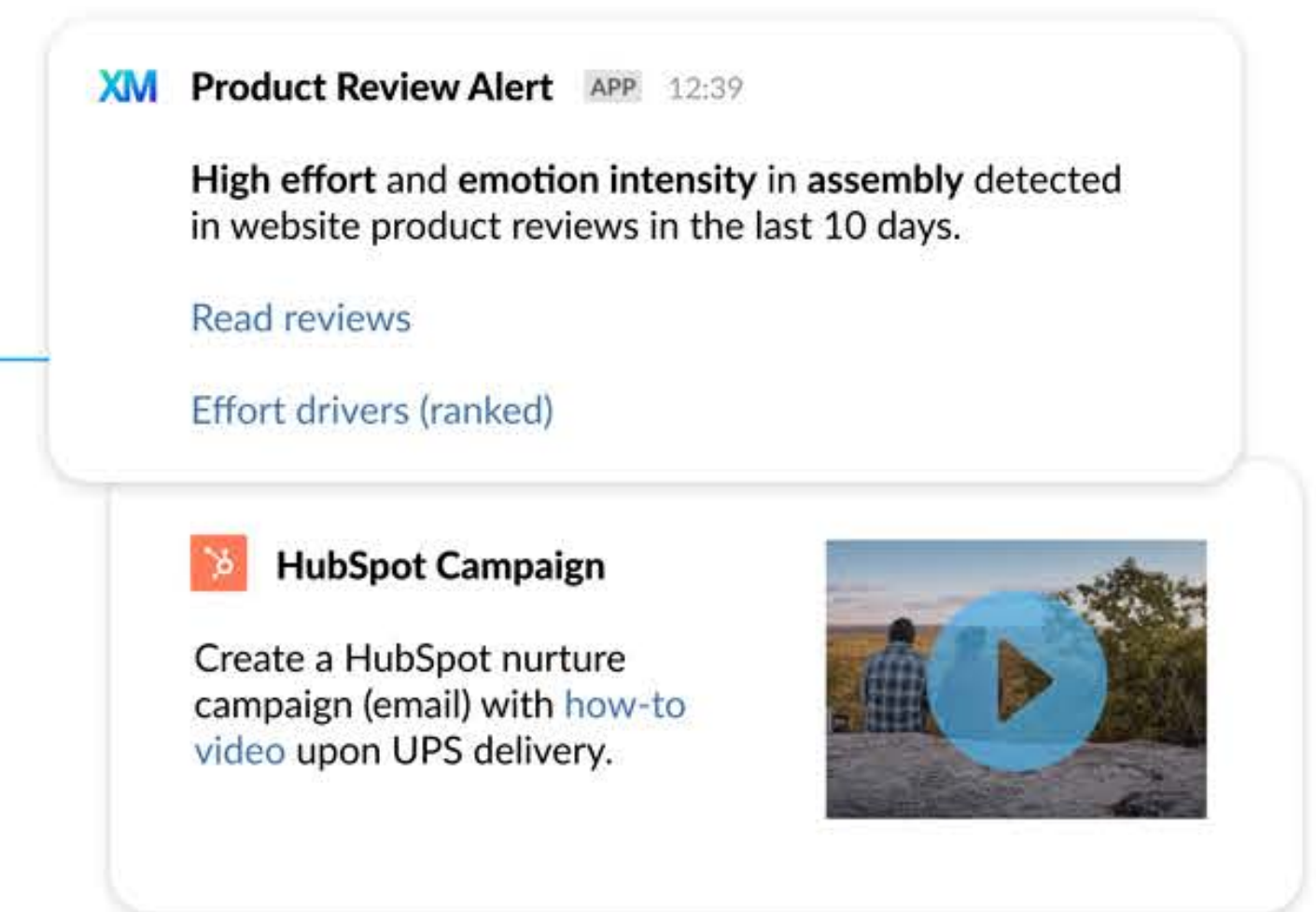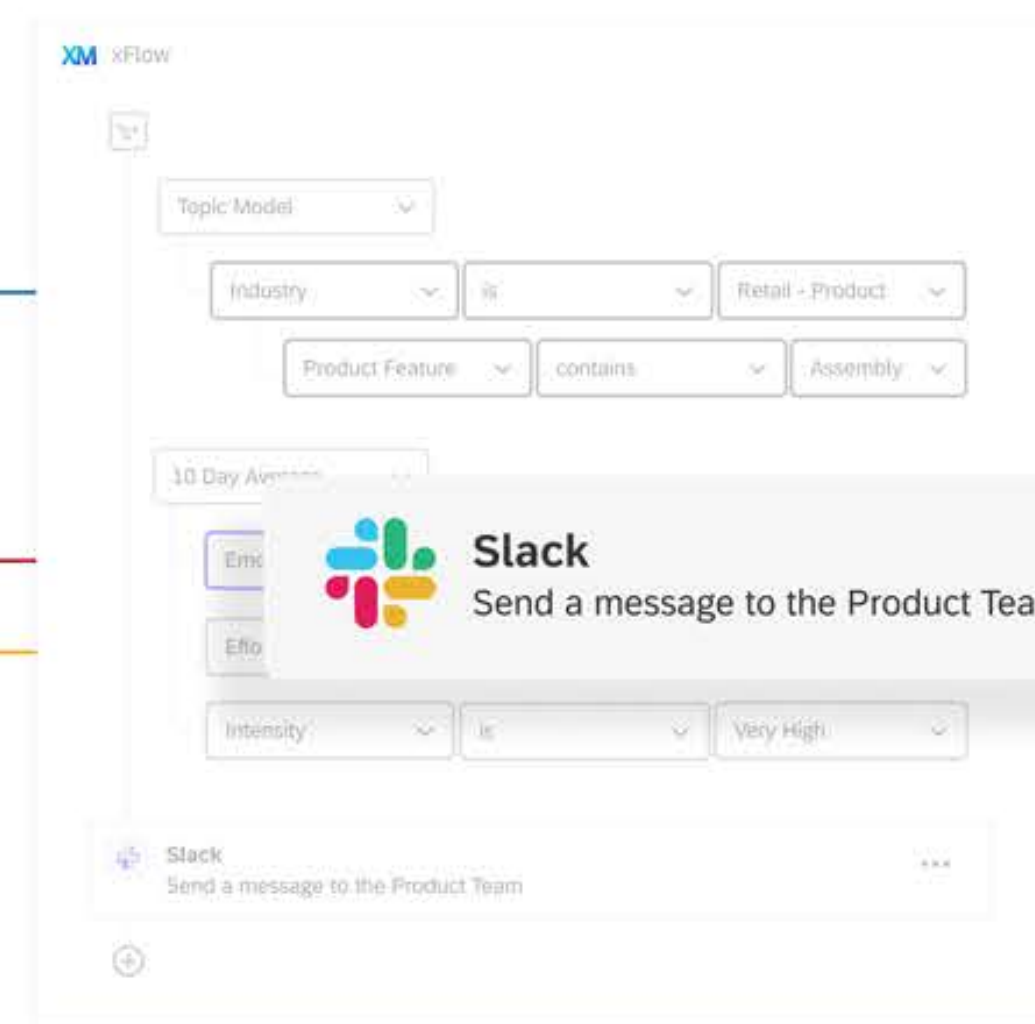