

GovMetric CX G-Cloud 13 Pricing

Simple, equitable and transparent, our banded pricing model accommodates all public sector organisations from the smallest to the largest. We know that predictable costs are important to the sector, so we deliberately avoid variable, usage-based tariffs.

To determine the cost of GovMetric CX for your organisation, first establish your band using the table below, then work through the four-step process to calculate the total price for your desired configuration.

Sector	Organisation size	Band
Local government	District (population < 100k)	B
	District (population > 100k)	C
	County (population < 700k)	C
	County (population > 700k)	D
	Unitary (population < 150k)	C
	Unitary (150k < population < 350k)	D
	Unitary (population > 350k)	E
Housing associations	Micro (properties < 250)	A
	Small (250 < properties < 1,000)	B
	Medium (1,000 < properties < 5,000)	C
	Large (5,000 < properties < 10,000)	D
	Very large (properties > 10,000)	E
Blue Light (e.g., Police)	County (police officers < 1,600)	C
	Large county (police officers > 1,600)	D
	Regional	E
All other public service providers	Micro agency/public body	A
	Local agency/public body	B
	Small regional agency/public body	C
	Regional agency/public body	D
	Large regional agency/public body	E
	National agency/public body	F
	Large national agency/public body	G
	Central government department	G

If you are uncertain which band applies to you, please get in touch and we can assist you.

Step 1: Core service

The GovMetric CX core service costs comprise of an initial one-off set-up and an ongoing annual licence for the duration of the call-off period.

The **set-up** cost includes:

- Initial implementation and configuration of the core service to meet the agreed specification
- Named project manager for the above
- Initial training on a train-the-trainer basis

The **annual** licence cost includes:

- Access to the GovMetric platform to enable the implementation and configuration of the core service
- Ongoing technical support, maintenance, and hosting of the core service
- Access to the online dashboards and reports for the specified number of user logins (see Step 4)
- Access to the GovMetric CX API

Setup & annual licence

Band	Set up	Annual
A	£2,950	£3,250
B	£4,350	£5,000
C	£6,950	£8,150
D	£11,550	£14,250
E	£19,250	£24,850
F	£28,500	£39,750
G	£39,750	£58,500

The core service costs cover a single function within an organisation such as the customer service function or a specific service area.

GovMetric CX can be deployed in multi-organisation shared service environments. Please contact us to discuss how your arrangement aligns with our pricing model.

Step 2: Survey mechanism bundles

GovMetric CX can capture the citizen experience on any channel, at any point in the customer journey, via a variety of different survey mechanisms.

A survey mechanism is defined as *a fixed set of questions and response options, delivered via a single capture method*. Capture methods include:

- Web
- Outbound email
- IVR
- QR code
- Comment card
- App
- Digital short URL
- Kiosk
- SMS
- Paper-based survey
- eForm
- Interactive Map
- Touchscreen
- Email
- Mediated survey form

Survey mechanisms are available in bundles. A minimum of one survey mechanism is required to implement the service.

The **set-up** cost includes:

- Expert guidance on survey strategy, delivery, and design, to achieve the desired outcomes
- Initial implementation and configuration of the survey mechanism(s) and associated dashboards and reports to meet the agreed specification

The **annual** licence cost includes:

- Access to the GovMetric survey manager platform to enable the implementation and configuration of the survey/s
- Capture and processing of an **unlimited** number of responses via the specified survey mechanism(s)

Survey mechanism cost

Survey mechanisms configured	Set up	Annual
1	£1,190	£1,250
Up to 3	£3,425	£3,600
Up to 5	£5,350	£5,625
Up to 7	£6,980	£7,350
Up to 10	£9,250	£9,750

If more than 10 survey mechanisms are required, these can be added in additional bundles of 10.

	Set up	Annual
Per additional 10	£8,550	£9,000

Some survey mechanisms incur additional direct costs (e.g., SMS carrier fees, printing and postage of paper-based cards and surveys, kiosk hardware) that are not included in the costs set out above.

