



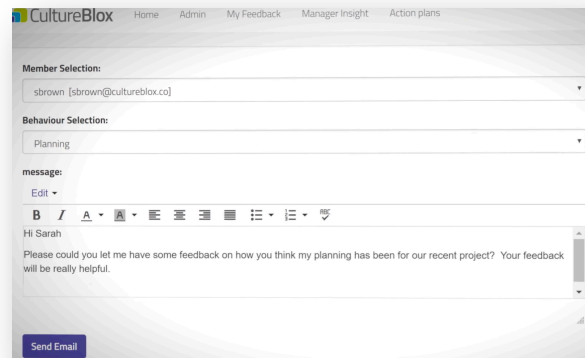
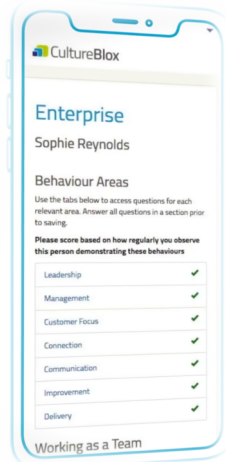
# G-Cloud 12 Service Definition Document

V 1.0

July 2020

1. Who are CultureBlox
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# At CultureBlox we support you to **define, measure** and **build** your **ideal culture**



Our state of the art platform and market leading framework provides you with a real time view of the status of your culture within your organisation and individual departments.

### The wrong people in your business costs you money

- 41% of business owners say they struggle to find the right talent
- 33% of business failures are attributed to having the wrong people on board
- £7-11,000 per employee to replace the wrong people (not including customer impact)
- 50% of all employees are no longer employed after 18 months
- Recruiting, retaining and developing talent is the biggest challenge in the business according to the Academy of Chief Executives (400 CEOs surveyed)

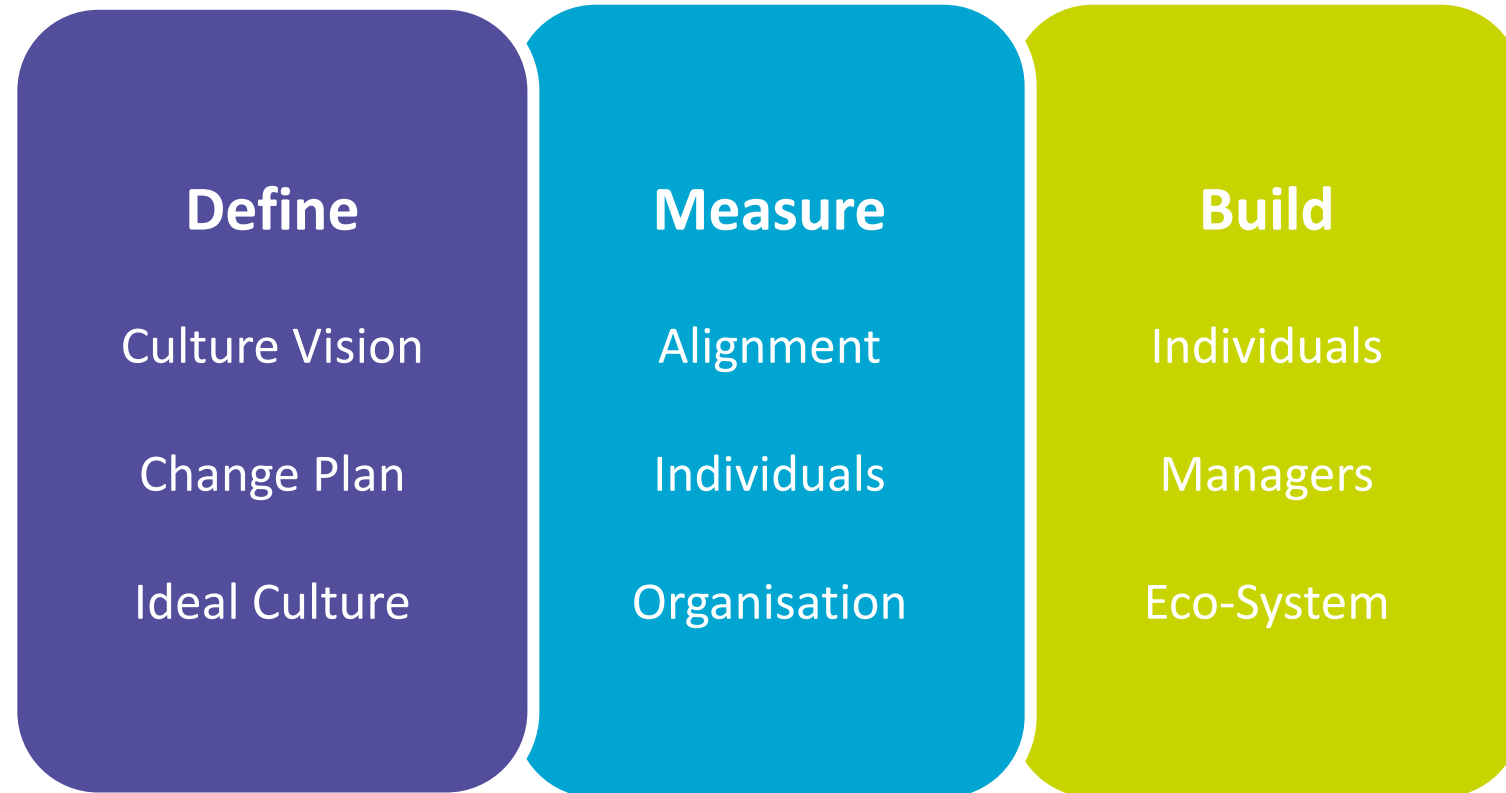
### Leadership life balance and wellbeing