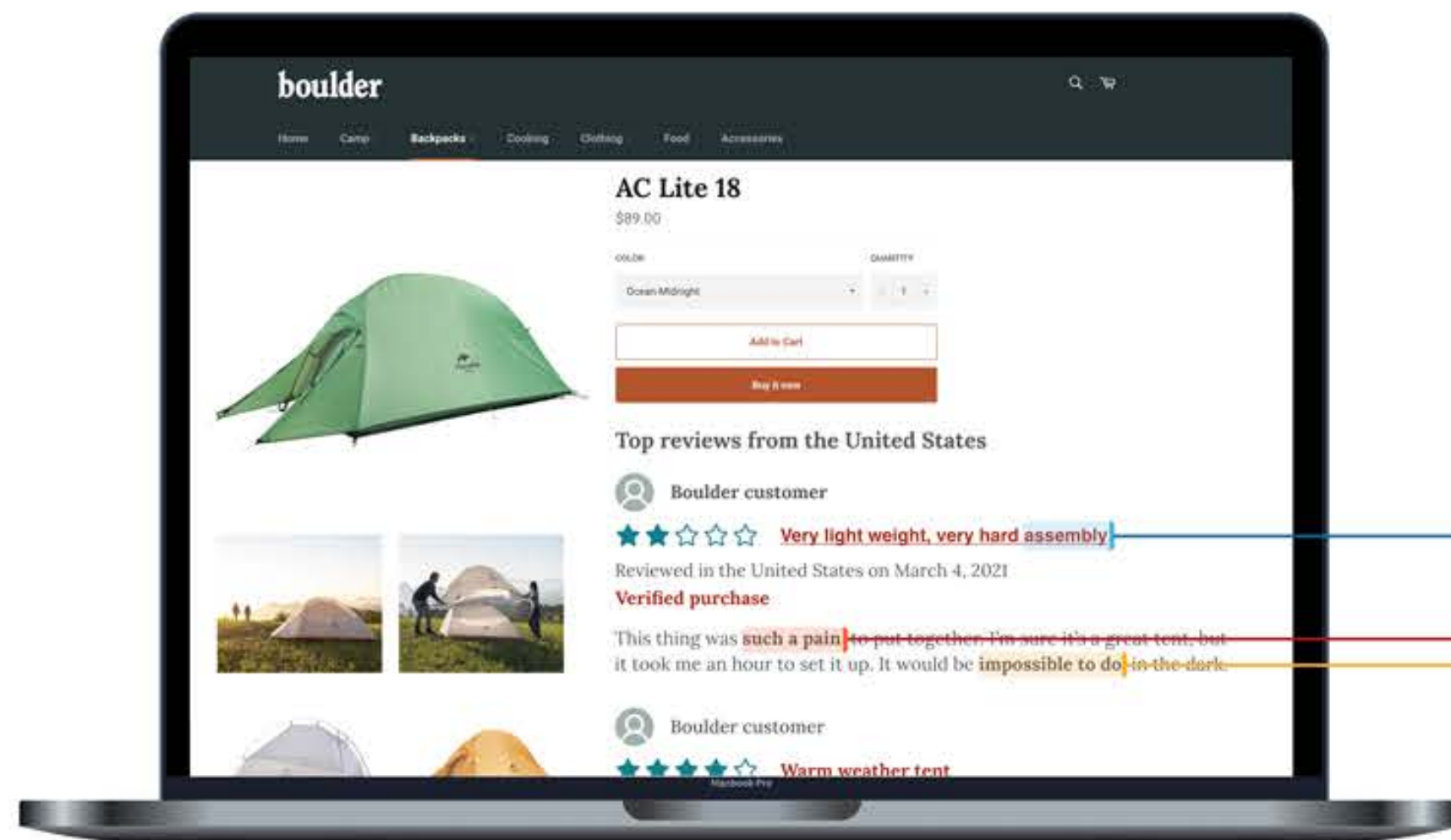
Clarabridge pulls in all product reviews, social mentions, or any other form of product feedback.

