



A proven platform for statutory, regulatory and service feedback

Helping organisations listen, learn and improve at scale

About our pricing

We aim to keep pricing clear, consistent and easy to understand. GovMetric CX is provided on a subscription basis, with pricing based on organisation band and product tier.

The annual price includes:

- Unlimited users and feedback volumes*
- Ongoing customer support
- Access to product enhancements and updates
- API access to support integration with other systems

Please refer to the GovMetric CX Service Definition to determine which product tier is right for your organisation.

* Some survey channels may incur additional direct costs e.g. SMS carrier fees. AI-enabled features of GovMetric CX Pro and Enterprise are subject to reasonable use (see Appendix)

Organisation bands

Band	Councils based on population	Housing based on # of properties	Police Based on # of officers/size
A	100,000 or less	Up to 250	-
B	100,001 – 200,000	251 – 1,000	1,600 or fewer
C	200,001 – 300,000	1,001 – 5,000	More than 1,600
D	300,001 – 500,000	5,001 – 10,000	Regional
E	500,001 – 900,000	More than 10,000	National
F	900,001-1,200,000	-	-
G	1,200,001-1,500,000	-	-
H	More than 1,500,000	-	-

For other types of organisations, please get in touch to confirm the appropriate pricing band.

Annual subscription price

Band	Essentials	Pro	Enterprise
A	£4,499	£8,000	£14,999
B	£6,999	£12,499	£22,499
C	£9,999	£17,999	£32,499
D	£13,999	£24,999	£44,999
E	£19,999	£34,999	£62,499
F	£24,666	£44,999	£79,999
G	£29,666	£49,999	£89,999
H	£34,666	£59,999	£99,999

A one-off setup fee applies at the start of the contract. This is charged as up to 15% of the Year 1 annual price and covers onboarding, configuration and go-live support.

Multi-product discounts

GovMetric's products are designed to work together, supporting different elements of citizen-facing, regulated processes. We offer a multi-product discount for organisations that choose to use more than one GovMetric product. The first product is purchased at list price, with discounted pricing applied to any additional products from their start date.

- **Second product:** 10% discount
- **Third and subsequent products:** 12.5% discount

Multi-product discounts apply to the additional product/s only and do not affect the pricing of existing subscriptions.



GovMetric CX

Citizen feedback
and experience
management



CaseTracker

Complaints and
correspondence
management



Octavia

AI-powered
complaint
handling



Nexa

Automated
document drafting
for compliance

Local Government Reorganisation (LGR) pricing support

Where councils are formally preparing to come together under a new unitary or combined structure, GovMetric offers transitional pricing support to reduce uncertainty and help organisations plan ahead with confidence.

Pre-LGR

When a reorganisation plan is officially confirmed, we apply a uniform discount of 10% to all participating councils within the future organisation. This discounted pricing applies from the start of each organisation's new or renewed contract, enabling councils to adopt solutions ahead of vesting day that can scale into the future authority.

Post-LGR

Following Local Government Reorganisation, newly formed councils are eligible for a 10% discount.

Where the new authority is formed from councils that include one or more organisations already using GovMetric CX, the discount increases to 20%. This enhanced discount reflects continuity of investment and includes reconfiguration of existing services at no additional cost to support transition to the new organisational structure.

Professional & Support Services

GovMetric software products are designed to be highly flexible, and most customer requirements can be met using standard features and configuration options, supported through the onboarding and support service included with the subscription price.

Where a requirement cannot be met through standard software and support, GovMetric offers professional and support services to help organisations achieve their objectives and maximise their investment.

These services may include (but are not limited to):

- Integration support
- Configuration or localisation assistance
- Training and enablement
- Advisory and assurance services
- Bespoke development

Pricing for Professional & Support Services

Professional and support services are packaged based on the nature, complexity and duration of the work required.

A package of work will typically comprise a combination of roles, ensuring work is delivered efficiently and effectively.

The total cost of an engagement is calculated by applying the relevant role rates to the estimated effort for each role.

Ongoing support and maintenance (where applicable)

For some services, such as bespoke development or complex integrations, an ongoing support and maintenance arrangement may be required. This will be defined at call-off.

Costs are charged annually and are typically equivalent to 50–75% of the original time-and-materials delivery effort, depending on the nature of the work.

Rate card

Role	Description	Rate
Solution architect	Designs overall solution approaches, including configuration strategy, integration patterns and assurance of fit within existing organisational architectures.	£1,125
Technical architect	Defines and oversees technical design for bespoke development, extensions and integrations, ensuring solutions align with platform capabilities and standards.	£1,125
Business analyst	Works with customers to clarify requirements, scope services, and translate organisational needs into configuration, localisation or development tasks.	£725-£825
Delivery manager	Manages delivery of scoped engagements, coordinating roles, dependencies and timelines to ensure work is delivered as agreed.	£925
Product manager	Provides product-level oversight and advisory input, helping align requirements and proposed changes with product capabilities, constraints and intended use.	£975
Test engineer	Plans and executes testing for bespoke development and integrations to ensure quality, reliability and compliance.	£725
Software developer	Implements bespoke enhancements, extensions and integrations in line with agreed designs and specifications.	£825-£925
Accessibility specialist	Provides accessibility advice and assurance to support compliance with relevant accessibility standards and good practice.	£975
Content designer	Develops and refines user-facing content, templates and training materials to support effective and consistent use of the service.	£725

Standards for rate card

Working Day

One day consists of up to 8 hours, excluding travel and lunch

Working Week

Monday to Friday, excluding UK public and bank holidays

Standard Working Hours

9am to 5pm, Monday to Friday

Travel and Subsistence

Not included unless agreed in advance

Mileage

Not included unless agreed in advance

Insurance

Professional Indemnity Insurance is included within the published rates

What next?

If you're exploring ways to streamline feedback management, you can visit our website to:

- Find more case studies from public-sector organisations
- Watch video testimonials from customers
- Learn about emerging trends in AI and public sector automation and compliance.
- Find upcoming webinars and events

When you're ready, get in touch for a conversation about how we can help.

govmetric.com

Email: procurement@govmetric.com

Phone: +44 1572 756565

LinkedIn: linkedin.com/company/govmetric/

Appendix: Reasonable use of AI-enabled features

GovMetric's AI-enabled features are provided on an unlimited basis to support normal, day-to-day operational use in line with the intended purpose of the service.

To ensure fair and sustainable use for all customers, AI usage is subject to a reasonable use policy. This policy is intended to prevent misuse or usage patterns that are significantly outside typical operational requirements, including automated, excessive, or unintended use that materially impacts service performance or operating costs.

Reasonable use is intended to support genuine service delivery and does not place limits on normal system activity carried out by authorised users.

Where usage is identified as materially outside reasonable expectations, GovMetric will engage with the customer to understand the use case and agree appropriate next steps. This may include usage optimisation, alternative configuration, or commercial review where required.

GovMetric reserves the right to review AI usage terms where there is a material change in the cost or availability of underlying AI models. Any changes will be discussed in advance and applied prospectively.