- 77% of business owners suffer the effects of burnout

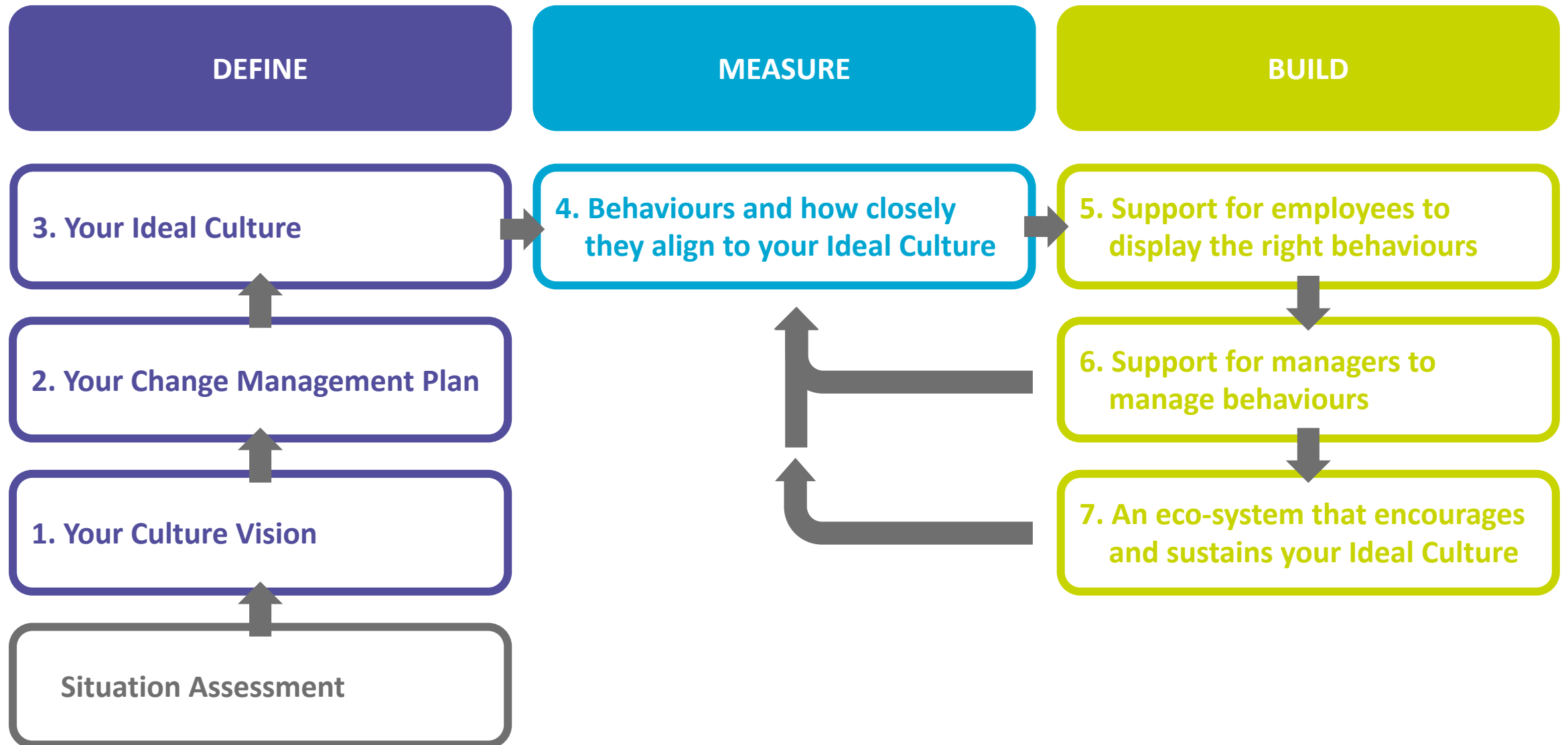
### How your people behave is how your customers experience your business

