



G-Cloud 15 Pricing for Contact Centre / CCaaS / Customer Experience Solution

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Lot 2 Cloud Software

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1. Pricing Information

1.0. Sabio Overview

This document provides a transparent and comprehensive pricing schedule for Sabio Group's cloud contact centre solutions, available through the G-Cloud 15 framework. Our services are designed to enable public sector organisations to deliver exceptional customer experiences, optimise operational efficiency, and leverage the latest advancements in AI and automation.

The pricing models outlined below are structured to offer flexibility and scalability, reflecting the diverse needs of our clients. All prices are exclusive of VAT and are for illustrative purposes.

Public services must deliver brilliant, personalised citizen experiences with low effort and maximum cost efficiency. Sabio's core focus is to enable exactly that. Through our ecosystem of carefully selected partners and technology vendors, we provide the following contact centre solutions to the public sector:

- Genesys Cloud CX (Genesys Cloud)
- Amazon Connect
- Microsoft 365 Dynamics Contact Centre
- Avaya (both legacy and modern platforms)

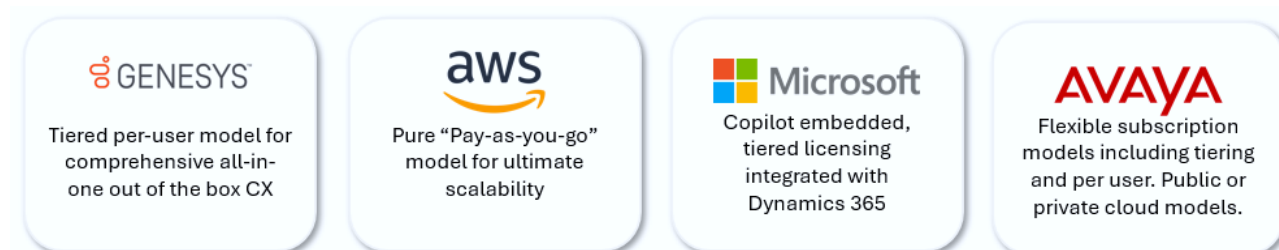
With 27 years of dedicated, focused expertise in these areas Sabio are best placed in the market to provide:

- **Vendor-Agnostic Strategic Consulting:** We deliver a balanced approach, focusing first on outcomes and strategic advisory before selecting the technology. As a multi-vendor expert, Sabio provides unbiased guidance to ensure you adopt the right solution—not just one vendor's platform—that perfectly aligns with your business goals and addresses your core CX challenges. We operate what we consider to be the premium CCaaS platforms available in the market.
- **Proven, High-Volume Cloud Transformation:** Sabio offers demonstrated Program Management expertise in large-scale Cloud Contact Centre (CCaaS) migration. Our track record includes successfully migrating over 60,000 agents and hundreds of thousands of unified communications endpoints, guaranteeing a reliable, effective, and secure transition to the cloud.
- **24/7 Proactive and Expert Support:** Our Service Excellence commitment is built on proactive, predictive, 24/7 support delivered by in-house CX technical experts. We partner exclusively with vendors known for outstanding uptime and reliability. This model results in a market-leading 97% in-house ticket support resolution rate, ensuring your systems remain stable and high-performing around the clock.

1.1. Consumption and Licence Models

Pricing Models Summary

A summary of the licensing models for our core Cloud Contact Centre platforms are provided below:



Pricing Model High Level Descriptions

Genesys Cloud CX

Genesys Cloud CX operates on a predictable, tiered per-user license model designed for growth. The Genesys Cloud CX 1 foundation offers a complete, all-in-one platform for voice and digital channels.

As you scale to CX 2 and CX 3, the increased cost corresponds to progressively sophisticated capabilities, bundling advanced features like Workforce Engagement Management (WEM), Quality Management, and powerful AI automation. This structure ensures you pay only for the advanced features your organisation needs, providing a clear, feature-rich pathway for transformation.

Amazon Connect

Amazon Connect operates on a disruptive, pure pay-as-you-go, consumption-based pricing model, fundamentally different from traditional CCaaS licensing. Costs are tied directly to usage (per-minute voice service, telephony charges, etc.). This flexibility immediately rewards automation and AI development, as reducing transactional voice traffic directly lowers operational expenses. Optional AI features like Contact Lens for analytics and Amazon Lex for self-service are also consumption-based. This powerful financial model is a key reason Amazon Connect is rapidly dominating markets like financial services, enabling scalable demand shifting to digital and voice automation.

