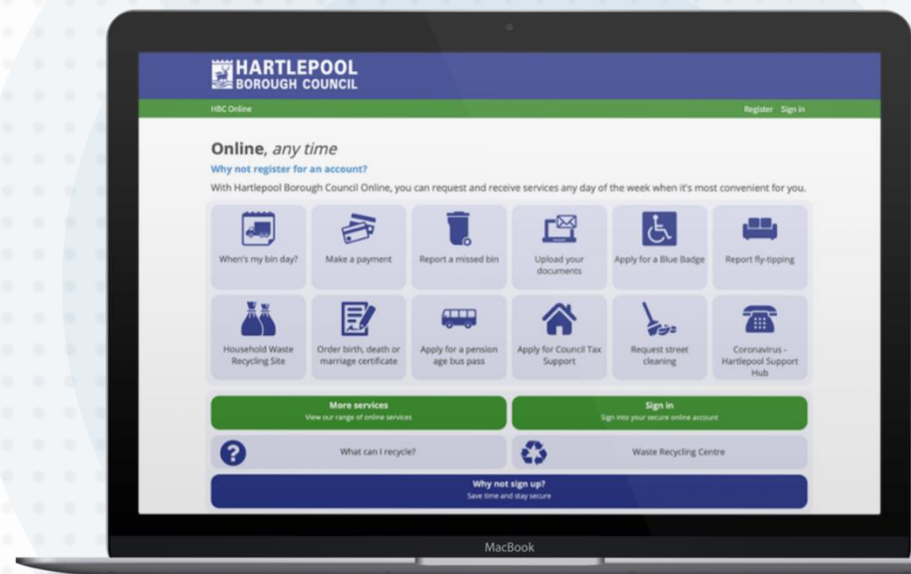




Pricing Overview

Government Experience Cloud



Service options

The Granicus Government Experience Cloud is available as solution bundles tailored to solve service delivery and engagement challenges. All licences include:

-  Access to the software
-  All production hosting within the agreed conditions
-  Standard level support and maintenance
-  All solution updates including major new versions
-  Granicus Experience Services

Local Government

Borough, District Local, County Authority, Unitary and Met Local Authority

BAND	POPULATION	EXPECTED FORMS USE (per month) **
1	<= 150,000	12,000
2	150,001-210,000	25,000
3	210,001-350,000	60,000
4	350,001 – 500,000	90,000
5	500,001 – 650,000	130,000
6	650,001 – 850,000	175,000
7	850,001 – 1,200,000	200,000
8	1,200,001 – 2,000,000	300,000
9	2,000,001+	500,000

** Contact and submission volumes are reviewed annually. Volumes that exceed the band's annual allowance will require a tier increase to the next applicable band.

Central Government & Wider Public Sector

BAND	CONTACTS *	EXPECTED FORMS USE (per month) **
1	< 30,000	12,000
2	30,001-45,000	25,000
3	45,001-70,000	60,000
4	70,001 – 100,000	90,000
5	100,001 – 150,000	130,000
6	150,001 – 200,000	175,000
7	200,001 >	200,000

* A Unique Contact is an individual that provides either an email address, phone number, or both.

** Contact and submission volumes are reviewed annually. Volumes that exceed the band's annual allowance will require a tier increase to the next applicable band.

Solution inclusions

The table below shows what is available in each solution, including a mix of technology, Experience Services, and data-driven insights.

Service Cloud	ESSENTIALS	ENHANCED	ADVANCED
Experience Services			
Service Catalogue Access	150 Credits	250 Credits	500 Credits
Designated Experience Partner	✓	✓	✓
Programme Review	Biannual	Quarterly	Monthly
Insights & Recommendations	✓	✓	✓
Online Resources & Private Community	✓	✓	✓
Technical Support Reporting	Biannual	Quarterly	Monthly
Escalation and Care Process	Web Form	Live Contact	Escalation POC
Support Coverage and SLA	Standard	Enhanced	Advanced
Connected Technology			
Service Request Management			
Service Designer	✓	✓	✓
Integrations Manager	✓	✓	✓
Customer Portal & Staff Portal	✓	✓	✓
Customer Service Hub 15 users for tiers 1- 3 30 users for tiers 4 - 7	✓	✓	✓
Payment Integration	✓	✓	✓
Real Time Reporting Insights	✓	✓	✓
Create & Update APIs	✓	✓	✓

	ESSENTIALS	ENHANCED	ADVANCED
Communications			
Subscriber Capture & Upload Tools	X	✓	✓
Template Design	X	✓	✓
Multiple Subscription Options	X	✓	✓
Text-to-Subscribe (with SMS purchase)	X	✓	✓
Dynamic Audience Segmentation	X	✓	✓
Communications A/B Testing and Campaigns	X	✓	✓
Communications Templates & Custom Designs	X	✓	✓
Bulletin Landing Pages	X	✓	✓
Publish to Social Media	X	✓	✓
Communications Personalisation Tools	X	✓	✓
Communications Analytics	X	✓	✓
Communications Subscriber Network	X	✓	✓
Reports Pro API	X	X	✓
Sentiment & Feedback			
Projects	X	X	✓
Project Hubs	X	X	Unlimited
Site Administrators	X	X	Unlimited
Hub Administrators	X	X	Unlimited

