



Fw: Katy- Qualtrics information
Katy Koelb to: Nuncha Maranon

11/11/2013 04:53 PM

History: This message has been replied to.

Nuncha:

This gentleman called today, going first through Kristie and asking to speak with Randy. He asked who handled Marketing and I requested he send information for me to pass to you, our Marketing Manager. (I do not, as a rule, give out names and phone numbers of employees to any vendor.)

Mr. Hendricks mentioned they currently do business with both GM and Nissan.

Thank you,

Katy Koelb

Executive Administrative Assistant to
Randal J. Koenigsknecht, Vice President
Sales and Marketing

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----- Forwarded by Katy Koelb/MSSE/AIS on 11/11/2013 04:50 PM -----

From: David Hendricks <dhendricks@qualtrics.com>
To: katy.koelb@magna.com,
Date: 11/11/2013 03:44 PM
Subject: Katy- Qualtrics information

Hi Katy,

Thanks for taking the time to speak with me. As mentioned, here is a little more information on Qualtrics. With a full suite of DIY market research solutions, Qualtrics is the choice of over half the Fortune 100 and 49 of the top 50 business schools, including companies such as GM, Nissan, Toyota, and Kia. Our industry leading insight technology is both the most powerful and the easiest to use. Some of the benefits we have provided our customers include:

- 50%-90% cut in survey development time
- \$10,000 - \$15,000 savings per survey by bringing research in-house
- 50%-75% reduction survey response and analysis time
- 10%-50% response rate increase
- 25%-100% increase in volume of research

I have attached some general information. I'd like to introduce myself and my company over the phone for 15 minutes, what day would work best for you within the next week?

Thanks and regards,

-David

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David Hendricks
Qualtrics, Inc.

Corporate Account Manager

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Qualtrics 1-Page Overview.pdf