Microsoft Dynamics 365 Contact Centre

Microsoft Dynamics 365 Contact Centre features a flexible, modular pricing model built for seamless integration. The core license is all-inclusive, covering both voice and digital channels. For organizations already invested in the platform, the Contact Centre can be acquired as a cost-effective add-on, providing a discounted price when bundled with a Dynamics 365 Customer Service Enterprise license. This approach not only simplifies scaling based on specific service needs but also offers the unique flexibility to set up volume-based pricing rules for product purchases directly within the system.

Avaya

Avaya Experience Platform (AXP) and Avaya Infinity utilise a sophisticated, enterprise-focused per-user, per-month subscription model designed to align cost directly with the scale and complexity of an organisation's contact centre needs.

The subscription model for AXP and Infinity ensures that organisations only pay for the capacity and features required, making it a flexible, yet predictable, enterprise-grade investment.

Discount Structure

Sabio offers discounts from standard pricing shown in this section as follows:

- >300 Seats = 5%
- >500 Seats = 10%

Note, discounts only apply to fixed and committed SaaS based licensing and do not count towards transactional items such as minutes and AI responses (turns).

1.2. Pricing: Genesys Cloud CX

Genesys Cloud Pricing Overview

Plan	Primary Purpose	RRP (GBP)	Key Included Channels & Capabilities
Genesys Cloud CX 1	Voice Contact Centre	£52.50	Voice channel, intelligent routing, IVR, reporting, interaction recording, AI capabilities (with tokens)
Genesys Cloud CX 2	Omnichannel & QA	£80.50	All of CX 1, plus digital channels (email, chat, SMS), quality assurance, and compliance built-in
Genesys Cloud CX 3	Omnichannel with Full WEM	£108.50	All of CX 2, plus full Workforce Engagement Management (WEM) including AI forecasting and scheduling
Genesys Cloud CX 4	Omnichannel with Advanced AI	£168.00	All of CX 3, plus advanced AI features like Agent Copilot and full journey management

Pricing is based on "Named" user model.

Genesys Cloud In Depth Features

Plan	Key Features	Available Bolt-Ons (additional costs)
Genesys Cloud CX 1	- Voice channel - Call routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Interaction recording	- Knowledge - Native bots - Predictive engagement - Predictive routing - Agent Copilot
Genesys Cloud CX 2	- Digital channels - Voice channel - Omnichannel routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Quality assurance and compliance	- Knowledge - Native bots - Predictive engagement - Predictive routing - Agent Copilot
Genesys Cloud CX 3	- Digital channels - Voice channel - Omnichannel routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Employee performance - Resource management - Quality assurance and compliance	- Knowledge - Native bots - Predictive engagement - Predictive routing - Agent Copilot - AI-powered forecasting and scheduling - Speech and text analytics
Genesys Cloud CX 4	- Agent Copilot - Journey management 30 AI Experience tokens per named agent - Digital channels - Voice channel - Omnichannel routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Employee performance - Resource management - Quality assurance and compliance - Knowledge - Forecasting and scheduling - Speech and text analytics	- Virtual agents - Native bots - Predictive engagement - Predictive routing - Social listening and engagement - Supervisor Copilot - Virtual Supervisor

1.3. Pricing: Amazon Connect

Amazon Core Tiered Pricing

Category	Feature/Service Name	Cost (GBP) (RRP)
Per-Agent Licenses	Softphone	£7.50
	Enhanced Softphone	£0.25
	Queue Experience	£0.10
	Extensions	£0.25
	Email Handling	£0.50
	Credit Card Handling	£0.25
	Enhanced Flows	£0.25
	Livechat	£0.50
	Directed Chat	£0.25
One-Off Charges	Livechat Deployment	£1500 per website
	Credit Card Handling	£50 per month min.

Amazon Transactional Pricing

Service Type	Cost Per Unit (GBP) (RRP)	Important Notes
Voice Usage	£0.015 per minute	Excludes telephony service charges, which are separate.
	£0.018 per minute	
Chat Usage	£0.0033 per message	
Inbound Telephony	£0.014 per minute	Charged per minute, along with a daily number fee.
Outbound Telephony	£0.014 per minute	Charged per minute.
Amazon Lex	£0.005 Request per text £0.01 Request per voice	Based on request and response model
Amazon Connect integration for real-time and post-call analytics.	£75 per connector per day + £0.025 per minute.	A connector is required for Amazon Connect to receive voice from an external system.