- 95% of customers share bad experiences with others, 54% share bad experiences with 5+ people, 45% share negative reviews on social media;
- 63% of consumers read negative reviews on social media;
- 88% of customers trust online reviews as much as they trust friends;
- A single negative online review can cost the average business an average loss of 30 customers

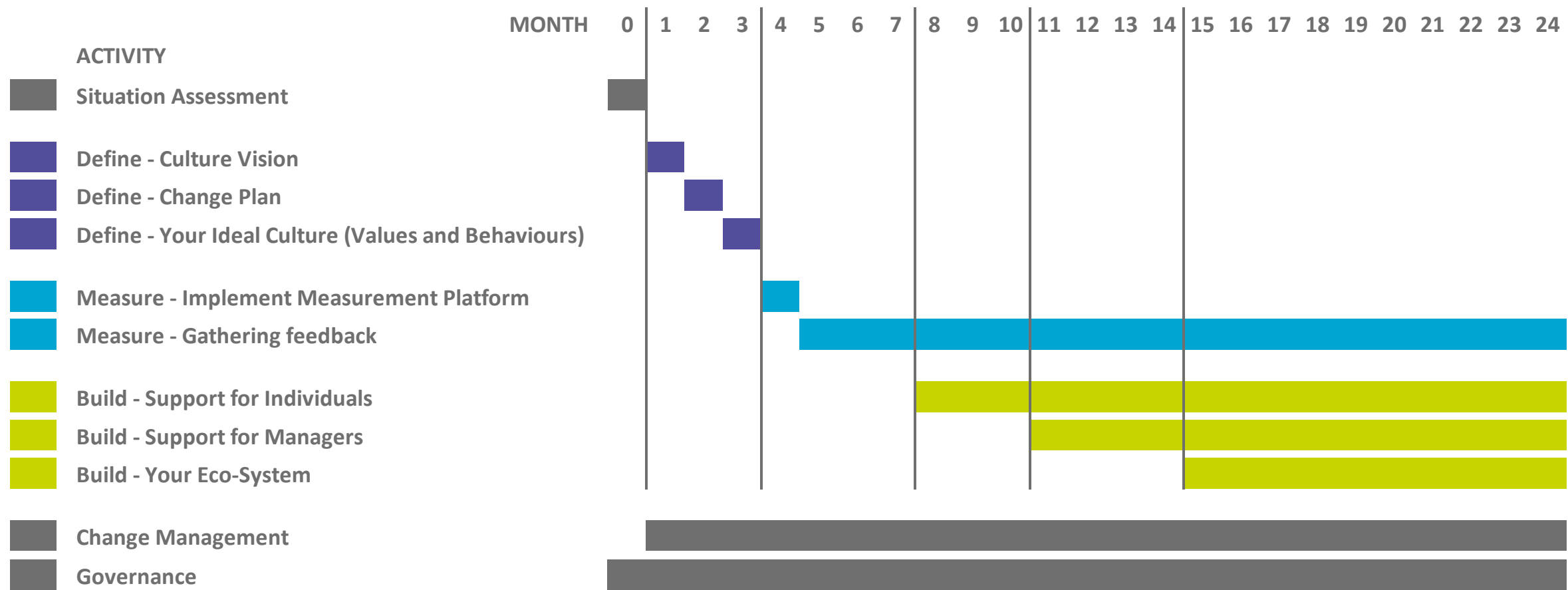
Our approach focuses of three major steps...



Once these steps have been defined, our platform allows you to manage, monitor and assess the impact of the changes on your culture.



