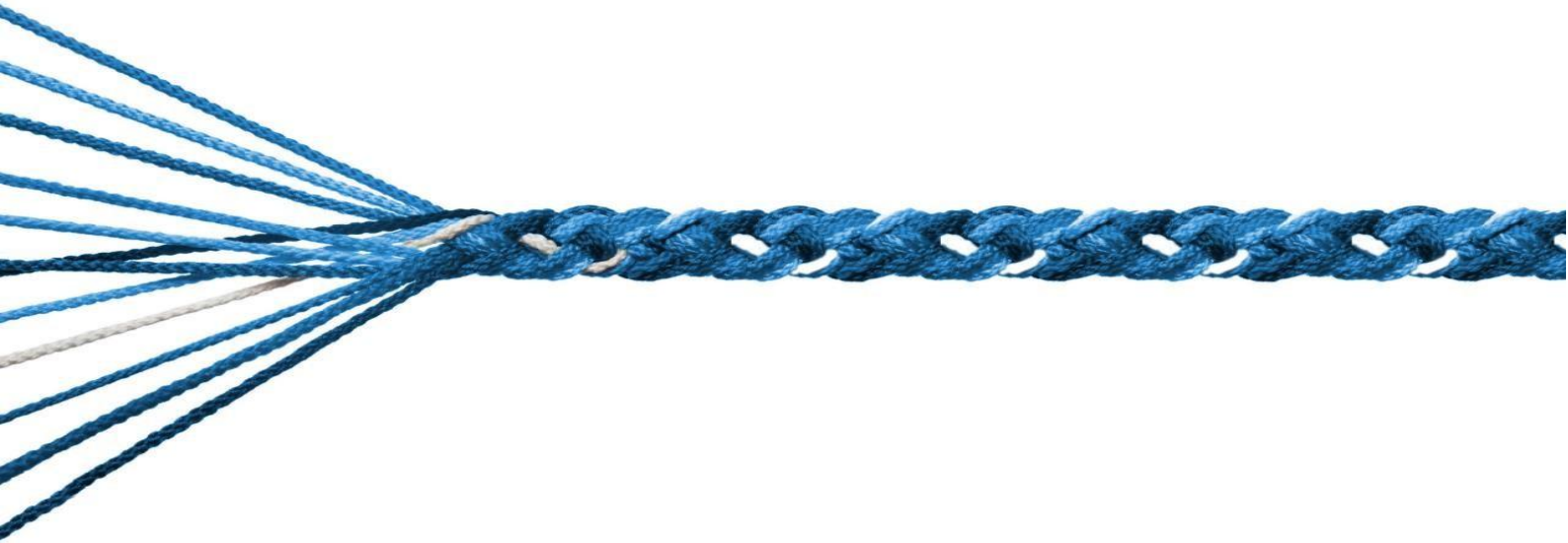




Engage – Citizen Engagement Solution (Web Agent)

Pricing: Licensing & Implementation

September 2026

Commercial in confidence

Pricing

Pricing Model

Engage (Web Agent) provides citizen engagement solutions, as a managed web tool for public-sector organisations.

Pricing is based on the selected annual tier, with optional add-ons for live agent capability, additional domains and knowledge packs, and message packs for higher volumes.

All prices are exclusive of VAT.

Annual Service Fees

The Annual Service Fee includes:

- Access to the Engage cloud-hosted application
- Ongoing software maintenance and updates
- Secure hosting and infrastructure management
- Access to customer support and standard service management
- Included message allowance as per tier
- Included domain coverage as per tier

Tier Options

Tier	Price	Unit	Included Messages (per month)	Refresh Cadence	Domains (Knowledge & Display)	Minor Change Requests (per year)
Core	£25,000	£ / year	25,000	Quarterly	1	4
Plus	£45,000	£ / year	75,000	Monthly	1	12
Enterprise	£75,000	£ / year	200,000	Monthly	2	12

Definitions / Constraints:

- A message is defined as one end-user message, one assistant response, or one form submission. System events are excluded.
- Usage is monitored and reported monthly.
- Messages above included allowance must be covered by pre-purchased message packs. Monthly allowance is indicative and can be spread across the contract year.
- Customers reaching the top of their message allowance will be offered the opportunity to move to a higher tier, with the difference for the contract year payable, or to purchase a message bundle.
- Unused messages (allowance or pre-purchased) expire at the end of the current contract year.
- Refresh cadence means the frequency with which Idox will re-refresh the in-scope domain knowledge. Knowledge refresh is supplier manage and does not include amendments to fixed conversational flows.
- Included domains include ingested knowledge and display of the web-agent.
- Minor change requests apply to fixed conversational flows only and are subject to the Change Request Policy defined below.

