



G-Cloud 15 Pricing for Agentic AI for Customer Experience

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Lot 2 Cloud Software

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1. Pricing Information

1.0. Company Overview

Sabio Group is pleased to present this submission for the UK government's G-Cloud 15 framework. We are a Citizen Experience (CX) transformation specialist, with a proven track record of delivering operational savings while enhancing both customer and employee experiences. Our purpose is to serve as a strategic partner to public sector buyers on the Digital Marketplace, demonstrating how a collaboration with Sabio can address the intricate challenges of modern citizen engagement and drive true transformation and innovation.

Sabio's Agentic AI & Automation platform provides a low-risk, high-return pathway for public sector bodies to achieve radical improvements in (CX) and operational efficiency. The service delivered by Sabio is a success based model which means clients **only pay when tangible value is delivered** from either partial or fully automated contact.

1.1. Pricing Model

Sabio offers a simple, success-based commercial structure designed to align cost directly with value delivered, reducing financial risk for public-sector organisations. Typical pricing is based on outcome and success. Therefore, public sector agencies only pay for our AI service when it actually delivers value as follows:

Initial INFORM stage:

12-18 week Customer Intent Capture & Analysis (which is the precursor to full scale automation deployment). The **INFORM** stage delivers the evidence required to approach AI & CX transformation with absolute confidence. This data-led process identifies precisely how AI will drive success for your business case and includes high level consulting.

INFORM Investment: £50,000

Additionally, Sabio offers specialised, subject-based deeper AI consulting services, including:

- AI Governance Planning
- AI Support for At-Risk Citizens
- Security & AI Consulting

As these deeper consulting services are bespoke and tailored to specific client requirements, pricing is modelled on a **Time and Materials (T&M)** basis. See DDAT rates section.

TRANSFORM & PERFORM:

The table below outlines pricing for both the **TRANSFORM** and **PERFORM** stages. This encompasses deployment, ongoing support, and management.

Crucially, to deliver true "operational success," Sabio includes continuous AI tuning and ongoing optimisation within the pricing listed below.

Component	Price & Typical Return On Investment (ROI)	Notes	Discounts
Voice Automation	£1.50 per successful fully automated call (typically >70% ROI)	Fully contained in automation phone call.	5% (percent) discount applied for calls between 1 million and 5 million
Voice Automation	£1.15 per partially enhanced call resolution (typically >40% ROI)	A call that was partially handled by automation but then was routed to a human to finalise.	& 10% (percent) discount applied for every 5 million calls
AI Enriched Human Call (agent guidance)	£1.05 per agent enriched call (typically > 20% ROI)	Such as agent guidance, knowledge or translation.	
Digital Automation	£1 per successfully automated chat interaction	Chat is responded to fully with automation and requires no human input.	10% (percent) discount applied at each 1 million chat interactions
Digital Automation	£1 per successfully automated email interaction	Email is responded to fully with automation and requires no human input.	10% (percent) discount applied at each 1 million chat interactions
Digital Automation	£0.50 per pre-prepared email interaction reply	AI auto creation of email reply for agent review before sending to customer.	10% (percent) discount applied at each 1 million chat interactions

For clarity, Support, Management & Ongoing Success (Optimisation) are inclusive in the per transactional pricing items in the table above.

This pricing structure enables government agencies to pay only for successful automated outcomes, directly linking spend to service improvement and efficiency gained. Pricing also reflects substantial cost avoidance compared with human-handled voice interactions.

Additionally, there is a complexity discount applied for more straightforward and simple environments:

- Low Complexity* Environment = 10% discount

**Low Complexity can include (but not limited to):*

1x Contact Centre Platform, 1x Hyperscaler, 1x CRM, Standard and Open API (payment gateway, apps, data etc), Less than 3 different business units.

2. 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

3. 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.
- All pricing is in GBP unless otherwise stated and subject to VAT

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