

SurveyOptic Pricing

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 create, edit and publish on surveys.	Annually	£3,360
Unlimited responses		Included
Unlimited surveys		Included
That's it, no other costs. SurveyOptic Platform includes all the modules for creating, managing and analysing surveys: • 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 require:

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 supplier engagement, employee insights, public and citizen experience, market surveillance and patient experience and outcomes. Services include survey design, data importing, template building, analysis and reporting.

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

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. The platform also supports GOV.UK Pay for taking payments, for example for applications and assessments.

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.

All prices are listed exclusive of VAT.

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
Template library	A collection of survey templates	Included on request
Approvals and workflows	Approvals flow for survey responses.	£6,000
Respondent portal	Allows respondents to have their own login to see the surveys or forms they have completed, and supports forms workflow.	£6,000
Second instance	Where a test instance is required or a separation of users is required.	50% of main instance price.
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

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