



Bell
Integration

Ambitious Transformation

Intelligent Customer Experience (CX) Services – Pricing Document



Service Overview

Bell Integration provides Intelligent Customer Experience (CX) Services that support the delivery, operation, and optimisation of AI-enabled customer and employee service platforms.

Our services span the full CX lifecycle, including strategy, delivery, training, support, and managed operations. They are designed to ensure platforms are:

- Implemented effectively.
- Adopted consistently across teams.
- Operated securely and confidently over time.

All services are delivered by accredited NiCE CXone professionals and are underpinned by NiCE CXone Mpower, enabling scalable, secure, and intelligent customer engagement.

Commercial Structure

The commercial model for Intelligent CX Services is structured across four areas of service offering:

1. Delivery Services

Strategy, design, implementation, configuration, and integration.

2. Training & Enablement

Instructor-led training with per-seat pricing based on course duration and depth.

3. Support Services

Ongoing operational and technical support for CX platforms.

4. Managed Services

Fully managed CX platform operations, governance, and continuous improvement services.

An overview of each service area is provided in the accompanying Service Description document.



Delivery Services – Commercial Model

Delivery Services focus on implementing production-ready Intelligent CX capabilities aligned to operational workflows and defined service objectives.

Engagements may be delivered on either:

- Time & Materials (T&M), or
- Fixed-price project basis

depending on scope, complexity, and client preference.

All Delivery Services engagements begin with a structured scoping phase to define objectives, success criteria, delivery approach, timelines, and commercial assumptions.

This ensures alignment, cost transparency, and predictable delivery outcomes before implementation begins.

Delivery Services – Commercial Assumptions

- Rates are per consultant, per day (8 hours).
- Rates are for UK based consultants.
- Minimum booking is one day.
- UK business hours (09:00–17:30).
- Services are delivered remotely unless otherwise agreed.
- On-site delivery is available by agreement; travel and expenses charged at cost.
- Rates exclude VAT.
- NiCE CXone licensing is excluded.

Delivery Services – Role-Based Pricing

Role	Description	Indicative Daily Rate (GBP)
Business Consultant	CX strategy, AI use-case definition, governance, and service design	£1,950
Technical Architect – L6	CXone architecture, AI design, integrations, operating model alignment	£2,300
NiCE CXone Lead Engineer – L6	Platform design authority, complex configuration, automation	£2,050
NiCE CXone Engineer – L4	Omnichannel configuration, workflows, analytics, testing	£1,300
NiCE CXone Engineer – L2	Omnichannel configuration, workflows, analytics, testing	£700
Integration Specialist – L4	CRM, data, and third-party system integrations	£1,300
Project Manager	Delivery governance, planning, RAID, and stakeholder coordination	£1,700



Training & Enablement – Commercial Model

Training services are priced separately from Delivery Services and follow a per-delegate (seat) pricing model, based on course duration and technical depth.

Training is delivered by accredited instructors and can be provided in-person or virtually.

Training Courses



AI Foundations for Business Leaders

This course equips business leaders, managers, and IT professionals with foundational knowledge and practical insights to strategically leverage AI, enabling informed decision-making and sustainable innovation.

Audience: Business leaders, managers, IT professionals.

Duration: 2 days.

Delivery: Instructor-led, classroom-based.

Price: £1,000 per delegate.



NiCE CXone AutoPilot – Essentials

This course equips customer service and contact centre leaders, managers, business analysts, and IT professionals with the conversational AI knowledge required to successfully leverage NiCE CXone AutoPilot.

Audience: Customer Service & Contact Centre leaders, Contact Centre business analysts, IT professionals.

Duration: 2 days.

Delivery: Instructor-led, classroom-based.

Price: £1,500 per delegate.



NiCE CXone AutoPilot – Technical Training

This course equips technical and delivery teams with the hands-on knowledge required to implement, deploy, and manage NiCE CXone AutoPilot solutions.

Audience: Customer Service, Contact Centre & IT professionals, Cognitive implementation & integration engineers, Technical architects.

Duration: 5 days.

Delivery: Instructor-led, classroom-based.

Price: £3,500 per delegate.

Training – Commercial Assumptions

- Pricing is per delegate (seat).
- Training is delivered as instructor-led sessions, either virtually or on-site.
- Trainer travel and expenses for on-site delivery are excluded.
- Minimum 5 delegates, maximum 12 delegates per session.
- Training Content is Subject to Change (ensures we reflect latest product features).
- Published Discounts not applicable to Training courses.
- Prices exclude VAT.



Support Services – Commercial Model

Support Services are provided under an annual fixed-fee commercial model, designed to give predictable access to specialist support for Intelligent CX platforms operating in live environments.

Under this model, customers retain day-to-day operational ownership of their CX platforms, while Bell Integration provides reactive operational support, incident management, and escalation services within the agreed support scope.

Support Services – Commercial Assumptions

- Pricing is per supported CX environment.
- Service levels and response targets are defined in the Support Agreement.
- Support Services exclude proactive optimisation and platform change.
- Prices exclude VAT.