Primary Amazon Connect Features:

- Premium carrier grade connectivity – all major UK providers
- High-quality 16kHz audio resistant to packet loss
- Intelligent automation, including interactive voice response and customer voice authentication
- Simple yet powerful call flows
- Unified agent desktop
- AI Powered Speech Analytics
- Premium skills-based routing engine
- Real-time and historical dashboards/reporting
- Large Language/natural language automation

1.4. Pricing: Microsoft Dynamics 365 Contact Centre

Top level Microsoft Contact Centre Pricing:

Product/Tier	RRP (GBP) per user/month	Key Features
Dynamics 365 Contact Centre	£84.60	All-in-one solution for digital and voice channels, including chatbots, IVR, and generative AI features.
Dynamics 365 Customer Service Professional	£38.40	Case management, knowledge management, Microsoft 365 interoperation, and leads (creation only).
Dynamics 365 Customer Service Enterprise	£80.70	All Professional features, plus: Teams integration, Copilot, unified routing, analytics, and KPI reporting.
Dynamics 365 Customer Service Premium	£149.90	All Enterprise features, plus: self-service chatbots/IVR, live chat, and a native voice channel with inbound routing and conversation summarisation

Primary Microsoft Dynamics 365 Contact Centre Features:

- Omnichannel Communication: Connects with customers across voice, chat, email, social media, and other channels, providing a unified experience.
- AI-Powered Virtual Agents & Copilot
- Self-Service: Offers context-aware chatbots and virtual assistants for digital and voice channels, reducing call volume and improving customer satisfaction.
- Agent Productivity: Leverages Copilot to provide agents with suggested responses, conversation summaries, and a unified knowledge interface, increasing efficiency.

- **Intelligent Routing:** Directs customer requests to the most suitable service representative based on their skills, availability, and customer preferences, improving resolution rates.
- **Personalized Customer Experience:**
- **360-Degree Customer View:** Provides agents with comprehensive data on customer history, sentiment, and CRM case information for more personalized interactions.
- **Generative AI:** Uses AI to understand customer intent and sentiment, enabling personalized responses and interactions.
- **Real-Time Analytics & Insights:** Delivers real-time monitoring and AI-driven analytics to help identify areas for improvement and understand customer behaviour.
- **Microsoft Teams Integration:** Facilitates seamless collaboration with other experts and supervisors directly from within the Teams environment.
- **Workforce Management Integration:** Connects with workforce management solutions to optimize agent skills and capacity, improving service delivery and efficiency.
- **Conversational IVR:** Utilises large language model technology to offer a modern, conversational Interactive Voice Response system that recognises caller intent and complex instructions for a better voice self-service experience.

1.5. Pricing: Avaya Infinity

Primary Agent and Back Office Avaya pricing:

Product/Tier	Price Per User Per Month (GBP) (RRP)
Essentials Digital - (Named Agent)	£51.80
Essentials Voice - (Named Agent)	£51.80
Advanced - (Named Agent)	£81.40
Ultra - (Named Agent)	£111.00
Connect Workspaces - (Concurrent Agent)	£19.98
Avaya Cloud Office - Essentials	£5.91
Avaya Cloud Office - Standard	£10.35
Avaya Cloud Office - Premium	£14.05
Workforce Management Add-on - (Named Agent)	£17.76
Screen Recording Add-on - (Named Agent)	£9.62
Quality Management Add-on - (Named Agent)	£14.25
Automated Quality Management Add-on - (Named Agent)	£19.24
Speech Analytics Add-on - (Named Agent)	£46.62

Pricing is based on a 36 month term and “named” agents. Other contract terms are available.

Avaya Core Features & Benefits

- **Unified Omnichannel Experience:** Connects voice and digital channels to create a single, continuous customer journey, moving beyond basic multi-channel to truly integrated experiences.
- **AI-Driven Orchestration:** Uses artificial intelligence and machine learning to automate and orchestrate customer interactions, triggering workflows based on sentiment, customer journey events, and real-time data.
- **Low-Code/No-Code Interface:** Empowers business users to easily design and implement workflows, reducing reliance on IT and increasing organisational agility.
- **Hybrid Cloud Architecture:** Offers flexibility for organisations to leverage cloud benefits like speed and scalability while retaining the security and data sovereignty of on-premises deployments, supporting options like Microsoft Azure, AWS, and Google Cloud Platform.
- **Connected Insights:** Unifies fragmented customer data to provide actionable real-time context, enabling businesses to make smarter decisions and personalise interactions.
- **End-to-End Automation:** Extends intelligence and automation from the contact centre into backend operations, connecting touchpoints and enabling true end-to-end automation.
- **Data Management & Security:** Provides secure and compliant handling of interactions and data, with robust capabilities for managing insights into customer behaviour and preferences.
- **Enterprise Agility:** Accelerates integration and customisation by unifying disparate systems, fostering a flexible ecosystem that supports innovation and adaptation to business needs.

2. Setup, Deployment, Training – Onboarding CCaaS & Contact Centre

With the significant variation in scope and requirements required from public sector organisations, no two deployments are the same. Therefore the pricing below will show typical examples of recent scope vs price projects.