Use benchmarks on customer effort to know if action is required.

Automatically notify product teams the moment issues are detected and immediately launch mitigation efforts.

Uncover and act on the biggest issues for your employees

E.g. Automatically understand top issues trending in Slack to develop action plans for critical employee needs
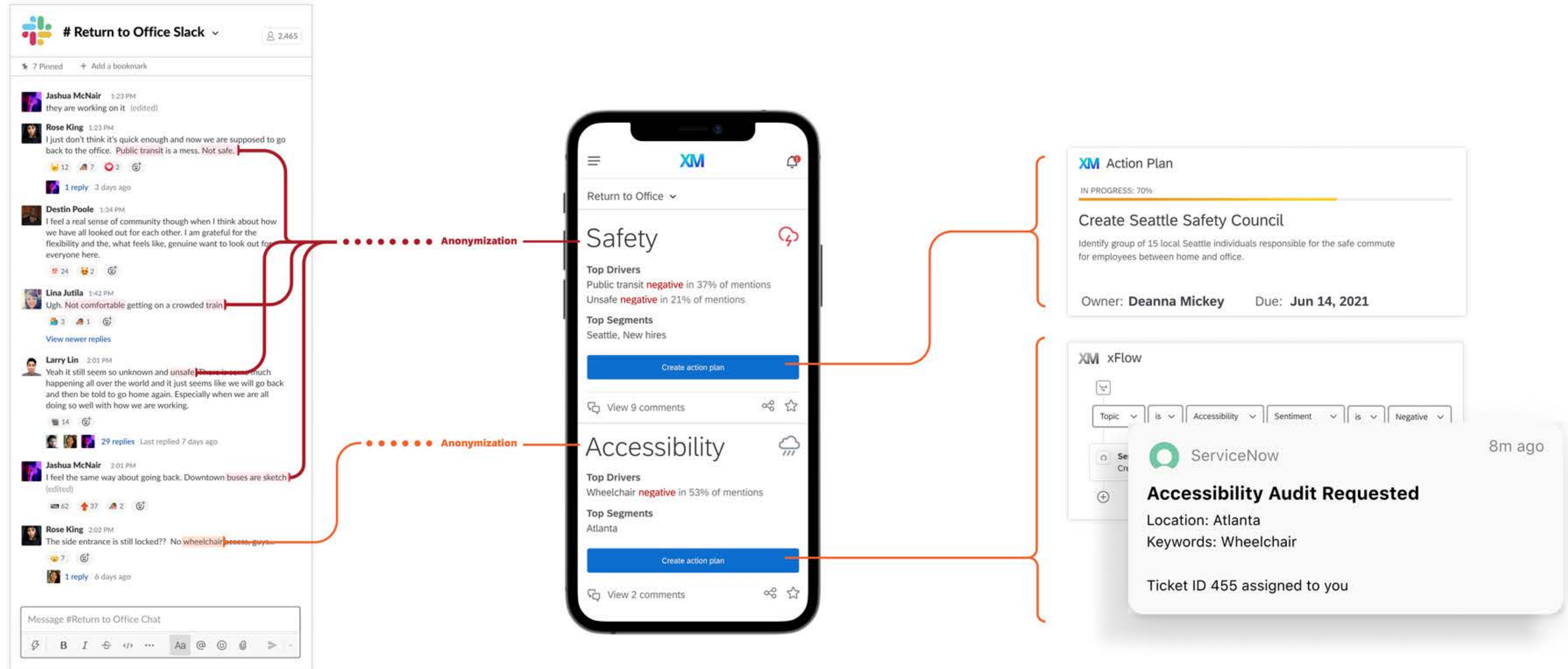
Clarabridge conversational analytics uncovers real issues that are concerning to employees.

Receive clear summaries of the most pressing concerns that could lead to attrition.

Flag critical topics for immediate review. Collaborate and prioritize action with teams.

