



**G-Cloud 15 – Lot 2b - Software as a
Service (SaaS)**

**Fizz Analytics, Insight & Quality Platform
Pricing Document (January 2026)**



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Introduction

Fizz is HappyPath's AI-powered platform for automated quality assurance and interaction intelligence across all customer service channels, including voice, email, chat and social. Every customer interaction contains valuable insights that can improve compliance, agent performance, and the overall customer experience. Traditional Quality Assurance (QA) methods are slow, manual and costly. Fizz can automatically analyse up to 100% of interactions, surfacing real-time insights that empower your business.

With Fizz, your team can:

- Reduce QA costs by up to 70% through automated scoring.
- Instantly identify coaching opportunities and compliance risks.
- Gain visibility into patterns, sentiment, and emerging trends across all customer interactions.
- Scale effortlessly with a transparent pricing model based on users and interactions analysed.

Fizz Modules

Fizz is designed with a modular architecture, enabling organisations to scale capabilities in line with their operational maturity, priorities, and budget. Whether starting with manual QA or deploying advanced AI capabilities, each module is built to integrate seamlessly and deliver measurable value from day one. The table below outlines the two functional modules available in Fizz and how they align with different levels of QA and AI maturity.

Capabilities	Description	Core QA	Auto QA & AI
Manual QA	Manual quality assurance with scorecards, evaluations, calibration, workflows, audit trails, and alerts.	✓	✓
Auto QA	Automated evaluation of up to 100% of interactions with transcription, sentiment, translations, and compliance flagging.	–	✓
Reporting & M.I.	Dashboards, visualisations, and trend analysis for real-time visibility of performance.	✓	✓
AI-Powered Insights	Advanced AI-driven analysis to identify patterns, root causes, and trends.	–	✓

Fizz Pricing

Fizz pricing combines fixed per-user QA Core licences with variable, consumption-based charges for automated QA and advanced Business Insights, ensuring flexibility, predictability, and value. The following sections provide a breakdown of costs, including features, and practical pricing examples, helping you understand exactly what subscribing to Fizz will deliver for your business.

Core QA (Per-User Pricing)

Core QA Licences are billed as a fixed monthly charge per user, providing predictable costs that scale with your team size. Each user must hold a Core QA licence to access and manage Auto QA capabilities, ensuring secure, role-based access and full visibility across manual and automated QA workflows.

There are four user bands, each with its own rate.

Band	No. of Users	Per User / Month
1	0-100	£6.50
2	101-500	£5.50
3	501-1000	£4.50
4	1001+	£3.50

Provides access to standard QA features: scorecards, evaluations, calibration, workflows, audit trails, and alerts.

Auto QA and AI (Variable Usage Pricing)

Fizz uses a tiered pricing model for interaction analysis that scales with your usage. As your analysed volume increases, your per-unit rate decreases, ensuring that larger volumes benefit from lower marginal costs.

- **Voice analytics** is priced per minute analysed.
- **Non-Voice Interactions** (e.g. email, chat, tickets) are priced per token analysed (*1,000 characters = 1 token*).

There are five usage bands, each with its own rate.

Band	Monthly Interactions (Mins / Tokens Analysed)	Voice (per minute)	Non-Voice (per token)
1	0 – 100,000	£0.200	£0.175
2	100,001 – 200,000	£0.175	£0.150
3	200,001 – 300,000	£0.150	£0.125
4	300,001 – 400,000	£0.125	£0.100
5	400,000 +	£0.100	£0.075

Implementation and Onboarding Costs

Standard Onboarding Package

Fizz subscription and usage charges include a Standard Onboarding Package to get your team started quickly. This covers:

- Environment, root account and billing setup.
- User provisioning and access control.
- ‘Train the trainer’ enablement for QA users and administrators.

Custom Integration Services

For customers who need tailored environments or integrations, Custom Integration Services can be added as required. These are scoped individually and may include:

- Environment configuration and custom setup.
- API and CCaaS integration (Amazon Connect, Genesys, Five9 etc.).
- CRM, ticketing system, or data warehouse integrations.
- Bespoke reporting and data pipelines.

Add-Ons

- Custom ML models, tailored to industry or compliance needs.
- Integration services, API and CCaaS integration support.

Rate Card for non-standard requirements

Role	Max Rate	Role	Max Rate
Business architect	£1,400	Infrastructure engineer	£750
Lead business architect	£1,600	Senior infrastructure engineer	£900
Data architect	£1,000	Lead infrastructure engineer	£1,100
Senior data architect	£1,250	Service desk analyst	£750
Senior enterprise architect	£1,450	Senior service desk analyst	£800
Principal enterprise architect	£1,500	Service desk manager	£950
Security architect	£1,250	Service transition manager	£950
Lead security architect	£1,350	Lead service transition manager	£1,100
Principal security architect	£1,450	Business analyst	£750
Solution architect	£1,250	Senior business analyst	£800
Senior solution architect	£1,300	Lead business analyst	£950
Lead solution architect	£1,350	Delivery manager	£950
Principal solution architect	£1,450	Senior delivery manager	£1,100
Technical architect	£1,100	Product manager	£900
Senior technical architect	£1,200	Senior product manager	£1,050
Lead technical architect	£1,300	Lead product manager	£1,200
Analytics engineer	£750	Programme delivery manager	£1,250
Senior analytics engineer	£900	Service owner	£1,200
Data analyst	£800	QAT analyst	£800
Senior data analyst	£925	Senior QAT analyst	£950
Data engineer	£700	Test engineer	£800
Senior data engineer	£900	Senior test engineer	£950
Data scientist	£900	Lead test engineer	£1,000
Senior machine learning engineer	£1,100	DevOps engineer	£700
Performance analyst	£750	Senior DevOps engineer	£800
Senior performance analyst	£800	Senior DevOps engineer - management	£900
Application operations engineer	£700	Lead DevOps engineer	£1,000
Senior application operations engineer	£850	Senior frontend developer	£800
Change and release analyst	£800	Lead frontend developer	£950
Change and release manager	£950	Service designer	£750
IT service analyst	£750	Senior service designer	£900
IT service manager	£950	Lead service designer	£1,100
Senior IT service manager	£1,100	User researcher	£750

Commercial Terms and Conditions

Contract, Billing and Invoicing

Fizz fees consist of (i) fixed licence fees and (ii) variable consumption charges based on actual usage of the platform.

Fees and charges are calculated monthly, based on usage recorded during the preceding calendar month. An invoice will be generated at month end, and the total amount due will be collected automatically from the payment method on file one (1) day after month end.

Fizz operates on a non-committal, pay-as-you-go basis by default. Customers may discontinue use of the Service at any time, with billing ceasing at the end of the current billing period. Where Customers require defined commercial terms (e.g. committed usage, further volume-based pricing discounts or extended payment terms), these may be set out under a separate term-based agreement mutually agreed between the parties.

Fizz reserves the right to charge interest on overdue amounts at a rate of 1.5% per month (or the maximum rate permitted by law, if lower), and may suspend or restrict access to the Service in the event of non-payment.

Taxes: All charges are exclusive of applicable taxes, duties or surcharges.

Implementation and Onboarding: Implementation services are scoped separately and invoiced in line with agreed Statement of Work (if applicable).

Service Availability: Fizz is provided as a cloud service; standard availability and SLAs apply unless upgraded support is purchased.

This pricing schedule is subject to the terms of the Subscription Services Agreement between HappyPath and the customer.