Support Services Pricing Structure

Support Level	Coverage	Commercial Model	Indicative Monthly Pricing (GBP)
Business Hours	08:30 to 17:30, Monday to Friday	Annual fixed fee	£4,950
Extended House	Custom coverage	Annual fixed fee	£8,225
24x7x365	Full critical service support	Annual fixed fee	£14,625



Managed Services – Commercial Model

Bell Integration's Managed Services provide a structured, fully managed operating model for Intelligent Customer Experience (CX) platforms operating in live environments. The service is designed to ensure platform stability, performance, and ongoing operational assurance, while allowing flexibility for services to evolve over time.

The Managed Services offering is structured across three complementary service components:

- **Section A – BAU Managed Services:**
Fixed monthly pricing for live platform operations.
- **Section B – Additional Managed Coverage:**
Fixed monthly extensions agreed via service assessment.
- **Section C – Change & Specialist Services:**
Day-rate support for non-BAU activities.

This three-part structure ensures a clear distinction between operational support, scalable managed service coverage, and change activity, while providing buyers with predictable costs, flexibility, and alignment with public sector live service support expectations.

Bell Integration can provide indicative estimates aligned to specific customer requirements based on specific customer requirements as part of the sales and commercial scoping process.



Section A. Managed Services (BAU) – Fixed Monthly Pricing

Business-as-usual managed services provide core operational support for Intelligent Customer Experience (CX) platforms under fixed monthly pricing. These services ensure the reliable day-to-day operation of live platforms and deliver predictable cost and service coverage.

BAU services typically include platform monitoring, incident management, operational support, service reporting, and service management activities required to maintain stability and performance in live environments.

Managed Service Tiers

Tier	Intended Buyer Size	Indicative Monthly Price (GBP)
Starter	Small Org / Small teams / Pilots	£1,800
Standard	Medium Org / Dept / Programme	£4,000
Enterprise	Large Programmes / Large Dept	£7,500
Enterprise Plus	Major Programmes	Subject to requirements

Services Included:

- 24x7 monitoring of supported platforms and services.
- Incident management and resolution.
- Data pipeline health checks and operational support.
- Monitoring of AI models, automation flows and intelligent CX services.
- Patch and update coordination.
- Service performance monitoring.
- Monthly service reporting.
- Service delivery management.

Services Excluded:

The following are not included unless separately purchased:

- Cloud hosting, consumption or NiCE software licensing costs.
- New feature development or net-new functionality.
- Major architectural redesign or platform re-engineering.
- Onboarding of new data sources.
- Out-of-hours change activity.



Section B – Optional Managed Service Coverage Beyond BAU

Optional managed service coverage extends business-as-usual (BAU) support to include additional operational responsibilities that are formally agreed with the customer.

These additional responsibilities are identified through a service assessment process and, once agreed, are incorporated into the managed service baseline and delivered under fixed monthly pricing.

This ensures clear scope definition, predictable cost, and continuous operational support for services that require ongoing management beyond the core BAU coverage.

Section C – Day-rate pricing for change, enhancement and specialist support

Change, enhancement, and specialist support services cover all activities that fall outside both:

- the core BAU managed service scope, and
- any agreed additional managed service coverage.

These services are delivered on a day-rate basis for time-bound activities such as change implementation, enhancements, optimisation initiatives, and specialist interventions.

Managed Services – Commercial Assumptions

- Managed Services are delivered against an agreed service scope, which defines the boundary between BAU managed services, agreed additional coverage, and day-rate activities.
- Activities not included within the agreed managed service scope are treated as out of scope and, where required, delivered on a day-rate basis.
- Managed service scope and pricing assumptions are based on information provided during sales and commercial scoping discussions.
- Managed Services assume reasonable and timely access to required platforms, environments, and relevant third-party services.
- Cloud hosting, platform licensing, and third-party costs, including NiCE CXone licensing, are excluded.
- Support Services are included as part of the managed service.
- Indicative prices are exclusive of VAT.

Annual Contract Value & Discounts

Annual Contract Value excluding VAT (GBP£)	Minimum % discount
<£250,000	20%
£250,001 to £500,000	20%
£500,001 to £1,000,000	20%
£1,000,001 to £2,500,000	20%
£2,500,001 to £5,000,000	20%
£5,000,001+	20%



Quality Statement

This is to certify that the attached documentation has been produced in accordance with the Bell Microsystems Ltd, trading as Bell Integration, integrated management system risk assessment process and has been approved for release. It has been written in commercial confidence and is copyright protected.

Contact us

With over 30 years of experience and offices across the globe, Bell Integration delivers Data Centre, Cloud and End User services within some of the world's most prestigious customer environments. With capabilities covering technology provision, consulting, project and managed services and asset retirement services, we add value to our customers at several touch points throughout the life-cycle of their IT environments.

See how Bell Integration can help your business succeed. Please contact us on marketing@bell-integration.com or visit www.bell-integration.com.