The plan below is for representative purposes only, and represents a major corporate cultural transformation. Timescales will differ significantly based upon the complexity of the client requirements, number of users and also where they are on their cultural transformation journey.



| Programme Activity | Detail   |
|--------------------|--|
| Email sign off     | Plan Programme timescales, confirm contract and book initial dates   |
| Workshop 1         | Director session to define draft Culture Vision and Values   |
| Customer Feedback  | Collate customer feedback (4-6 customers)  |
| Workshop 2         | Employee session to communicate Culture Vision and Values, share Customer Feedback, seek Employee Feedback and define draft Behaviours |
| Workshop 3         | Director session to review employee outputs and confirm Behaviours, and confirm Values and Culture Vision                              |
| Workshop 4         | Define and establish ongoing Change Management and Action Plan   |
| Feedback Training  | Feedback training session for all  |
| Workshop 5         | Director session to review programme, update Change Management and Action Plan and close   |

| Ongoing Activity | Detail  |
|------------------|---|
| Utilise Platform | All employees utilise the CultureBlox Culture Alignment platform to maintain focus and highlight culture blindspots               |
| Monthly Call     | Call with Director(s) to discuss platform data outputs, evolving Change Management and Action Plans and ongoing Director Coaching |



### Whitbread PLC: Bhavesh Mistry

Finance Director, Premier Inn and Restaurants

“The effectiveness of our line managers was a key challenge for us, specifically, how we could build a successful culture through changing leadership behaviours and then ensuring these behaviours were embedded into the day to day actions of our teams. We found the program delivered by CultureBlox to be exactly what we needed and we look forward to continuing to work with CultureBlox in the future.”



## Pricing

The platform is licenced on a monthly user basis (details are contained in our pricing document).

A one off fee will be charged for configuration of the platform, this will be based upon the complexity of requirements and the number of departments and users involved.

Additional fees may be charged to support additional strategy sessions, workshops and ongoing support that goes above and beyond our standard implementation. The fees for these services will be agreed in advance with the customer and a detailed statement of work will outline the deliverables and pricing. This must be signed off and accompanied by a purchase order before any works commence.

Access to the platform will be granted once funds have been received.

## Offboarding process

In the highly unlikely event that a customer wishes to 'offboard' from our platform they will have the ability to extract data before the end data of the contract. Once the contract termination date has been passed access will be terminated.

If a customer wishes to have read only access or requests that we maintain the platform as an archive solution additional fees will be chargeable.

### Data Security

The security of our customers data is of upmost importance. We have a Data Protection Officer at board level, our technology partners are both ISO 27001 and ISO 9001 certified and we are GDPR compliant. Our team regularly discuss data security with our partners as part of our ongoing relationship.

### Penetration Testing

Our technology partners carry out an annual penetration test on our solution on an annual basis. The results of the penetration tests can be shared with our customers upon request.

### Disaster Recovery

Our CultureBlox solution is managed by our technology partners Axia digital. Axia manage platforms for major organisations with millions of customers globally. The servers are hosted by Amito in their UK Datacentres. A full disaster process is simulated annually.

At CultureBlox we achieve a KPI of 99.9% uptime on all our sites.

On the extremely rare occasions a problem occurs we provide our customers with a contractual statement in terms of our support;

- Critical; application is unavailable  
Response in an hour with hourly updates.
- High Priority; a critical major function is unavailable  
Response in an hour and a fix time asap
- Normal Priority; a major function is unavailable  
Response in 1 working day and agreed plan for fix.
- Low Priority; users has questions about site

Financial recompense for not meeting our service levels will be completely dependent upon the severity of the issue and its root cause. Any recompense for not meeting our obligations will be issued via a service credit. If the issue is however caused by the buyer not delivering data in a timely manner, or buyer technical issues outside of CultureBlox's control we will not be held responsible for not meeting our KPI's, therefore there will be no service credit in these instances.

### Support

Users can raise tickets through a dedicated support e-mail address that will be provided to them as part of the implementation process.

We have 24/7 we have an alert system in place which lets us know if there is a urgent issue with one of our sites e.g. there is an unscheduled outage.

We respond to every non-urgent ticket within 24 hours Monday to Friday. Most of tickets are resolved within a 24 hour period too.

Where a ticket requires further investigation/development the customer is kept informed and regularly updated. The initial response to a customer support requests will be within the hour.

Our standard working days are 9am – 5pm Monday – Friday (excluding Bank Holidays).

### Maintenance

Although our platform is available 24/7 scheduled maintenance may take place on occasions outside of regular office hours. These maintenance windows will be notified via e-mail to all users well in advance.

## Customisation

CultureBlox is a SaaS platform and changes will be incorporated where they are deemed appropriate for all users. Users can make suggestions

Change requests may be incorporated for customers, however these will be prioritised based upon their criticality and may be subject to additional charges.

## Service constraints

Our platform is available 24/7, apart from scheduled maintenance windows.

The CultureBlox platform is highly intuitive and very straight forward to use. CultureBlox do however provide services around the platform including:

- Facilitation
- Programme and Project Management
- Account Management
- Training
- Coaching
- On-line Training