Optional Add-Ons

Live Agents

Number of Agents	Service Fee	Unit	Agent Fee	Unit
0-100	£150	£ / month	£20	£ / agent / month
101-200	£250	£ / month	£18	£ / agent / month
201+	£350	£ / month	£15	£ / agent / month

Definitions / Constraints:

- Agent fees are calculated per named agent account per month and charged on an annual basis in advance.
- Additional agent licenses can be purchased as required.

Knowledge and Domains

Item	Price	Unit	Notes
Domains	£7,500	£ / year	Per additional top-level domain (beyond primary).
Sub-Domains	£3,000	£ / year	Per additional sub-domain of the primary, or additional, top-level domains.
Knowledge Pack: Internal Documents	£3,000	£ / pack	Up to 50 documents, max 10MB / dox, includes PDFs.
Knowledge Pack: Additional	£2,500	£ / pack	Applicable for additional knowledge packs purchased.
Knowledge Pack: Removal	£1,000	£ / pack	Removal of individual knowledge packs.

Definitions / Constraints:

- Additional domains are charged on an annual basis, in advance, per contract year. Additional domains purchased part-way through a contract year will be charged at the full rate.
- Knowledge refresh for additional domains or sub-domains will be aligned to the refresh cadence for the chosen service tier.
- Knowledge Packs (Internal documents) do not include ongoing knowledge refresh. Any replacement or update of internal documents requires the purchase of an additional knowledge pack.

Message Packs

Additional message packs can be purchased to support seasonal demand spikes.

Item	Price	Unit	Included Messages
S	£1,000	£ / one-off	10,000
M	£3,000	£ / one-off	25,000
L	£3,000	£ / one-off	50,000
XL	£2,500	£ / one-off	100,000

Definitions / Constraints:

- Message allowances expire at the end of the current contract year.
- Usage is monitored and reported monthly.

Change Request Policy

Each customer is allocated a yearly allowance of non-chargeable development time to support minor changes to fixed conversational flows, where such changes require **45 minutes or less** of implementation effort.

The maximum number of minor change requests per contract year are:

- **Core:** 4
- **Plus:** 12
- **Enterprise:** 12

A minor change request is defined as:

- Amendments to existing fixed flows
- Updates to routing, hand-off logic, or scripted responses
- Minor structural adjustments that do not introduce new functionality

The following are **out of scope** of the change request allowance:

- Changes to AI models, prompts, or underlying conversational behaviour
- Creation of new conversational journeys or complex logic
- Content authoring or large-scale content updates
- Integration changes or new system connections

Change requests requiring more than 45 minutes to implement will be referred to the Account Manager and delivered as a paid package of work (minimum half-day), based on Idox's standard day rates.

Change requests apply post-implementation and do not form part of the initial implementation scope unless explicitly agreed.

Implementation Services

Standard Implementation Package

A one-off implementation fee applies to all new Engage customers.

Implementation is a **minimum of three chargeable delivery days**. The scope, effort and timeline are agreed with the customer based on their requirements.

Implementation uses Idox's standard delivery approach to configure Engage and support a controlled go-live.

What's Included

The standard implementation package includes:

- Project kick-off and Web Agent requirements confirmation
- Provisioning of the Engage Web Agent environment, including in-scope knowledge ingestion
- Setup and configuration of the Engage service, in line with customer-defined and agreed scope (e.g. fixed conversational flows, routing behaviour, or hand-off rules)
- Support for User Acceptance Testing (UAT)
- Go-live coordination
- Handover to Business-as-Usual support
- Access to customer documentation and support portal

What's Not Included

The following are **out of scope** of the standard implementation package and may be available at additional cost if required:

- Bespoke chatbot or AI model development
- Custom conversational design beyond agreed fixed flows
- Content creation, editorial services, or knowledge-base population out of service fee scope
- On-site delivery, training, or extended training programmes
- Business process redesign or consultancy

Implementation Timelines

- A standard implementation package is delivered within 6-8 weeks, subject to:
 - Customer availability and responsiveness
 - Timely agreement of scope and acceptance criteria
 - Technical dependencies and configuration complexity
 - Note – delivery timeline reflects overall elapsed time, not continuous effort.
- A detailed project plan, delivery approach and responsibilities are agreed during the project kick-off.

Professional Services (Optional)

Additional consultancy, training or support services can be provided if required.

Indicative day rates:

- £1,000 per day – Remote / Virtual
- £1,150 per day – On-site

All additional services must be agreed in advance.

Contract Terms

- Pricing is based on an annual subscription
- Licence fees are payable from the contract commencement date
- VAT is charged at the prevailing rate

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