

SurveyOptic Consultation and Engagement Platform

We make our pricing as simple and transparent as possible. No surprise 'overage' charges or response caps. This is how it works, with a one-time setup charge and annual user cost:

Item	Frequency	Price
Set up - gives you everything that you need to get started: • Secure, dedicated instance in UK data centres. • Full set up with your organisation's branding (including logo, fonts, colours and templates). • Onboarding workshop, to understand your requirements and environment and build and onboarding plan. • Expert-lead training session, where we get your users started. After this you have unlimited access to our on-line training videos, guides and documentation.	Once only	£695
Service subscription (5 User) The subscription includes 5 accounts, allowing a team to manage and collaborate on consultations.	Annually	£3,360
Unlimited responses		Included
Unlimited surveys		Included
That's it, no other costs. SurveyOptic Platform (Consultations Edition) includes all the modules for running an unlimited number of consultations and engagements: • Reporting Module • Translations Module • Data privacy Module		

Pricing example, with 5 users:

First year cost: £695 + £3,360 = £4,055

Second year and onwards: £3,360

If you have a larger team, just add the number of additional users you required:

Additional users	Frequency	Price
5 additional users	Annually	£4,200
10 additional users	Annually	£6,450
Simply combine for multiples. For example: 20 users would be 2 x 10 user. 25 users would be 2 x 10 user + 5 user.		

UK-registered charities (holding a Charity Commission number) and educational institutions can apply for a rebate.

Services

Professional Services are also available via Lot 3. These include assistance with designing consultations, accessibility review and testing, engagement and data analysis and reporting.

SurveyOptic fully supports GOV.UK Notify and there is no additional charge for sending email or SMS messages via GOV.UK Notify or your own email servers.

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.

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
Templates	Templated surveys and comparisons / benchmarking between related surveys.	Included
Respondent portal	Allows respondents to have their own login to see the surveys or forms they have completed, and supports forms workflow.	£6,000
Advanced analysis	Text and advanced analysis features.	Included
Audiences	Manage and reach lists, panel, 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
Single Sign-On	Integration for Microsoft Active Directory, Microsoft Azure or LDAP	£1,500

Dashboards:	Editable real time results dashboards		
Up to 3: £1000	Up to 5: £1750	Up to 10: £2500	Over 10: £3500
Policy team access:	Securely share access to consultation results with no PII for a fixed time period		
Up to 10: £750	Up to 20: £1000	Up to 40: £1500	Over 40: £2000

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.

Professional services

Survey Design and Building

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 for large consultations or where a large number of open text questions have been asked, 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 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 consultation 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.

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 prices are listed exclusive of VAT.