SPECIFIC CONDITIONS OF THE PURCHASED SUPPLY

Scope of supply

This document represents the scope of the supply and therefore the commitment of Clariter**®** to provide the service "**Customer Experience Assessment**" guaranteeing its execution in a professional manner, in accordance with the indications and timing agreed below with autonomous organization and management at its own risk; any violation of any of the conditions set forth herein in the articles shall result in Clariter**®**'s commitment terminating.

Description of the service

Clariter® provides the **Customer Experience Assessment** service of the Customer's application thanks to the **Qalya® Sense**, the suite specialized in the analysis **of the "Quality of experience"** linked to the products/ services. The strength of the Qalya® Sense methodology applied to the Customer Experience Assessment is given by the solid experience in CX-focused activities carried out with a Human-Centred approach. The aforementioned, translated into the interaction with real users, allows to collect data and obtain truthful and detailed feedback focused on the experiential, subjective and contextual perspective of the user's navigation.

The activity aims to detect and analyse the current perception of customers of a particular service or product, before or after the launch, in order to investigate the current state of it and highlight ideas for improvement aimed at filling the Customer Experience inadequacies identified. This can be defined in the evaluation of a function, or size of the object under analysis, detecting any critical issues on the experience side, or in the general evaluation of it. This also involves the detection and use of KPIs recognized nationally and internationally.

The methodology used for the measurement of the Customer Experience has the unique characteristic, through a specific survey formulated by the Qalya® Sense transdisciplinary team, to provide quantitative and qualitative results, aimed at supporting strategic decisions of the customer. Throughout the implementation and

delivery of the service, Clariter® also uses the crowdsourcing methodology, addressing the activities to real users belonging to its community and ensuring unique and detailed results.

The delivery team applies the methodology in four distinct phases, that are explained below:

1. Set up;
2. Questionnaire administration;
3. Data Analysis;
4. Reporting.

Dimensional parameters on which the supply is based

For this activity, an equivalent **sample** of **75** real users (Crowders) belonging to the Clariter® owned community is expected to participate, profiled with respect to socio-demographic and psycho-behavioural variables, which refer to: Profession; Educational qualification; Age; Geographical distribution; Familiarity with information technologies; Psycho-behavioural variables. For the analysis of the experience, the crowders are asked to perform specific actions (Use Case) related to the product or service being analysed. The Use Cases provide actions to be carried out online and do not include *Physical Action,* or specific actions that require the crowder to go to specific places to experience certain services.

Macro-phases of the activity, timeline and engagement model

The provision of the activity requires that this is marked by certain steps. The following Gantt chart shows the duration in days (highlighted in different colours) of each planned activity:

Activity	Day No.																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Set-up																			
Administration Questionnaire																			
Data Analysis																			
Reporting																			

1. **Preparation and Set up**: in this phase a preliminary analysis of the product or service is carried out, before the preparation of the tasks, of the specific questionnaire, in addition to the involvement/activation of the working group.

2. **Questionnaire administration**: the working group is involved through Clariter®'s internal platform. A specific group dedicated to the activity is created on the platform, where users are shown the rules of participation in the campaign as well as the link for filling out the questionnaire.

3. **Data analysis**: with the closure of the activity, and therefore with the achievement of the target, the QALYA® Sense team starts with the qualitative-quantitative analysis of the results, analysing the quality of the answers, in terms of consistency and completeness, discarding the answers not considered valid. At the end of this step, the delivery team provides a clean and organized analysis of the data.

3. **Reporting**: upon completion of the analysis, we proceed with the production of a final report in PowerPoint , the contents of which are detailed in the following paragraphs, showing the main evidence that emerged during the activity.