Create frictionless digital experiences

E.g. Digital teams prioritize focus on the right business areas from emotion, effort and intent detected in customer calls
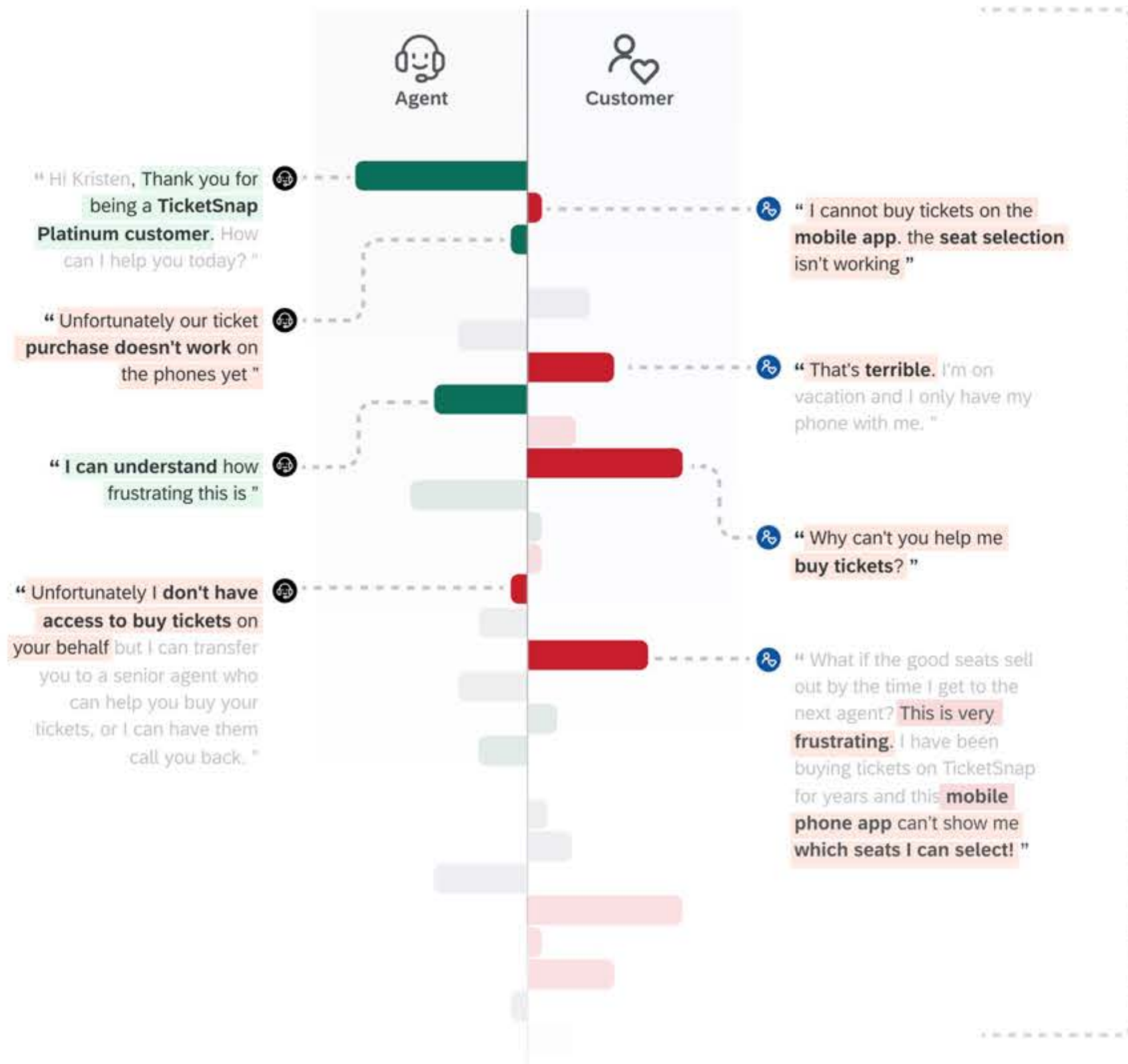
Clarabridge visualizes emotion, effort and intensity of both the agent and customer across all conversations.

