



MHP is now officially part of the Qualtrics partner management programme (Photo: Adobe Stock).

PRESS RELEASE

**Strong partnership in experience management**

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# MHP is an official Qualtrics partner

- MHP has been an official Qualtrics partner since summer 2023
- Qualtrics XM is one of the leading software solutions in experience management
- Valuable market research tools and the systematised evaluation of feedback bring benefits for MHP customers
- MHP's unique characteristics: certified, experienced and broad-based, including in market research.

**Ludwigsburg** – Porsche subsidiary MHP is now an official partner of experience management specialist Qualtrics. This is a logical move, as MHP has already been working closely with Qualtrics (at that time still under SAP) for several years and has implemented many experience management projects, for example for car manufacturers and production companies from other sectors.

This joint partnership is based on consulting and implementation services relating to customer experience (CX) and employee experience (EX). Qualtrics software enables companies to systematically collect and analyse valuable feedback from customers and employees along the entire customer journey, so that improvement measures can then be initiated automatically.

As Florian Langer, Head of Customer Experience at MHP, puts it: "Customers and employees should be at the centre of every business strategy. As a Qualtrics partner, we want to support companies in strengthening their brand resonance and improving their experiences. We also want to make sure that every business decision is backed up by meaningful data, sector-specific expertise and cutting-edge analytics."

## Attract and retain new talent

Daniel Ahlers, Manager Organisation & Strategy (ORS) at MHP continues: "Since the beginning of 2020, we have seen the world of work change fundamentally in every sector. With

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the help of Qualtrics, we can continuously record and analyse data throughout the entire employee and executive lifecycle. This allows us to implement sustainable and needs-based measures - and the key objective here is attracting and retaining talent, as well as increasing commitment and productivity across the entire workforce.

The partnership with Qualtrics partnership will expand MHP's consulting portfolio. Companies that want to optimise their experience management can now benefit from the certified Qualtrics experts at MHP. They can draw on a wealth of experience based on the different customer projects they have implemented in recent years. So the holistic MHP consulting approach - from strategy to system integration - is now being expanded to cover the entire CX and EX field, as well.



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## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 27 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 4,500 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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