

Cerina Waiting List Validation

G-Cloud 15 Pricing Submission

Pricing model: Annual licence + usage allowance

Scope: List-based conversational outreach via SMS / chat

Excludes: Optional Professional Services

Prices (excluding VAT)

Item	Unit	Price
Cerina Outreach – Base Licence	Per system / year	£40,000
SMS Outreach message allowance	Included	Up to 10,000 messages / year
Additional messages	Per 1,000	£35

Price includes

- Configurable conversational question flows
- Multilingual delivery (100+ languages)
- SMS and chatbot delivery
- Response capture and structured outputs
- Hosting charges are excluded.

Pricing notes

- Message allowance shared across programmes
- No per-pathway surcharge

Optional professional services are available to support local configuration, pathway design and interoperability. These services are not required for the operation of the Cerina platform.

Document Version: 1.0

Last Updated: 30.01.26