Automatically interpret and categorize issues using Clarabridge's 150+ out of the box models.
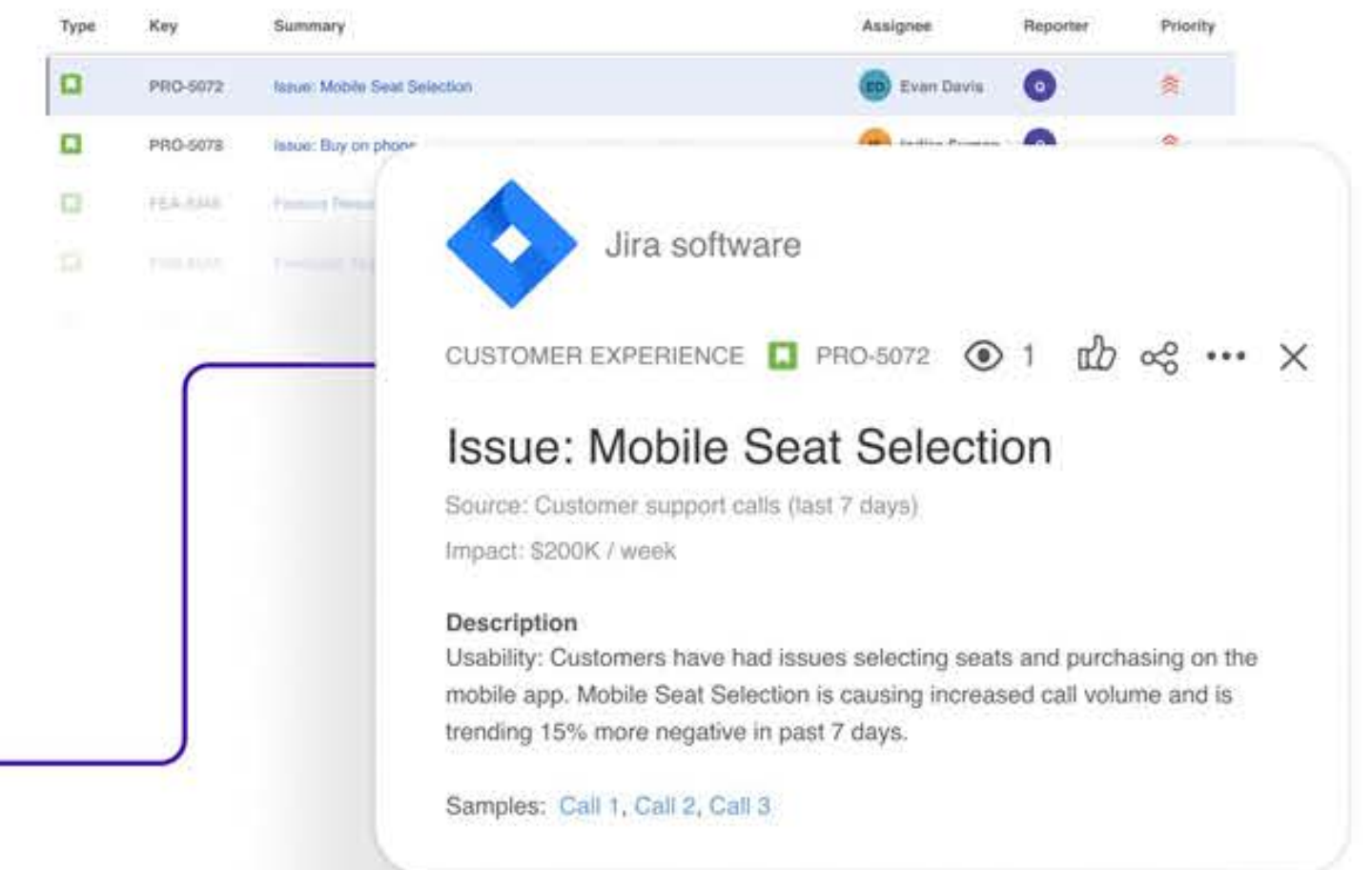
Continuously prioritize the highest impact work for digital teams.

Qualtrics **DesignXM** Qualtrics **CustomerXM** Qualtrics **ProductXM** Qualtrics **EmployeeXM** Qualtrics **BrandXM** Qualtrics **XM Services**

THE OPERATING SYSTEM FOR XM IS ABOUT TO GET BIGGER, FASTER, AND SMARTER.

Add to the Qualtrics experience database of **4B+ profiles** with an additional **2M customer interactions** analyzed daily by Clarabridge

Turbo-charge iQ capabilities with Clarabridge NLU, conversation analysis, predictive drivers, etc

A refined, more intelligent workflow engine with increased accuracy, from tactical actions to process improvements

Enrich the XM Directory with NLU (**emotional intensity/ effort/intent**) for every interaction

Accelerate the path to **2B automated experience workflows** through NLU alerting, advanced analytics & intelligence scoring

