



Lot 2b: Software as a Service (SaaS) Pricing Document

TTEC Digital Genesys Cloud CX



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1. Overview

Genesys Cloud CX is a scalable, cloud-based contact centre platform designed for public-sector organisations seeking secure, modern, omnichannel citizen engagement. The following licence tiers outline the capabilities available under G-Cloud procurement.

GENESYS CLOUD CX1 – VOICE-ONLY CONTACT CENTRE

Designed for:

Organisations focused on voice services or traditional call-centre operations.

Included Capabilities:

- Inbound and outbound voice services
- IVR functionality
- Fair-use policy covering:
 - Data storage
 - API queries
 - IVR minutes
 - Other voice-related platform services

Value:

Provides a reliable, cloud-based telephony foundation suitable for organisations transitioning from legacy voice platforms.

GENESYS CLOUD CX2 – OMNICHANNEL ENGAGEMENT (VOICE + DIGITAL)

Designed for:

Public-sector organisations requiring integrated digital communication channels.

Includes all CX1 features, plus:

- Full digital channel suite:
 - Facebook
 - Instagram
 - WhatsApp



- SMS
 - Email
 - Open Messaging
 - Web Messaging
- Unified routing and agent desktop with cross-channel context

Value:

Enables efficient multichannel citizen engagement, simplifying the management of high-volume digital and voice contacts in a single platform.

GENESYS CLOUD CX3 – VOICE + DIGITAL + WORKFORCE ENGAGEMENT MANAGEMENT (WEM)

Designed for:

Organisations focused on agent productivity, service improvement, and operational insight.

Includes all CX2 features, plus:

- Workforce Engagement Management (WEM), including:
 - Forecasting and scheduling
 - Quality management
 - Coaching and evaluation
 - Gamification
- Activity dashboard featuring:
 - Scorecards
 - Leaderboards
 - KPI tracking

Value:

Ideal for services requiring regulated quality management, performance optimisation, and improved employee experience.



GENESYS CLOUD CX4 – ADVANCED AI & JOURNEY MANAGEMENT

Designed for:

Organisations aiming to incorporate AI-powered experience orchestration and real-time journey management.

Includes all CX3 features, plus:

- Agent Copilot for every agent (AI assistance and automation)
- Journey Management for proactive, data-driven citizen experience orchestration
- AI Token Bundle:
 - 30 tokens per named agent per month, or
 - 39 tokens per concurrent agent per month

Value:

Supports large-scale transformation programmes by leveraging AI to reduce costs, improve accuracy, and elevate the citizen experience.



2. Pricing

2.1. Software Pricing

Product Name	Price Type	GBP
Genesys Cloud Communicate Stand-alone Phone	Annual Pre-Pay	£ 7.00
Genesys Cloud Communicate	Annual Pre-Pay	£ 7.00
Genesys Cloud CX 1 Named	Annual Pre-Pay	£ 52.50
Genesys Cloud CX 1 Concurrent	Annual Pre-Pay	£ 77.00
Genesys Cloud CX 1 Digital Add-On II	Annual Pre-Pay	£ 38.50
Genesys Cloud CX 1 Digital Add-On II Concurrent	Annual Pre-Pay	£ 56.00
Genesys Cloud CX 1 Hourly	Annual Pre-Pay	£ 0.48
Genesys Cloud CX 1 WEM Add-On II	Annual Pre-Pay	£ 45.50
Genesys Cloud CX 1 WEM Add-On II Concurrent	Annual Pre-Pay	£ 66.50
Genesys Cloud CX 2 Named	Annual Pre-Pay	£ 80.50
Genesys Cloud CX 2 Concurrent	Annual Pre-Pay	£ 119.00
Genesys Cloud CX 2 Digital Concurrent	Annual Pre-Pay	£ 98.00
Genesys Cloud CX 2 Digital	Annual Pre-Pay	£ 66.50
Genesys Cloud CX 2 Hourly	Annual Pre-Pay	£ 0.69
Genesys Cloud CX 2 WEM Add-On I	Annual Pre-Pay	£ 28.00
Genesys Cloud CX 2 WEM Add-On I Concurrent	Annual Pre-Pay	£ 42.00
Genesys Cloud CX 3 Named	Annual Pre-Pay	£ 108.50
Genesys Cloud CX 3 Concurrent	Annual Pre-Pay	£ 161.00
Genesys Cloud CX 3 Digital Concurrent	Annual Pre-Pay	£ 140.00



