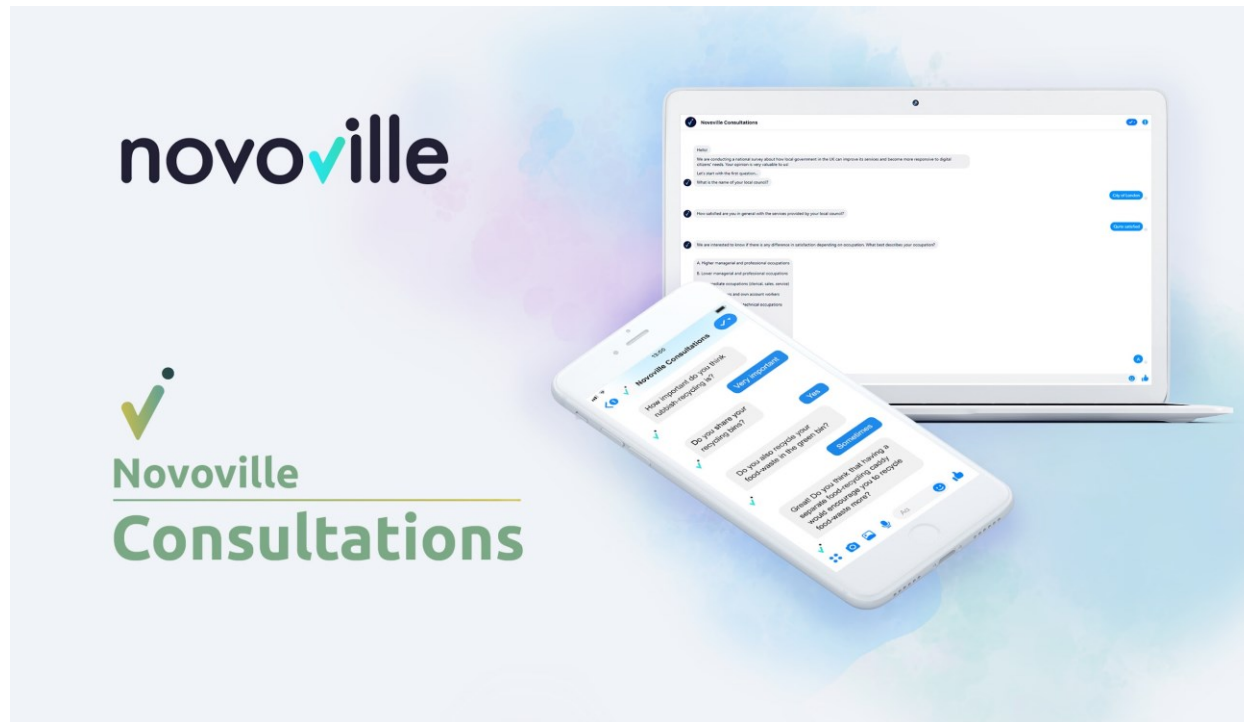


PRICING SERVICE DOCUMENT
WRITTEN FOR THE DIGITAL MARKETPLACE G-CLOUD 15

Novoville

CHATBOT CONSULTATIONS



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The Software - as - a Service (SaaS) licence includes hosting, updates, maintenance & support.

There are three available schemes:

- One-off licence for a single consultation
- one-off licence for a single consultation requiring advanced data mining (e.g. analysing free text answers for topic segmentation and sentiment analysis)
- Annual subscription for multiple consultation licences

The platform consists of three main subsystems:

A) Modular Cloud-based Management Dashboard for Authorities

- a) Data Management (dashboard, KPIs, data analysis)
- b) Omni-comms toolbox

B) Citizen Interfaces to access consultations created by Authorities.

- a) Chatbots (web, messaging apps e.g. facebook messenger)
- b) Mobile apps for re-engagement and mobile polls

Platform Licence includes

- Access to authority dashboard and modules
- Hosting
- Thorough platform updates
- Support and Maintenance
- Unlimited authority user licences
- Support with copywriting for the consultation's script
- Basic marketing and sponsored social media campaigns set up
- Basic Data analysis and reporting

Chatbot Consultations Pricing

No. of Consultations	Cost (£)	Notes
1	£5,000	Includes 1,000 marketing tokens
3	£13,000	-Includes 3,000 marketing tokens -Subscription duration: 8 months after activation of the 1st one
6	£22,000	-Includes 3,000 marketing tokens -Subscription duration: 16 months after activation of the 1st one

Chatbot Consultation requiring advanced data mining

No. of Consultations	Cost (£)	Notes
1	£13,000	Includes 1,000 marketing tokens

Additional Marketing Tokens Pricing

Marketing & Coms Tokens	Quantity		
	1	3	6
Package of 1,000 Comms tokens	£ 1,000	£ 2,700	£ 4,800

Notes

A package of 1,000 communications tokens is approximately equivalent to:

- A reach of 50,000 citizens on social media or
- Sending 17,000 text messages (SMS) to users/citizens or
- Sending 30,000 e-mail messages to users/citizens

Communications tokens can only be spent within the calendar month for which they were purchased. Unspent tokens can not roll-over to following calendar months

Standalone Module Pricing

Module Name	Cost per Annum (£)	Notes
Mobile App for re-engagement	14,000	-Not inclusive of integration costs (subject to 3rd party systems) -Includes basic app branding

Additional Professional Services

Product	Cost
Technical Consultancy for Line of Business Integration	£600 per day
Engineering & Development services including integration with existing or legacy systems	£600 per day
Digital Consultancy for services redesign	£600 per day
Consultations design and scripting	£500 per day

Training	Cost
Online Product training (up to 20 staff members)	£600 per day
Product training for additional staff members (up to 20)	£500 per day
Single day content strategy workshop (up to 15 staff member)	£800 per workshop

Remarks

- All costs quoted are exclusive of VAT
- Professional service fees are exclusive of onsite travel expenses.
- Integration costs with existing systems are not included.
- Commissions & licenses for online payments in case of donations, etc. are not included