Obligations of the Customer

For the start of the activity to be possible, it is necessary that the Customer contacts Clariter® at the e-mail address ecommerce@claritergroup.com. A checklist will be sent to the customer, requesting information related to the details of the application that is the object of the activity:

Example information

Customer Experience Assessment Checklist
Application Name
Application Type (App, website):
Environment (e.g., preproduction, production)
Link/IP application access
Configurations required to access the site/app environment
Restricted areas that require credentials to be reached
Specifications required to test in certain regions
KPI of interest
Profiling variable of interest (E.g. specific personas)
Definition of any indicated personas
Are there any task or actions involving a physical payment
Please define the cost for each task/action
Please use this extra box for additional comments

It is strictly forbidden that, during the activity, especially during the conduct of the tests, changes are made to the application object of the activity. In case of violation of this requirement, Clariter® does not guarantee the final result, neither in terms of completeness nor accuracy.

In addition, the login credentials must remain valid for as long as the task requires.

Outcome of the activity

The report includes the following elements:

1. **Introduction and overview** of the application context;

2. **Outcome of the activity and Executive;** Summary of the main evidence that emerged based on the experiences carried out by the sample and which therefore constitute the characteristics and aspects on which to pay more attention as they have the most impact in terms of satisfaction with the experience;

3. **Description of the Sample;** including numerical, user profiling data, always provided in aggregate form, following the customer's request in the preliminary phase, which may refer to: Profession; Educational qualification; Age; Geographical distribution; Familiarity with information technologies; Psycho-behavioural variables;

4. **Survey Results (Quantitative Variables);** This specific part of the CX survey measures specific KPIs such as, but not limited to, CSAT, NPS, UMUX-LITE, CES;

5. **Survey Results (Qualitative Variables);**

6. **Improvement "expert side" and "crowd side" ideas provided,** combining the experience of Clariter**®**'s transdisciplinary team with the insights of end users.

Exceptions

Anything not explicitly indicated in the "Scope of supply" is excluded from this supply. Below are some of the exclusions, which are reported for the sole purpose of improving the readability of this supply:

1. Travel expenses, except for those, if any, indicated in the scope of supply;

2. Licensing costs of third-party products, if not those explicitly indicated in the scope of supply;

3. Support for the definition of user requirements, if not those explicitly indicated in the scope of supply;

4. Operating costs, if not those explicitly indicated in the scope of supply;

5. Anything not explicitly indicated in the paragraph "Scope of supply".

Appendix

Below is an excerpt from the report on the provision of **Customer Experience Assessment**.

KPIs

CES

The Customer Effort Score (CES) is an indicator that highlights the effort required to use a given product. The ESC is measured on a scale from 1 to 7, where the value 1 indicates low difficulty of use and ranging from positive value 1 to negative value 7, if it is greater than 3 indicates difficulty of use.

Net Promoter Score

Net Promoter Score (NPS) is a globally recognized management tool that can be used to measure the loyalty of a company's customer relationships. NPS can be as low as -100 or as high as +100 points.
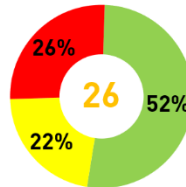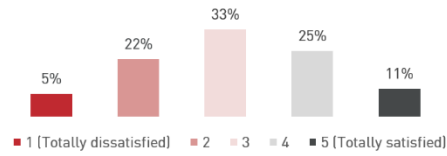
CSAT

Customer Satisfaction is a measure of customer satisfaction with a product, service or experience on a scale of 1 (Not at all satisfied) to 5 (Very satisfied).

4,3/7

26   26%   52%   22%

4,3/5

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Customer Satisfaction

▸ **Satisfaction in the system in general**

4.1/5
★★★★☆

| 5% | 22% | 33% | 25% | 11% |

■ 1 (Totally dissatisfied) ■ 2 ■ 3 ■ 4 ■ 5 (Totally satisfied)

▸ **Reasons for satisfaction levels of 3 or less**

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Describe how you would improve the system

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![clariter logo] Human Touch, **Digital Excellence**

Gap analysis

Analysis area 1	**Critical points** Lorem ipsum	→	**Solutions** Lorem ipsum
Analysis area 2	Lorem ipsum	→	Lorem ipsum

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