XMos

XMD +

iQ +

x**flow** +
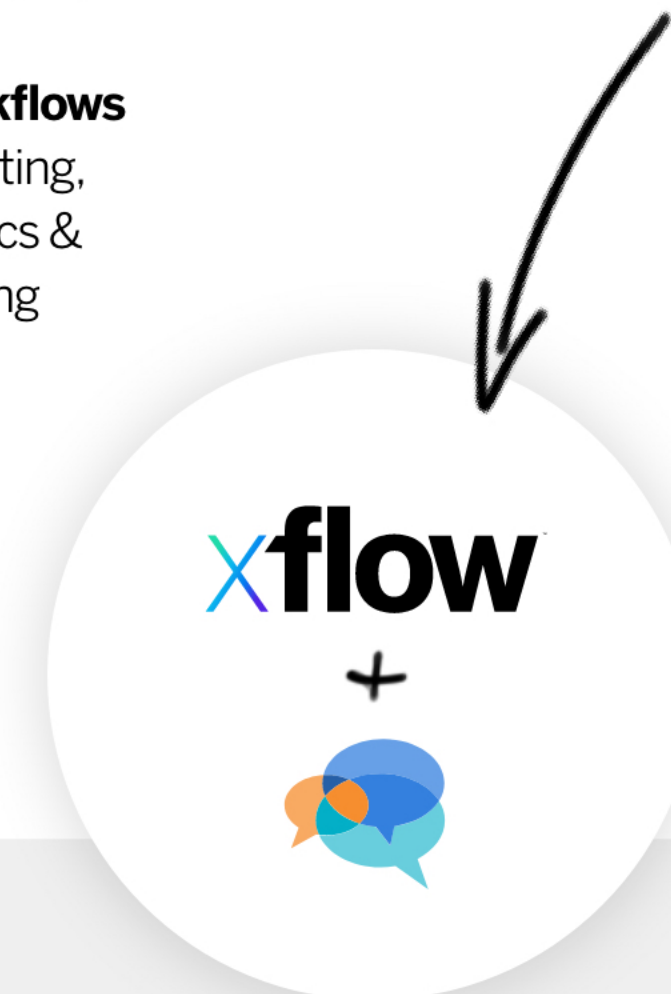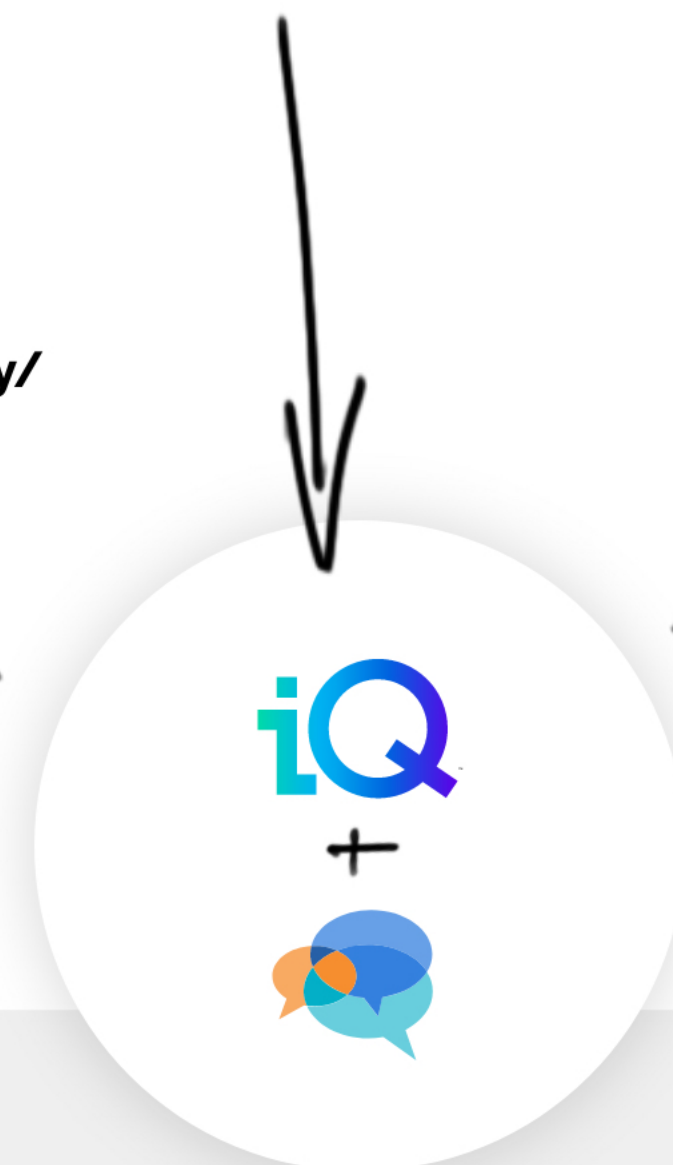
qualtrics XM

4B+ USER PROFILES

1B+ WORKFLOWS EXECUTED BY CUSTOMERS [1]

88B+ FEEDBACK RECORDS PROCESSED [1]

13.5K+ CUSTOMERS

(1) IN THE LAST 12 MONTHS

CLARABRIDGE

25B+ CONVERSATIONS ANALYZED [1]

150+ INDUSTRY NLU MODELS ACROSS 23 LANGUAGES

100%+ USAGE GROWTH EACH YEAR FOR 4 YEARS

400+ CUSTOMERS