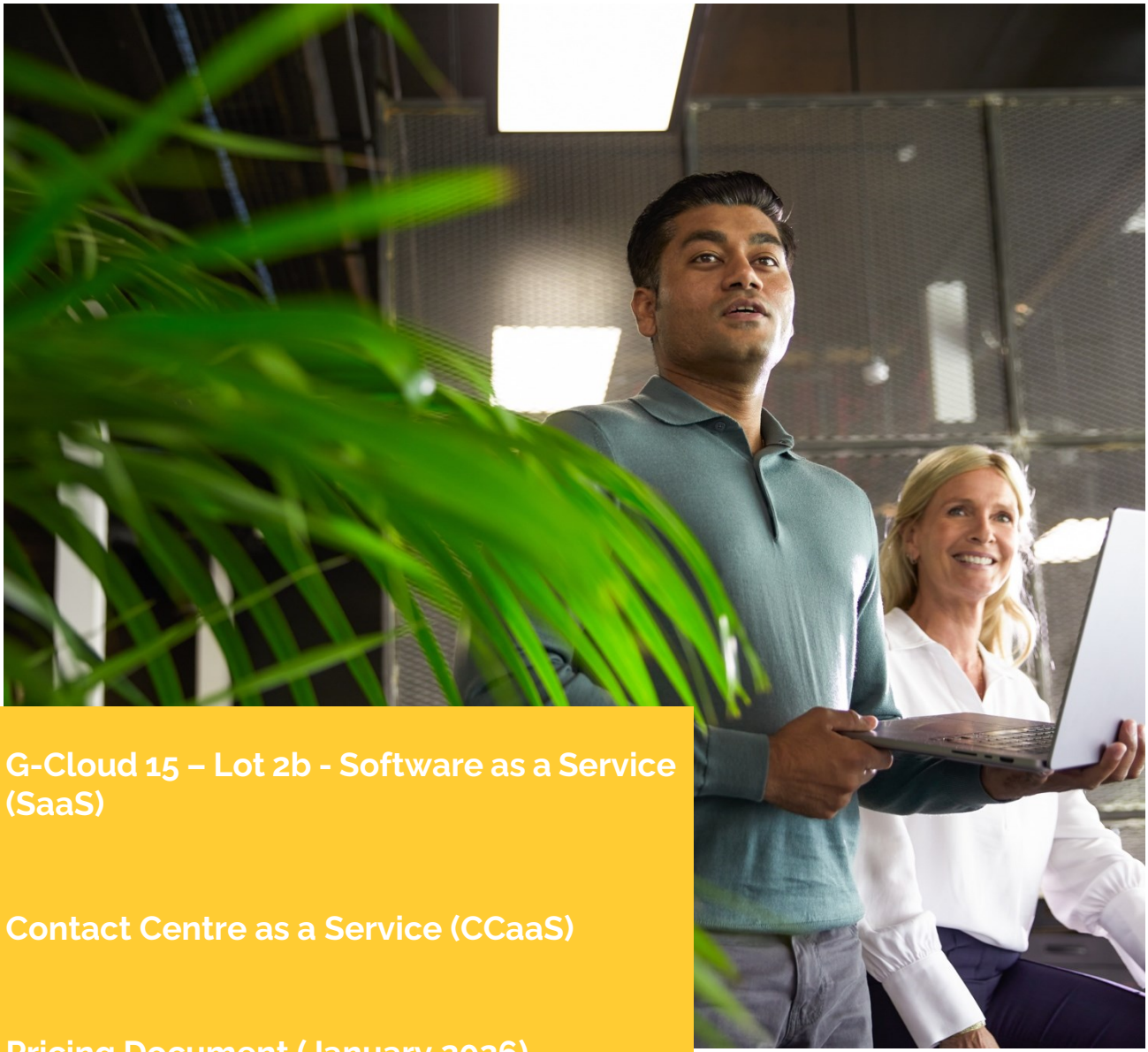

G-Cloud 15 – Lot 2b - Software as a Service (SaaS)

Contact Centre as a Service (CCaaS)

Pricing Document (January 2026)

Contents

Pricing Model Overview

Usage Based Pricing

Amazon Connect pricing is designed to align cost directly to usage. Unlike traditional CCaaS platforms that charge fixed fees per agent licence (often with additional licence tiers for analytics, WFM and AI), Amazon Connect is primarily consumption based. This means you pay for what you use across voice and digital channels, rather than paying upfront for capacity, licences, or bundled feature tiers.

At a practical level, Amazon Connect pricing can be understood in three layers. The first is contact volume and channel consumption (minutes and digital interactions). The second is optimisation capability (AI, analytics, quality management and performance). The third is supporting AWS services required to store, integrate and report on operational data. The commercial advantage of this structure is that it avoids paying for idle licences and allows cost to scale up or down naturally with seasonality, business cycles and demand.

For voice, the main cost driver is call minutes. You pay per minute of voice usage processed by Amazon Connect, and separately you incur telephony and carrier related charges such as inbound routing, outbound calling and phone numbers. This is comparable to a utility bill: the more minutes consumed, the higher the cost. The benefit is transparency and control. For example, if automation or improved routing reduces average handle time by 30 seconds across 100,000 calls per month, the reduction in minutes flows directly into a lower monthly bill. In a licence-based pricing model, that operational improvement often does not reduce platform costs because licences remain fixed.