Project Size & Description	CCaaS / Contact Centre Platform	Setup & Deployment (One Time Fees)	Training Package
800 Agents. Voice channel, intelligent routing, IVR, reporting, interaction recording, AI capabilities (with tokens)	Genesys Cloud CX1	£148,000	Train the Trainer £4,500 (core CCaaS and agents) Supplemented by Genesys documentation
300 Agents. Voice channel, intelligent routing, IVR, reporting, interaction recording, AI capabilities (with tokens). Workforce Engagement Management (WEM) including AI forecasting and scheduling	Genesys Cloud CX3	£112,000	Sabio Led Academy – Managers & Supervisors - £4,200 Train the Trainer £2,200 WFM Training - £2,600
450 Agents. All-in-one solution for digital and voice channels, including chatbots, IVR, and generative AI features. Case management, knowledge management, Microsoft 365 interoperation, and leads (creation only). CRM Integration & Screen Pop. Integration with Verint WEM.	Dynamics 365 Customer Service Professional	£156,000	Sabio Led Academy – Managers & Supervisors - £4,200 Train the Trainer - £2,200 WFM Training - £3,900
300 Agents. Full voice routing, in-bound/outbound with chat and Amazon Lex for digital channels. Includes Amazon WFM.	Amazon Connect	£122,000	Sabio Led Academy – Managers & Supervisors - £2,200 Train the Trainer - £2,200

			WFM (FCS) Training - £4,800
800 Agents. Essentials Contact Centre platform, with voice routing, reporting and integrated call recording.	Avaya Infinity	£108,000	Train the Trainer £4,500 (core CCaaS and agents) Supplemented by Avaya documentation

In recognition of the fact that every CCaaS deployment will have a varied scope, the DDAT day rates should be referred to (including training day rates) in section 3.

3. DDAT Rates

DDAT Role Type	Level	Day Rate
Business Architect	Business	£1,215.00
	Lead Business	£1,350.00
Data Architect	Data	£1,215.00
	Senior Data	£1,350.00
Solution Architect	Solution	£1,145.00
	Senior	£1,215.00
	Lead Solution	£1,350.00
Technical Architect	Technical	£1,215.00
	Senior	£1,350.00
Analytics Engineer	Analytics	£1,145.00
Data Analyst	Data Analyst	£1,215.00
Data Engineer	Data	£1,145.00
Machine Learning Engineer	Senior	£1,215.00
	Lead Machine	£1,350.00
Application Operations Engineer	Application	£700.00
	Senior	£900.00
Change and Release Manager	Configuration	£750.00
	Change	£1,000.00
	Change Lead	£1,215.00
Command and Control Centre Manager	Operational	£850.00
	Head of	£1,200.00
IT Service Manager	IT Service	£750.00
	Senior IT	£1,000.00
Incident Manager	Incident	£750.00
	Major Incident	£1,000.00
Infrastructure Engineer	Infrastructure	£1,145.00
	Senior	£1,215.00
Infrastructure Operations Engineer	Infrastructure	£1,145.00
	Senior	£1,215.00
Problem Manager	Problem	£750.00
	Senior Problem	£1,000.00
Service Desk Manager	Service Desk	£400.00
	Senior Service	£550.00
Service Transition Manager	Service	£750.00
	Lead Service	£1,000.00
Delivery Manager	Delivery	£1,080.00
	Senior Delivery	£1,080.00
Programme Delivery Manager	Programme	£1,080.00
Service Owner	Service	£1,350.00
Test Engineer	Test	£1,145.00
	Senior Test	£1,215.00
Development Operations (DevOps)	DevOps	£1,145.00

	Senior DevOps	£1,215.00
Frontend Developer	Frontend	£1,145.00
	Senior	£1,215.00
Interaction Designer	Interaction	£1,145.00
	Senior	£1,215.00
Service Designer	Senior	£1,215.00

4. Terms & Conditions

- All pricing is based on a 36 month contract term unless otherwise stated.
- Termination for convenience is subject to the customer providing coverage and payment for any ongoing stub period third party costs that Sabio will incur over the remaining term of the contract. This only applies to 3rd party items which Sabio are unable to terminate with the vendor.
- Buyers are expected to sign up to the vendors End User Licence Agreement for Public Cloud services.
- Longer terms, larger scale (volume) may include further discounts of up to 10%.
- All pricing is in GBP unless otherwise stated and subject to VAT
- Pricing does include professional services/setup fees but is subject to scope depending on the complexity of the requirement and size of the business.
- Pricing does not include Managed Service or Success Management fees which are provided in other Lot 3 documentation.
- AI engines such as Amazon Lex, Google AI, Cognigy and Microsoft Luis are available but pricing may vary and excluded due to frequent vendor changes to pricing and functionality packaging.

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