Twilio Flex Pricing

Consumption Based Pricing

Item		Price	Unit
Active Agent Time (Logged on and NOT in an Offline state)		£0.015	Per minute
Channels included			
Voice			
SMS, RCS, WhatsApp, Chat, Email (collectively referred to as Text)			
Email additionally requires a SendGrid Email account		£75.00	Per month
Active telephone number		£1.00	Per month
AI Assistance (conversation summary, best next action) - Voice		£0.033	Per minute
Text _		£0.010	Per message
Agentic AI (automated AI based conversation handling) – Voice		£0.17	Per minute
Text _		£0.05	Per message
Support Options			
Name	**Cover**	**Greater of**	**Unit**
Standard	Mon-Fri 09:00-17:00	£250.00 Or 4%	Per month Monthly spend
Enhanced	Mon-Sat 08:00-20:00	£750.00 Or 8%	Per month Monthly spend
Total	Mon-Sun 24x7	£1,500.00 Or 12%	Per month Monthly spend
Implementation Services			
Prices quoted based on individual customer requirements - SFIA Rates available			
Usage based channel related charges – up to date pricing online			
Voice calls	https://www.twilio.com/en-us/voice/pricing/gb		
SMS messages	https://www.twilio.com/en-us/sms/pricing/gb		
WhatsApp	https://www.twilio.com/en-us/whatsapp/pricing		
RCS	https://www.twilio.com/en-us/sms/pricing/gb#rcs-pricing		

Skills for the Information Age (SFIA) - Definitions & Rate Card

	Strategy and Architecture	Business Change	Solution Development & Implementation	Service Management	Procurement and Management Support	Client Interface
1. Follow	n/a	n/a	n/a	n/a	n/a	n/a
2. Assist	£855.00	£855.00	£855.00	£855.00	£855.00	£855.00
3. Apply	£950.00	£950.00	£950.00	£950.00	£950.00	£950.00
4. Enable	£1,045.00	£1,045.00	£1,045.00	£1,045.00	£,1045.00	£1,045.00
5. Ensure or advise	£1,140.00	£1,140.00	£1,140.00	£1,140.00	£1,140.00	£1,140.00
6. Initiate or influence	£1,425.00	£1,425.00	£1,425.00	£1,425.00	£1,425.00	£1,425.00
7. Set strategy or inspire	£1,785.00	£1,785.00	£1,785.00	£1,785.00	£1,785.00	£1,785.00

Standards for Consultancy Day Rate cards

Consultant's Working Day	8 hours exclusive of travel and lunch
Working Week	Monday to Friday excluding national holidays
Office Hours	9 am to 6 pm Monday to Friday
Travel, Mileage, and Subsistence	Charged at standard HMRC mileage rates. Subsistence is charged at cost.
Mileage	As above
Professional Indemnity Insurance	Included in day rate

Level definitions

	Autonomy	Influence	Complexity	Business Skills
1. Follow	● works under close supervision ● uses little discretion ● is expected to seek guidance in expected situations	Interacts with immediate colleagues.	● performs routine activities in a structured environment ● requires assistance in resolving unexpected problems	● uses basic information systems and technology functions, applications, and processes ● demonstrates an organised approach to work ● learns new skills and applies newly acquired knowledge ● has basic oral and written communication skills ● contributes to identifying own development opportunities
2. Assist	● works under routine supervision ● uses minor discretion in resolving problems or enquiries ● works without frequent reference to others	● interacts with and may influence immediate colleagues ● may have some external contact with customers and suppliers. ● may have more influence in own domain.	Performs a range of varied work activities in a variety of structured environments.	● understands and uses appropriate methods, tools, and applications ● demonstrates a rational and organised approach to work ● is aware of health and safety issues. Identifies and negotiates own development opportunities ● has sufficient communication skills for effective dialogue with colleagues. Is able to work in a team ● is able to plan, schedule and monitor own work within short time horizons ● absorbs technical information when it is presented systematically and applies it effectively

3. Apply	• works under general supervision • uses discretion in identifying and resolving complex problems and assignments • usually receives specific instructions and has work reviewed at frequent milestones • determines when issues should be escalated to a higher level	• interacts with and influences department/project team members • may have working level contact with customers and suppliers • may supervise others in predictable and structured areas • makes decisions which may impact on the work assigned to individuals or phases of projects	• Performs a broad range of work, sometimes complex and non-routine, in a variety of environments.	• understands and uses appropriate methods, tools, and applications. • demonstrates an analytical and systematic approach to problem solving • takes the initiative in identifying and negotiating appropriate development opportunities. • demonstrates effective communication skills. • contributes fully to the work of teams • plans, schedules, and monitors own work (and that of others where applicable) competently within limited deadlines and according to relevant legislation and procedures • absorbs and applies technical information • works to required standards • understands and uses appropriate methods, tools, and applications • appreciates the wider field of information systems, and how own role relates to other roles and to the business of the employer or client
4. Enable	works under general direction within a clear framework of accountability •	• influences team and specialist peers internally. Influences customers at account level and suppliers	Performs a broad range of complex technical or professional work activities, in a variety of contexts.	• selects appropriately from applicable standards, methods, tools, and applications. Demonstrates an analytical and systematic approach to problem solving