For digital channels, the model remains consumption based rather than ‘digital seat’ based. Chat is typically charged on message or usage volume rather than per agent. Email and tasks are charged based on handling and workflow activity. The effect is that omni channel adoption can scale without purchasing additional feature licences. For example, moving high volume, low complexity queries from voice to chat typically reduces total cost by shifting traffic to a lower cost channel, while still improving responsiveness and customer experience.

Unlimited AI Pricing

The most important evolution in Amazon Connect pricing, and the one directly relevant to the ‘Unlimited AI’ conversation, is the introduction of Unlimited AI pricing (also described by AWS as ‘all-you-can-eat AI pricing’). Under this model, first party AI and optimisation capabilities can be used broadly across the contact centre without separate AI consumption charges, with pricing remaining tied only to underlying channel usage (voice minutes and digital interactions). This removes the traditional trade-off of only analysing a small sample of contacts to manage marginal AI costs. Instead, AI can be applied across 100% of interactions without the risk of a separate, unpredictable AI bill.

A simple example illustrates the difference. In a traditional CCaaS model, enabling conversational analytics, auto QA, agent assist and WFM often pushes customers into a premium licence tier for every agent, even if only certain teams or interactions benefit. Under Amazon Connect with Unlimited AI pricing, the commercial model supports broad adoption because cost is driven by interaction volumes and minutes, not by how many AI capabilities are enabled. This is particularly valuable where AI is used for compliance, quality assurance, training and insight generation at scale.

Unlimited AI pricing also improves predictability. It converts what is normally a variable AI consumption cost into a model that is easier to forecast because it is tied to metrics that are already tracked operationally: call minutes, interaction volumes, and peak seasonality patterns. AWS positions

this approach as eliminating cost driven compromises in AI adoption and ensuring access to future AI capabilities without constant commercial renegotiation.

Amazon Connect also offers an alternative 'a la carte' approach where channels and AI capabilities are priced separately based on usage, which can suit smaller deployments or targeted use cases. AWS documentation confirms Unlimited AI pricing is the default option and can be enabled or disabled per Connect instance, giving commercial flexibility depending on the buyer's operating model.

Supporting AWS Costs

Finally, like any AWS native service, there will be supporting AWS costs alongside Amazon Connect. These commonly include storage for call recordings and transcripts, logging and monitoring, and any analytics or reporting services used to build dashboards and MI extracts. These costs are typically modest relative to channel consumption at scale, but should be included in any TCO view for completeness.

Amazon Connect Pricing

The unit rates for Amazon Connect can be found under the following link: Amazon Connect Pricing

Summary

Amazon Connect pricing is a utility model. Channel usage (minutes and interactions) drives the bill, and organisations can choose between per capability optimisation pricing or an Unlimited AI model that enables extensive use of AI while keeping commercial drivers anchored to the same consumption metrics that already govern contact centre cost.

Rate Card

Role	Max Rate
Business architect	£1,400
Lead business architect	£1,600
Data architect	£1,000
Senior data architect	£1,250
Senior enterprise architect	£1,450
Principal enterprise architect	£1,500
Security architect	£1,250
Lead security architect	£1,350
Principal security architect	£1,450
Solution architect	£1,250
Senior solution architect	£1,300
Lead solution architect	£1,350
Principal solution architect	£1,450
Technical architect	£1,100
Senior technical architect	£1,200
Lead technical architect	£1,300
Analytics engineer	£750
Senior analytics engineer	£900
Data analyst	£800
Senior data analyst	£925
Data engineer	£700
Senior data engineer	£900
Data scientist	£900
Senior machine learning engineer	£1,100
Performance analyst	£750
Senior performance analyst	£800
Application operations engineer	£700
Senior application operations engineer	£850
Change and release analyst	£800
Change and release manager	£950
IT service analyst	£750
IT service manager	£950
Senior IT service manager	£1,100

Role	Max Rate
Infrastructure engineer	£750
Senior infrastructure engineer	£900
Lead infrastructure engineer	£1,100
Service desk analyst	£750
Senior service desk analyst	£800
Service desk manager	£950
Service transition manager	£950
Lead service transition manager	£1,100
Business analyst	£750
Senior business analyst	£800
Lead business analyst	£950
Delivery manager	£950
Senior delivery manager	£1,100
Product manager	£900
Senior product manager	£1,050
Lead product manager	£1,200
Programme delivery manager	£1,250
Service owner	£1,200
QAT analyst	£800
Senior QAT analyst	£950
Test engineer	£800
Senior test engineer	£950
Lead test engineer	£1,000
DevOps engineer	£700
Senior DevOps engineer	£800
Senior DevOps engineer - management	£900
Lead DevOps engineer	£1,000
Senior frontend developer	£800
Lead frontend developer	£950
Service designer	£750
Senior service designer	£900
Lead service designer	£1,100
User researcher	£750