



G-Cloud 15

GENIUS CLOUD SOLUTIONS PRICING OPTIONS



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Version 3

CLASSIFICATION: Confidential

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1. Our Approach

Genius was established in 2009 after our own experience of running contact centres and working with various software / IT services vendors, often with much frustration and costs that always exceeded expectations. We wanted to turn all of that upside down and our approach reflects that.

Our pricing is simple and transparent, with no hidden charges or unexpected invoices. We do not charge any setup or professional services fees throughout the relationship which is unique; and we do not attempt to tie our customers in to long contracts or minimum agent commitments. We're willing to make the initial and ongoing investment in our clients in return for a month-to-month contract; this is because we have 100% confidence in our product and service delivery and our customer tenure is evidence of that. Of course, many of our clients prefer the security of a contract, and we're happy to do this too!

We are a team of operational people, working in partnership with our customers to build trust and long-term relationships. Our client and service teams work closely with you throughout the relationship to ensure we fully understand your goals and objectives so that we can shape how our solutions help you to achieve these. We understand that customers, regulatory requirements, and challenges change regularly and that all businesses need to be able to react to change quickly. We are committed to supporting that at no additional cost to you, it's in our interest to help our customers grow.

The cost of non-compliance is far greater than the cost of compliance! Compliance is at the heart of what we do, and our software has superior functionality to support this, including a self-pacing algorithm and configuration/scripting options. This ensures you are always on the right side of OFCOM, PCI and other regulatory bodies such as the FCA without the need for expensive resources "managing" or "pacing" the system to achieve this.

The last section of this document gives a more detailed breakdown of what's included in the Genius solution and services.

2. Agent Licence Options

Access to our integrated digital channel functionality is included in the agent fee.

Administration and supervisor access to the management platform is also included, therefore you only pay for agent licences.

We also offer a PBX solution with traditional PBX functionality, listed below.

All our licence options include full business continuity with highly available services included, at no additional cost to you.

Commpli - Unlimited Licence

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Agent access fee is pre-paid monthly usage payable in advance on the 1st of the calendar month on a named per login basis. Users can be increased or decreased on a monthly basis in advance.

Number of system logins (active monthly users)	Cost for unlimited access to the system per month per login
<50	£85.00
51-99	£82.50
100-199	£80.00
200-299	£77.50
300-499	£75.00
500-999	£72.50
1000+	£70.00

PBX Licences

The PBX solution has call recording functionality and traditional PBX functionality included.

Number Of Extensions	Monthly Cost Per Extension
25 (minimum)	£15.00
25-99	£13.00
100-199	£11.00
200-299	£9.00
300-499	£7.00
500-999	£6.00
> 1000	£5.00

3. Transactional Charges

3.1 Robots Agents

Robotic agents can be deployed to automate outbound campaigns, handle inbound calls, facilitate data collection and call routing, in the absence of or instead of physical agents. You only pay for the agents when they are “talking” with no minimum or idle/licence charge.



Number of active users	Pence per minute talk time
All Users	£0.03

3.2 SMS Processing

Automated SMS processing functionality is available, included as standard in the price of the Agent Licences above.

The cost for SMS credits is 3.5p per credit used.

3.3 Email Processing

Automated Email processing functionality is available, included as standard in the price of the Agent Licences above. There are no additional transaction fees.

3.4 SafePay

Our payment solutions include:

- PCI compliant agent payments using our DTMF Masked Payment Processing Technology
- Self Serve IVR payments
- Automated SMS or email messages to mobiles devices with secure online payment links

Payments are at a cost of 15p per single (one-off) payment processed. There are *no other PCI setup fees, agent fees or line rental/licences*

3.5 Speech Transcription / Analytics

Speech transcription is available across all or selected calls based on a rule set. The current functionality allows you to automatically search the transcriptions for preprogrammed words and phrases and alert on this basis. The solution is under further development to provide more automation and enhancements to the QA process.

This is charged on a per minute basis (billed per second) at £0.008 per minute of transcription.

Our solution lets you set up rules to schedule transcriptions, for example based on call outcomes or durations, certain campaigns/variables in the data, specific agents, etc, therefore in practice you do not need to transcribe all calls which will result in an additional cost saving as you only pay for what you transcribe.

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3.6 Call Charges

Telecoms are invoiced monthly in arrears:

1. On a per second basis
2. With no connection charge
3. With no minimum call cost
4. With *no charge for inbound calls*

Telecoms are delivered using IP telephony, at the following rates:

1. Cost per minute to UK Landlines – £0.008 per minute
2. Cost per minute to UK Mobiles – £0.025 per minute
3. Inbound calls – free of charge
4. Non mobile and non landline calls charged at applicable network rates

If required, Genius supplied geographic CLIs are priced at £10 per month rental, per CLI.

Our call charges are also inclusive of all additional costs below;

- SIP line provision, multiple lines per agent with unlimited scalability
- Call recording lines and storage
- Access to multiple telecoms carriers for continuity
- Datacentre rackspace, bandwidth, power
- Telephony server capacity and associated infrastructure
- End of life telephony equipment replacement costs
- Telephony resource and support

4. What's Included

Our licence fees and transactional/call costs are **fully inclusive** of the following:

Professional Services:

- No Set Up Costs
- No Professional Service Fees
- Process Mapping & Re-engineering
- Project Management
- Software Development and API Integration
- Learning & Development Services
- System Customisation & Change Requests
- Operational Support
- Account Management

Technical and Operational Support

- Access to our UK based client and service/support teams across the full duration of your operational hours via phone and email
- Ongoing support throughout the relationship, from our operational experts in planning your strategies and helping you achieve your business objectives

Commercial Flexibility

- Simple and transparent pricing
- No contractual duration or minimum agent commitments
- Increase/Decrease the Agent Count each month as required
- Per second call billing, monthly in arrears
- Only pay for agents, no charge for support/management/wallboard licences

Information Security, Business Continuity and Ease of Deployment

- Highly available and load balanced services for maximum continuity
- Highly available telephony systems with automatic failover
- Multiple Data Centre Infrastructure (rack space, bandwidth, and power)
- Access to multiple redundant communication providers
- SIP line provision, multiple lines per agent (unlimited)
- Call recording and storage
- Associated redundant infrastructure to support business continuity
- Ongoing infrastructure and maintenance costs
- Simple deployment via a web browser

Compliance

- ISO 27001, 22301 and 9001 certified
- PCI DSS Service Provider compliant software for taking payments
- OFCOM compliant self-pacing algorithm, no need for management overhead
- Supporting FCA compliant processes

Comprehensive Functionality:

- Easily customisable agent Scripting for voice and digital channels within one single browser window, rather than agents navigating multiple customer contact systems
- Integrated digital capabilities for inbound and outbound SMS, Email, Chat, Payments
- Fully integrated IVR for customer self-serve
- Integrated soft phone, no need for 3rd party software
- Robotic agent deployment
- Supporting multiple concurrent customer interactions per agent for maximum productivity
- Call recording and quality management tools
- Speech transcription / alerting
- Predictive, Preview, and Progressive Dialling modes.
- A full reporting suite with optional data feeds / API's
- Administration and supervisor access to the management platform is included in all the licencing models.
- Supporting PCI DSS, OFCOM and FCA compliance
- Access to all new functionality and upgrades as they become available at no additional cost

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Travel Costs

Genius Software Solutions Ltd will provide all the above Professional Services at no cost, regardless of the length of time required for each.

Any travel/accommodation costs that Genius Software Solutions Ltd need to incur to deliver these services would be billed back separately at cost as part of the monthly invoicing process.

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