	• exercises substantial personal responsibility and autonomy • plans own work to meet given objectives and processes.	• has some responsibility for the work of others and for the allocation of resources • participates in external activities related to own specialism • makes decisions which influence the success of projects and team objectives.		• communicates fluently orally and in writing, and can present complex technical information to both technical and non-technical audiences • facilitates collaboration between stakeholders who share common objectives • plans, schedules, and monitors work to meet time and quality targets and in accordance with relevant legislation and procedures. • rapidly absorbs new technical information and applies it effectively • has a good appreciation of the wider field of information systems, their use in relevant employment areas and how they relate to the business activities of the employer or client. • maintains an awareness of developing technologies and their application and takes some responsibility for personal development
5. Ensure or Advise	• works under broad direction • is fully accountable for own technical work and/or project/supervisory responsibilities	• influences organisation, customers, suppliers, and peers within industry on the contribution of own specialism	• Performs a challenging range and variety of complex technical or professional work activities	• advises on the available standards, methods, tools, and applications relevant to own specialism and can make correct choices from alternatives analyses, diagnoses, designs, plans, execute and evaluates work to time, cost, and quality targets

	• receives assignments in the form of objectives • establishes own milestones and team objectives, and delegates responsibilities • work is often self-initiated	• has significant responsibility for the work of others and for the allocation of resources • makes decisions which impact on the success of assigned projects i.e. results, deadlines and budget • develops business relationships with customers	• undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts • understands the relationship between own specialism and wider customer or organisational requirements.	• communicates effectively, formally, and informally, with colleagues, subordinates, and customers • demonstrates leadership • facilitates collaboration between stakeholders who have diverse objectives • understands the relevance of own area of responsibility or specialism to the employing organisation • takes customer requirements into account when making proposals • takes initiative to keep skills up to date. Mentors more junior colleagues • maintains an awareness of developments in the industry • analyses requirements and advises on scope and options for operational improvement • demonstrates creativity and innovation in applying solutions for the benefit of the customer
6. Initiate or influence	• has defined authority and responsibility for a significant area of work, including technical, financial, and quality aspects • establishes organisational objectives and delegates responsibilities	• influences policy formation on the contribution of own specialism to business objectives • influences a significant part of own organisation and influences customers and suppliers and industry at senior management level	• performs highly complex work activities covering technical, financial, and quality aspects • contributes to the formulation of IT strategy	absorbs complex technical information and communicates effectively at all levels to both technical and non-technical audiences. Assesses and evaluates risk • understands the implications of new technologies • demonstrates clear leadership and the ability to influence and persuade • has a broad understanding of all aspects of IT and deep understanding of own specialism(s).

	• is accountable for actions and decisions taken by self and subordinates	• makes decisions which impact the work of employing organisations, achievement of organisational objectives and financial performance • develops high-level relationships with customers, suppliers, and industry leaders	• creatively applies a wide range of technical and/or management principles.	• understands and communicates the role and impact of IT in the employing organisation and promotes compliance with relevant legislation • takes the initiative to keep both own and subordinates' skills up to date and to maintain an awareness of developments in the IT industry
7 Set Strategy and inspire	• has authority and responsibility for all aspects of a significant area of work, including policy formation and application • is fully accountable for • actions taken and decisions made both by self and subordinates	• makes decisions critical to organisational success • influences developments within the IT industry at the highest levels. • Advances the knowledge and/or exploitation of IT within one or more organisations • develops long-term strategic relationships with customers and industry leaders	• leads on the formulation and application of strategy • applies the highest level of management and leadership skills • has a deep understanding of the IT industry and the implications of emerging technologies for the wider business environment	• has a full range of strategic management and leadership skills • understands, explains, and presents complex technical ideas to both technical and non- technical audiences at all levels up to the highest in a persuasive and convincing manner • has a broad and deep IT knowledge coupled with equivalent knowledge of the activities of those businesses and other organisations that use and exploit IT • communicates the potential impact of emerging technologies on organisations and individuals and analyses the risks of using or not using such technologies • assesses the impact of legislation, and actively promotes compliance • takes the initiative to keep both own and subordinates' skills up to date and to maintain an awareness of developments in IT in own area(s) of expertise.

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