Genesys Cloud CX 3 Digital	Annual Pre-Pay	£ 94.500
Genesys Cloud CX 3 Hourly	Annual Pre-Pay	£ 0.95
Genesys Cloud CX 4 Named	Annual Pre-Pay	£ 168.00
Genesys Cloud CX 4 Concurrent	Annual Pre-Pay	£ 252.00
Genesys Cloud EX	Annual Pre-Pay	£ 63.00
AI Experience Tokens	Annual Pre-Pay	£ 0.70



2.2. License Tier Feature Comparison

Core Feature				
	CX 1	CX 2	CX 3	CX 4
Comprehensive interface	✓	✓	✓	✓
Voice channel	✓	✓	✓	✓
Digital channels	Tokens	✓	✓	✓
Omnichannel routing	Tokens	✓	✓	✓
Workforce engagement management	Tokens	Tokens	✓	✓
Work automation	Tokens	Tokens	Tokens	Tokens
Unified communications & collaboration	✓	✓	✓	✓
Speech and text analytics	Tokens	Tokens	✓	✓
Genesys Cloud Summarised Plan Comparison				
	CX 1	CX 2	CX 3	CX 4
Speech-enabled IVR	✓	✓	✓	✓
Inbound voice routing (ACD)	✓	✓	✓	✓
Callback	✓	✓	✓	✓
Web messaging, email, SMS	Add on	✓	✓	✓
Third-party messaging	Add on	Tokens	Tokens	Tokens
Social listening and engagement	Add on	Tokens	Tokens	Tokens
Co-browse	Add on	✓	✓	✓
AI Studio	Tokens	Tokens	Tokens	Tokens
AI Guides	Tokens	Tokens	Tokens	Tokens
Virtual agents	Tokens	Tokens	Tokens	Tokens



Native bots	Tokens	Tokens	Tokens	Tokens
Predictive engagement	Tokens	Tokens	Tokens	Tokens
Predictive routing	Tokens	Tokens	Tokens	Tokens
Knowledge workbench	Add on	✓	✓	✓
Knowledge optimizer	Add on	✓	✓	✓
Agent Copilot				
	CX 1	CX 2	CX 3	CX 4
AI Guided Scripts & Flows	Tokens	Tokens	Tokens	✓
Enhanced post - interaction summaries	Tokens	Tokens	Tokens	✓
Automatic knowledge surfacing & answer highlighting	Tokens	Tokens	Tokens	✓
Quality Assurance and compliance				
	CX 1	CX 2	CX 3	CX 4
Real-time monitoring	✓	✓	✓	✓
Voice and Digital Interaction Recording + Screen recording	Add on	✓	✓	✓
Quality management and evaluations	Add on	✓	✓	✓
Voice of the customer	Add on	Add on	✓	✓
Workforce Management				
	CX 1	CX 2	CX 3	CX 4
Mobility apps (Tempo®)	Add on	✓	✓	✓
AI forecasting	Add on	Add on	✓	✓



