

SurveyOptic for Employee Insights and Engagement

SurveyOptic is in use as an Employee Insights and Engagement platform across the public and private sector and can be found on Lot 2 of G-Cloud. It can be used as a self-service platform, but where a managed service is required, SocialOptic are able to supply this, either through the SFIA rate card or through this Lot 3 offering. SocialOptic is ISO 9001, ISO 27001 and Cyber Essentials Plus certified.

Fully Managed Options:

Annual Employee Engagement Survey £7500	Additional Options
Including: • Project management • Discovery and survey design • Survey build • User testing • Invite emails • Completion rate reporting • Reporting builds – overall and manager level • DNI reporting • Internal benchmarking and comparisons • Dashboard configuration • Executive Presentation	Historic data import: a rough guide depending on the format of the data: £800 Additional levels of reporting: £800 per level Theming & redaction of open text questions: this is calculated based on population size, between £600-£1200 per question Translation support per survey per language: £1200 External benchmarking : £1400 Focus groups (online) and reporting: will vary with size, length and number of groups. Between £400-£1200 per group

Follow on Pulse Survey £5000	Additional Options
Including: • Project management • Survey design • Survey build • User testing • Invite emails • Completion rate reporting • Reporting builds – overall and manager level • DNI reporting • Internal benchmarking and comparisons • Dashboard configuration	Additional levels of reporting: £800 per level Theming & redaction of open text questions: this is calculated based on population size, between £600-£1200 per question Translation support per survey per language: £1200 Focus groups (online) and reporting: will vary with size, length and number of groups. Between £600-£1200 per group

360 Survey £3500	Additional Options
Including: • Project management • Discovery and survey design • Survey build • User testing • Invite emails • Completion rate reporting • Reporting builds • Dashboard configuration	Theming & redaction of open text questions: this is calculated based on population size, between £600-£1200 per question Translation support per survey per language: £1200 Focus groups (online) and reporting: will vary with size, length and number of groups. Between £600-£1200 per group

Employee Lifecycle Surveys £7500	Additional Options
Including: Short-form surveys for each significant step in the employee journey from pre- and post- joining to exit survey. • Project management • Discovery and survey design • Survey build • User testing • Invite emails • Completion rate reporting • Reporting builds – overall and manager level • Internal benchmarking and comparisons • Dashboard configuration	Historic data import: a rough guide depending on the format of the data: £800 Additional levels of reporting: £800 per level Theming & redaction of open text questions: this is calculated based on population size, between £600-£1200 per question Translation support per survey per language: £1200 External benchmarking : £1400 Focus groups (online) and reporting: will vary with size, length and number of groups. Between £600-£1200 per group

Inclusion and wellbeing Survey £5000	Additional Options
Including: • Project management • Discovery and survey design, including wellbeing, stress and inclusion indicators • Survey build • User testing • Invite emails • Completion rate reporting • Reporting builds – overall and manager level • DNI reporting • Internal benchmarking and comparisons • Dashboard configuration	Historic data import: a rough guide depending on the format of the data: £800 Additional levels of reporting: £800 per level Theming & redaction of open text questions: this is calculated based on population size, between £600-£1200 per question Translation support per survey per language: £1200 External benchmarking : £1400

	Focus groups (online) and reporting: will vary with size, length and number of groups. Between £600-£1200 per group
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Action planning £5000-£18000	Additional Options
Including: • Organisation-level action plan • Distributed Manager-level action plan workflow design • Action plan review and monitoring • Invite and reminder emails • Process dashboards including completion and progress rate reporting • Reporting builds – overall and manager level • Internal benchmarking and comparisons • Executive review presentation	Additional levels of reporting: £800 per level Translation support per language: £1200

Professional services

Where fully managed options are not required, on-demand services are also available

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.

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.

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.

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 via the SurveyOptic APIs, including building sophisticated workflows, approvals processes and payment integrations. Examples of our integrations include:

Gov.pay	Take payments for applications securely using established payment gateway
Gov.notify	Send invitation and response emails and SMS in GOV.UK format.
Jira	Provide a fully accessible front end to Jira processes and ticketing
Dynamics	Integrate responses with CRM workflows
Salesforce	Create surveys from Salesforce data, or provide accessible interface
HRIS systems	Import and export employee and contractor data.
LMS systems	Create learning paths and feedback mechanisms for courses.

Please ask about other integration needs

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. This is a self-service action.

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.