

Population Engage - Pricing Document (G-Cloud 15)

Framework: G-Cloud 15

Lot: 2b - Cloud Software

Supplier: Newfound Ltd

Service: Population Engage

This pricing model is designed to be competitive for pilots while enabling sustainable value at scale for large public sector programmes. Pricing reflects the true cost drivers of engagement (platform, compute, messaging, voice) and is structured so that small buyers can start easily while national-scale programmes can be supported commercially and operationally.

1. Pricing principles

- Low barrier to entry for pilots and proofs of concept
- Transparent usage-based pricing for variable costs
- Predictable platform pricing for budgeting and procurement
- Discounts for higher volumes and longer commitments
- Scales appropriately for national programmes (for example large-scale public sector deployments)

2. Reference engagement model (large-scale public survey-style)

To provide realistic context, pricing examples assume:

- 10,000 participants invited per month
- 40% engagement rate (4,000 participants completing)
- Average interaction length: 12-15 minutes
- Channel mix:
 - 50% web/chat only

- 30% SMS + web/chat
- 20% voice interaction
- Average usage per engaged participant:
 - 3 outbound SMS messages (invite + reminders)
 - 1 inbound SMS
 - Voice sessions average 8 minutes (where used)

These assumptions reflect typical national survey and public engagement programmes.

3. Platform licence (fixed monthly fee)

Covers:

- Access to the Population Engage platform
- Campaign and cohort configuration
- Dashboards and reporting
- Administrative user access
- API access
- Standard support
- Hosting and core infrastructure

Tier	Intended use	Monthly platform fee
Pilot	Small pilots, discovery projects, trials	£2,500
Parallel Evaluation	Side-by-side testing against traditional methods (A/B)	£3,250
Standard	Ongoing programmes, departmental use	£4,000
Enterprise	Large-scale or national deployments	£6,500

Parallel Evaluation tier (designed for efficacy testing)

This tier is designed specifically for organisations that want to test Population Engage alongside existing approaches (for example paper surveys, telephone fieldwork, or incumbent digital platforms) to assess comparative effectiveness.

It supports structured evaluation by enabling:

- Running Population Engage with a defined test cohort in parallel to existing methods
- Separate campaign configuration for control and test groups
- Clear reporting on completion rates, engagement, drop-off points, and cost-per-response
- Exportable datasets to support independent statistical analysis
- Optional comparative reporting pack (by agreement)

The Parallel Evaluation tier is commercially positioned to make controlled trials affordable while still reflecting the additional configuration, reporting, and analytical support typically required.

Tier selection is based on scale, complexity, and support requirements rather than feature restrictions.

4. Compute and data processing (per completed session)

Covers:

- Compute usage
- Data processing and analytics
- Storage and backups
- Dashboard generation

Price:

£0.20 per completed participant session

Example (4,000 completed sessions/month):

$4,000 \times £0.20 = \text{£800 per month}$

5. SMS messaging (usage-based)

Charged on a transparent pass-through model with modest handling margin.

- Outbound SMS: **£0.045 per message**
- Inbound SMS: **£0.020 per message**

Example (4,000 participants × 3 outbound + 1 inbound):

Outbound: 12,000 × £0.045 = £540

Inbound: 4,000 × £0.020 = £80

Total SMS cost: £620 per month

6. Voice interactions (usage-based, question-length model)

Voice pricing is designed to reflect the number of questions asked and the anticipated length of participant responses, rather than a flat per-minute rate. This creates fairer pricing for shorter interactions while allowing complex interviews to scale appropriately.

Pricing structure

Voice usage is priced per **voice question** delivered, with the unit price determined by the expected response length.

Question type	Typical response length	Price per question
Short	Yes/no, numeric, single-word answers (≤10 seconds)	£0.06
Medium	Simple explanatory answers (10-30 seconds)	£0.14
Long	Open narrative responses, reflective answers (30-90 seconds)	£0.32

This pricing covers:

- Telephony infrastructure
- Speech-to-text processing
- Text-to-speech delivery
- Session orchestration
- Secure storage of recordings/transcripts (where enabled)

Example (based on reference model)

Assume 800 participants use voice, each answering 12 questions:

- 6 short questions
- 4 medium questions
- 2 long questions

Cost per participant:

- $6 \times £0.06 = £0.36$
- $4 \times £0.14 = £0.56$
- $2 \times £0.32 = £0.64$

Total per participant = £1.56

800 participants $\times$ £1.56 = £1,248 per month

This produces comparable overall costs to the previous per-minute model while offering buyers greater transparency and control over cost drivers.

Buyers can design voice flows to balance depth of insight against cost, for example by reserving long-form questions for priority sections only.

7. Email messaging

Email delivery is included within the platform licence for typical public sector volumes. No separate charge applies unless volumes exceed fair use (for example >250,000 emails/month), in which case pricing is agreed transparently.

8. Example total monthly cost (illustrative)

Based on the reference model and **Standard tier**:

- Platform licence: £4,000
- Compute and processing: £800
- SMS usage: £620
- Voice usage: £1,408

Indicative total monthly cost: £6,828

Equivalent to approximately **£1.71 per engaged participant**

This remains significantly lower than typical consultancy-led engagement or traditional research delivery models, while providing enterprise-grade capability.

9. Volume discounts (usage-based components)

Discounts apply to compute and voice usage only:

- 25,000-99,999 completed sessions/month: **10% discount**
- 100,000-249,999 completed sessions/month: **20% discount**
- 250,000+ completed sessions/month: **30% discount**

Discounts support affordability for national-scale programmes while maintaining sustainability.

10. Optional premium services (additional cost)

These are commonly used in larger public sector programmes:

- Dedicated onboarding and service design workshops
- Advanced analytics and insight reporting
- Bespoke dashboards for senior stakeholders
- Dedicated environments (where required)
- Higher-touch support arrangements
- Complex integrations with legacy systems
- Bespoke language or dialect configuration for specific populations

These are priced transparently on a fixed-scope or time-and-materials basis.

11. Contract flexibility

- No minimum contract length for Pilot tier
- Standard and Enterprise tiers typically agreed for 6-12 months
- Buyers can scale usage up or down without penalty

This supports experimentation while enabling long-term strategic programmes.

12. VAT

All prices are exclusive of VAT.