AI scheduling	Add on	Add on	✓	✓
Capacity planning	Add on	Add on	✓	✓
Time off management	Add on	Add on	✓	✓
Monitoring and adherence	Add on	Add on	✓	✓
Employee Performance				
	CX 1	CX 2	CX 3	CX 4
Real-time performance insights	Add on	Add on	✓	✓
Gamification	Add on	Add on	✓	✓
Learning and development	Add on	Add on	✓	✓
Coaching	Add on	Add on	✓	✓
Speech & Text Analytics				
	CX 1	CX 2	CX 3	CX 4
Interaction transcription	Tokens	Tokens	✓	✓
Topic detection, management, and interaction	Tokens	Tokens	✓	✓
Topic miner	Tokens	Tokens	✓	✓
Customer sentiment and acoustic analysis	Tokens	Tokens	✓	✓
Agent empathy analysis	Tokens	Tokens	✓	✓
Dictionary management	Tokens	Tokens	✓	✓
Content search with topic and sentiment trends view	Tokens	Tokens	✓	✓
Supervisor Copilot				



	CX 1	CX 2	CX 3	CX 4
AI translate	Tokens	Tokens	Tokens	Tokens
AI insights	Tokens	Tokens	Tokens	Tokens
Virtual Supervisor				
	CX 1	CX 2	CX 3	CX 4
AI scoring	Tokens	Tokens	Tokens	Tokens
Integration to your CX Ecosystem				
	CX 1	CX 2	CX 3	CX 4
Access to AppFoundry Marketplace	✓	✓	✓	✓
Unified communications and collaboration	✓	✓	✓	✓
Text-to-speech (TTS) integration	✓	✓	✓	✓
Bot integration (Amazon Lex and Google)	Add on	Add on	Add on	Add on
CRM and case management integration	Add on	Add on	Add on	Add on
Proactively contact customers across channels				
	CX 1	CX 2	CX 3	CX 4
Outbound voice campaigns	✓	✓	✓	✓
Inbound/outbound blending	✓	✓	✓	✓
Scheduled callbacks	✓	✓	✓	✓
Outbound SMS, WhatsApp and email campaigns	Add on	✓	✓	✓
Proactive notifications	Add on	✓	✓	✓
Agentless API	Add on	✓	✓	✓
Reporting & Analytics				
	CX 1	CX 2	CX 3	CX 4



Customisable performance dashboards	✓	✓	✓	✓
Historical reporting	✓	✓	✓	✓
Real-time and historical views	✓	✓	✓	✓
Custom reporting and data visualisations	Add on	Add on	Add on	Add on
Conversational intelligence	Tokens	Tokens	✓	✓
Journey flows	✓	✓	✓	✓
Journey management	Add on	Add on	Add on	Add on



2.3. Genesys AI Experience

The Genesys AI Experience brings together a comprehensive suite of artificial intelligence capabilities within a single, unified Genesys Cloud CX platform. It enables public-sector organisations to deliver more personalised, efficient, and proactive customer and employee experiences by combining multiple AI disciplines, such as conversational AI, predictive routing, automation, and real-time guidance, into one cohesive solution.

New G-Cloud customers automatically receive access to Genesys Cloud AI, including the AI Experience token model, which provides flexible and scalable consumption of AI features. Existing customers can adopt the token model by engaging with TTEC Sales representatives. For organisations still using legacy or deprecated AI bundles, these will be retired at renewal, with a seamless transition available at any time for customers wishing to adopt the AI Experience token framework earlier.

The Genesys Cloud AI products that are available to each org depend on the base license type. This table describes provisioned Genesys Cloud AI products.

Genesys Cloud product	CX 1	CX 1 Digital Add-on II	CX 2	CX 2 Digital	CX 3	CX 3 Digital	CX 4
Agent Copilot	✓	✓	✓	✓	✓	✓	✓
AI Scoring		✓	✓	✓	✓	✓	✓
AI Translate	✓	✓	✓	✓	✓	✓	✓
AI Summary and Insights	✓	✓	✓	✓	✓	✓	✓
Apple Messages for Business		✓	✓	✓	✓	✓	✓
Bots (Voice)	✓	✓	✓	✓	✓	✓	✓
Bots (Digital)		✓	✓	✓	✓	✓	✓
Facebook Messenger		✓	✓	✓	✓	✓	✓



