

SurveyOptic Employee Insights and Engagement

We make our pricing as simple and transparent as possible. No surprise 'overage' charges or response caps. SurveyOptic Insights and Engagement subscriptions are priced based on the total number of employees in the organisation. Each tier also comes with core team 'admin' user accounts. Core team users can create and manage surveys.

Number of employees	Core team	Annual
up to 500	Up to 3 users	£4,350
up to 1000	Up to 3 users	£7,905
Per additional 1,000 employees	2 additional	additional £4,725

Setup

System setup including matching organisational branding and setting up controlled access with initial users' accounts is a fixed cost of £695. This will include a discovery meeting to for you to meet your key contacts within SocialOptic to build an onboarding success plan. SurveyOptic will be set up a on subdomain of your choice to brand your survey links, for instances which are 5 accounts and larger. e.g. *yourdomain.surveyoptic.com* or *surveys.yourdomain.com*

Training

SocialOptic also offer training. Email, webchat-based and telephone support is included in the price of a subscription, and there are no additional maintenance charges. All customers are expected to undertake initial user training in order to ensure best practice and understanding the full range of functionality in SurveyOptic. Where this is arranged within the first two weeks of contract commencement, a further training course is included in the subscription for the remainder of the year free of charge. In addition, an annual update session is available to all trained users in order to train users on any new functionality that has been introduced during the year. Training can also include assistance with customisation. The cost of the training is:

£550/group for an online course
£1,500/group for an onsite course

For onsite courses, travel costs are payable at the standard T&S rates.
Maximum of 12 participants per class.

SocialOptic also offer a training subscription, which gives access to an on-line training course per quarter for training module of your choice, whether this is initial user training for new users, or advanced training from the suite of SurveyOptic training courses. The cost of this is £1,200/year.

Modules

The following functionality is available:

Module	Description	Annual total price
Online documentation	Explainers, How Tos and video resources.	Included
Language	Language management for multi-lingual surveys	Included
Template library	A collection of survey templates	Included
Approvals flow	Approvals flow for survey responses.	Included
Advanced analysis	Text and advanced analysis features.	Included
Audiences	Rech employee groups and segments with targeted messages and invitations	Included
Training	One on-line training course per quarter for training module of your choice	£1,200

Line manager portal:		Securely share dynamic access to aggregate survey results to sections of the organisation for a fixed time period		
Up to 50: £650	Up to 100: £950	Up to 200: £1,500	Over 200: £2,000	
Action planning:		Automatic cascaded action planning for the whole organisation		
Up to 500: £5,000	Up to 5000: £7,500	Up to 10,000: £10,000	Up to 20,000: £15,000	Over 20,000: £18,000

Professional services

SocialOptic can provide fully managed services for Employee Insights surveys via their Lot 3 listing: *Staff and Employee Insights surveys*

Survey Design

There is no additional cost for adding, editing, or removing surveys or questions via the SurveyOptic web interface. If required, SocialOptic will work with you to design and develop a survey to meet your needs. SocialOptic can offer this as a service at rate card rates, or via a Lot 3 service.

Custom Reporting

A standard set of reports and full data export are included in the basic service. Custom report templates and live dashboards can be produced and designed by SocialOptic at rate card rates, or via a Lot 3 service.

Theming and Redaction

Theming and redaction of open questions can be done from within the tool, but where anonymity is required, SocialOptic can also offer this as a service at rate card rates or via a Lot 3 service.

Survey testing and review

The SocialOptic team can provide cognitive review, accessibility testing, language analysis and design reviews for forms and surveys.

Integrations

SocialOptic can support integration into a range of third-party platforms including HRIS, LMS and CRM platforms via the SurveyOptic APIs, including building sophisticated workflows, approvals processes and even pay.

Onboarding

Optionally, SocialOptic can import all your existing survey and response data from any standard file format at rate card rates.

Offboarding

There is no charge for exporting your data. We believe in total data portability. Our offboarding process ensures that your transition away from the service is as seamless and secure as your arrival.

- **Data Portability and Export:** Upon notice of termination, users maintain full access for a 30-day "Transition Period" to export all Content and Data in structured, machine-readable formats (e.g., CSV, JSON).
- **Secure Deletion:** Following the transition period, and in compliance with the Data Use and Access Act 2025, SocialOptic will permanently and securely purge all client data from its active systems, unless a legal retention period applies.
- **Final Certification:** We provide a formal certificate of data destruction upon request, confirming that all sensitive employee insights have been removed in line with our ISO 27001 and NHS Data Security standards.
- **Service Handover:** For "Full-Service" clients, we provide a final summary report of historical trends to ensure institutional knowledge is preserved for your next platform.

Day rate pricing

While SurveyOptic is designed for intuitive, self-service use, we provide expert professional services to support complex integrations, configurations, and strategic consultation. The following rates apply to any additional services that fall outside our standard onboarding packages and are billed on a Time and Materials (T&M) basis. These rates are structured according to the SFIA 8 framework, ensuring transparency and consistency in how we deploy our specialists. All rates represent the maximum ceiling price for each level; we are committed to providing the best value for money for our public sector partners and will always seek the most cost-effective staffing level for your specific requirements.

Standards for Consultancy Day Rate Cards:

Consultant's Working Day: 8 hours (exclusive of travel and lunch).

Working Week: Monday to Friday, excluding national holidays.

Office Hours: 09:00 – 17:00, Monday to Friday.

Travel & Subsistence: Included in day rate within M25. Payable at the department's standard T&S rates outside the M25.

Professional Indemnity Insurance: Included in the day rate.

SFIA Level	Strategy & Architecture	Change & Transformation	Dev & Implementation	Delivery & Operation
2. Assist	£800	£800	£800	£800
3. Apply	£800	£800	£800	£800
4. Enable	£1,400	£1,400	£1,400	£1,400
5. Ensure/Advise	£1,400	£1,400	£1,400	£1,400
6. Initiate/Influence	£1,400	£1,400	£1,400	£1,400

All pricing is exclusive of VAT at the prevailing rate