Step 3: Intelligent Text Analysis (optional)

GovMetric CX's Intelligent Text Analysis engine uncovers the insights in unstructured feedback data at scale. Using techniques such as natural language processing (NLP), machine learning (ML) and sentiment analysis, feedback is automatically classified by topic and sentiment in real-time.

The **set-up** cost includes:

- Initial implementation and configuration of the appropriate sector-specific Intelligent Text Analysis engine

The **annual** licence cost includes:

- Access to the GovMetric Intelligent Text Analysis engine to enable set-up and configuration
- Analysis of an **unlimited** number of unstructured feedback responses captured via the specified survey mechanism(s)

Intelligent Text Analysis cost

Band	Set up	Annual
A	£1,280	£1,350
B	£2,140	£2,250
C	£2,990	£3,150
D	£4,040	£4,250
E	£5,270	£5,550
F	£6,750	£7,100
G	£8,500	£9,000

Step 4: Support

To keep GovMetric CX accessible for smaller organisations, basic support is provided at no additional charge. Most customers opt for Professional support, which provides **unlimited** user logins and a range of other benefits.

Support cost

	Basic	Professional
User logins	Up to 5	Unlimited
Service desk support	Included	Included
Survey updates	Annually	Quarterly
Programme reviews	Annually	Twice yearly
Web mapping structure	Not included	Included
Layered filter hierarchy structure	Not included	Included
Benchmarking (single index)	Not included	Included
Cost	No additional cost	15% of configured platform cost*

*The configured platform cost is the sum of the annual elements of the core service, the chosen survey mechanism bundle, and Intelligent Text Analysis (if selected).

Calculating the total annual licence

The total annual licence cost is the annual configured platform cost, plus the annual cost of Professional support, if selected.

Example calculations

Small housing association with c. 500 properties

This organisation's housing stock places it in Band B.

The organisation intends to implement an always-on GovMetric CX survey on its website to enable residents to provide general feedback. It also plans to run two focused surveys that will be delivered to selected residents via SMS: one for repairs, and one for the annual tenant satisfaction survey.

		Set up	Annual licence
Core service	Band B	£4,350.00	£5,000.00
Survey mechanisms bundle	Up to 3	£3,425.00	£3,600.00
Intelligent Text Analysis	No	-	-
Support	Professional	-	£1,290.00
Total		£7,775.00	£9,890.00

Unitary Council with population c. 250k

This council's population places it in Band D.

The council intends to implement always-on surveys on its primary contact channels—web and telephone (via IVR)—and on its new web chat facility. Selected citizens will also be invited via SMS to participate in an extended survey. The council also intends to implement a map-based survey for capturing location-based neighbourhood feedback.

The council wants to use Intelligent Text Analysis to automatically identify topics and sentiment in large volumes of unstructured feedback.

		Set up	Annual licence
Core service	Band D	£11,550.00	£14,250.00
Survey mechanisms bundle	Up to 5	£5,350.00	£5,625.00
Intelligent Text Analysis	Yes	£4,040.00	£4,250.00
Support	Professional	-	£3,618.75
Total		£20,940.00	£27,743.75

Additional services

Kiosks

GovMetric CX kiosks can be used to collect feedback in high-traffic face-to-face areas. The units are owned by GovMetric and loaned to you during the contract period.

Kiosk cost

	Set up	Annual
Per unit	£3,750	£825

API & integration

Access to the standard GovMetric CX API is included in the licence cost. Guidance on how to use the API is provided in the API documentation.

If you require additional technical assistance to implement the API, or bespoke integration, this will be scoped separately in accordance with the GovMetric CX SFIA Rate Card.

Other services

Additional services that may be required will be scoped separately in accordance with the GovMetric CX SFIA Rate Card.

All services are provided in accordance with the GovMetric CX Service Level Agreement.

All costs shown in this document are exclusive of VAT