Instagram Messaging		✓	✓	✓	✓	✓	✓
Predictive Engagement		✓	✓	✓	✓	✓	✓
Predictive routing	✓	✓	✓	✓	✓	✓	✓
Social Listening		✓	✓	✓	✓	✓	✓
Speech and Text Analytics	✓	✓	✓	✓			
Virtual Agent	✓	✓	✓	✓	✓	✓	✓
Agentic Virtual Agent / AI Guides	✓	✓	✓	✓	✓	✓	✓
X (formerly Twitter) Direct Messaging		✓	✓	✓	✓	✓	✓
WhatsApp Messaging		✓	✓	✓	✓	✓	✓



2.4. Token Usage

The following table outlines the Token usage for Genesys Cloud AI products and details the number of tokens that are consumed.

Genesys Cloud product	Units per token
Bots (Voice)	17 minutes.
Bots (Digital)	51 sessions
Agent Copilot (concurrent)	One user requires 60 tokens
Agent Copilot (named)	One user requires 40 tokens
AI Scoring	20 evaluations scored with AI scoring per token
AI Translate	Two translations per token
AI Summary and Insights	50 AI summaries/insights per token. However, if you enable Agent Copilot simultaneously, then Supervisor Copilot summaries and insights do not consume tokens and instead rely on Agent Copilot functionality.
Apple Messages for Business	200 inbound or outbound messages per token.
Facebook Messenger	200 inbound or outbound messages per token.
Instagram Direct Messaging	200 inbound or outbound messages per token.
WhatsApp Messaging	200 inbound or outbound messages per token.
	Other charges apply for WhatsApp.



X (formerly Twitter) Direct Messaging	200 inbound or outbound messages per token.
	Other charges apply for X integrations.
Genesys Cloud Social	200 social post ingestions per channel.
Social Post Responses	200 outbound messages per channel.
Predictive Engagement	No charge for token usage.
Predictive routing	17 routes. One token is consumed for every 17 interactions routed with predictive routing.
Speech and Text Analytics (named)	One user requires 30 tokens
Speech and Text Analytics (concurrent)	One user requires 45 tokens
Virtual Agent	Two Virtual Agent sessions per token

Free Token Allocation

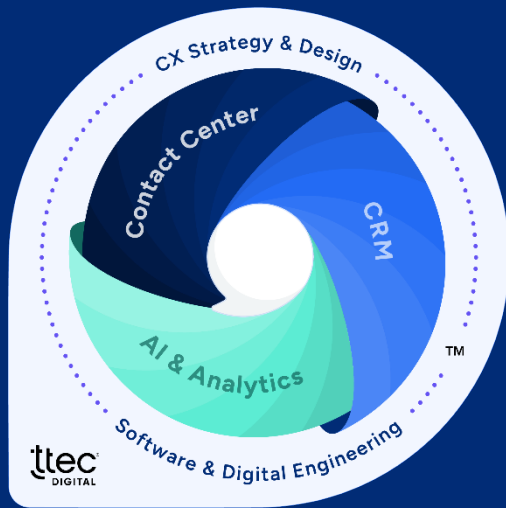
Each Genesys Cloud organisation gets a free allocation of tokens every month. This table describes token allocation.

Free tokens allocated per month	
For each named org	250 tokens
For each concurrent org	350 tokens



2.5. Minimum Discount Percentage by Annual Call-Off Contract Value (excluding VAT)

Annual call-off contract value (excluding VAT)	Minimum Discount Percentage
Less than £250,000	0%
Between £250,000 and £500,000	2.2%
Between £500,001 and £1,000,000	4.2%
Between £1,000,001 and £2,500,000	6.2%
Between £2,500,001 and £5,000,000	8.2%
Over £5,000,001	10%



About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. Today customer conversations, and the contact centre technologies that support them, are inseparable. We bring decades of innovation experience across the world's leading contact centre technology platforms – and blend it with in-house expertise in CX strategy, data and analytics, AI and more – to help organisations maximise their technology investments and create truly exceptional customer experiences.

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