	ESSENTIALS	ENHANCED	ADVANCED
Project Administrators	X	X	Unlimited
24/7 Moderation	X	X	✓
AI Sentiment Analysis	X	X	✓
Advanced Analytics	X	X	✓
Contributions API	X	X	✓
Government Experience Agent (GXA)	Option	Option	Option
Content Management System (CMS)	Option	Option	Option

Engagement Cloud

	ESSENTIALS	ENHANCED
Experience Services		
Service Catalogue Access	150 Credits	250 Credits
Designated Experience Partner	✓	✓
Programme Review	Quarterly	Quarterly
Tailored Insights & Recommendations	✓	✓
Online Resources & Private Community	✓	✓
Technical Support Reporting	Biannual	Quarterly
Escalation and Care Process	Web Form	Live Contact
Support Coverage and SLA	Standard	Enhanced
Connected Technology		
Communications		
Subscriber Capture & Upload Tools	✓	✓
Template Design	✓	✓
Multiple Subscription Options	✓	✓
Text-to-Subscribe (with SMS purchase)	✓	✓
Dynamic Audience Segmentation	✓	✓
A/B Testing and Campaigns	✓	✓
Standard Templates & Custom Designs	✓	✓
Bulletin Landing Pages	✓	✓
Publish to Social Media	✓	✓
Personalisation Tools	✓	✓
Analytics	✓	✓
Subscriber Network	✓	✓
Reports Pro API	✗	✓

	ESSENTIALS	ENHANCED
Sentiment & Feedback		
Engagement Projects	X	Unlimited
24/7 Moderation	X	✓
Site Administrators	X	Unlimited
Hub Administrators	X	Unlimited
Project Administrators	X	✓
Project Hubs	X	✓
AI Sentiment Analysis	X	10k contributions*
Advanced Analytics	X	✓
Contributions API	X	✓

* Additional contributions can be purchased at £1,500 per 10K contributions.

Solution pricing – Local Government

The table below shows the pricing* available for all subscription plans of Service Cloud and Engagement Cloud.

Service Cloud

BAND	ESSENTIALS	ENHANCED	ADVANCED
1	£56,738	£78,401	£116,096
2	£67,540	£96,369	£138,179
3	£76,406	£113,353	£161,408
4	£89,408	£137,199	£195,258
5	£92,224	£149,548	£216,287
6	£95,744	£173,550	£249,412
7	£99,231	£190,059	£276,029
8	£158,770	£304,095	£441,627
9	£198,462	£380,119	£552,059

Engagement Cloud

BAND	ESSENTIALS	ENHANCED
1	£25,253	£48,617
2	£31,313	£60,142
3	£46,247	£72,582
4	£59,336	£87,272
5	£72,557	£100,977
6	£95,889	£124,270
7	£99,639	£128,020
8	£116,889	£145,270
9	£116,889 + £750 per 50k population**	£145,270 + £750 per 50k population**

* Single tier councils are subject to a 15% supplement. Single tier councils include Unitary authorities (England, Northern Ireland, Scotland, Wales), Metropolitan Boroughs, London Boroughs, the City of London and Isles of Scilly.

** Additional population above the band's allowance will be charged at the displayed rate of £750 per 50,000 population.

All prices shown are annual service fees and exclude implementation fee. All prices are exclusive of VAT.

Solution pricing – Central Government & Wider Public Sector

The table below shows the pricing available for all subscription plans of Service Cloud and Engagement Cloud.

Service Cloud

BAND	ESSENTIALS	ENHANCED	ADVANCED
1	£56,738	£78,401	£116,096
2	£67,540	£96,369	£138,179
3	£76,406	£113,353	£161,408
4	£89,408	£137,199	£195,258
5	£92,224	£149,548	£216,287
6	£95,744	£173,550	£249,412
7	£99,231 + £825 per 10k contacts*	£190,059 + £1,500 per 10k contacts*	£276,029 + £2,150 per 10k contacts*

Engagement Cloud

BAND	ESSENTIALS	ENHANCED
1	£25,253	£48,617
2	£31,313	£60,142
3	£46,247	£72,582
4	£59,336	£87,272
5	£72,557	£100,977
6	£95,889	£124,270
7	£99,639 + £750 per 10k contacts *	£128,020 + £750 per 10k contacts*

* Additional contacts above the band's allowance will be charged at the displayed rate per 10,000 contacts.

All prices shown are annual service fees and exclude implementation fee. All prices are exclusive of VAT.

Service Catalogue Credit Accelerators

CREDITS	ACCELERATOR NAME	ANNUAL*	ONE-TIME*
150	Service Cloud Essentials Credit Accelerator	£7,500	£9,000
250	Service Cloud Enhanced Credit Accelerator	£12,500	£15,000
500	Service Cloud Advanced Credit Accelerator	£25,000	£30,000
75	Engagement Cloud Essentials Credit Accelerator	£3,750	£4,500
125	Engagement Cloud Enhanced Credit Accelerator	£6,250	£7,500

Implementation services

To implement the Government Experience Cloud and accelerate your digital transformation, Granicus provide a range of services.

RESOURCE	DAY RATE
Resource	£1,250
Training Services	£1,450
Project Management	£1,500

** Service Catalogue Credit Accelerators can be purchased as annual recurring credits or as a one-time credit uplift.*

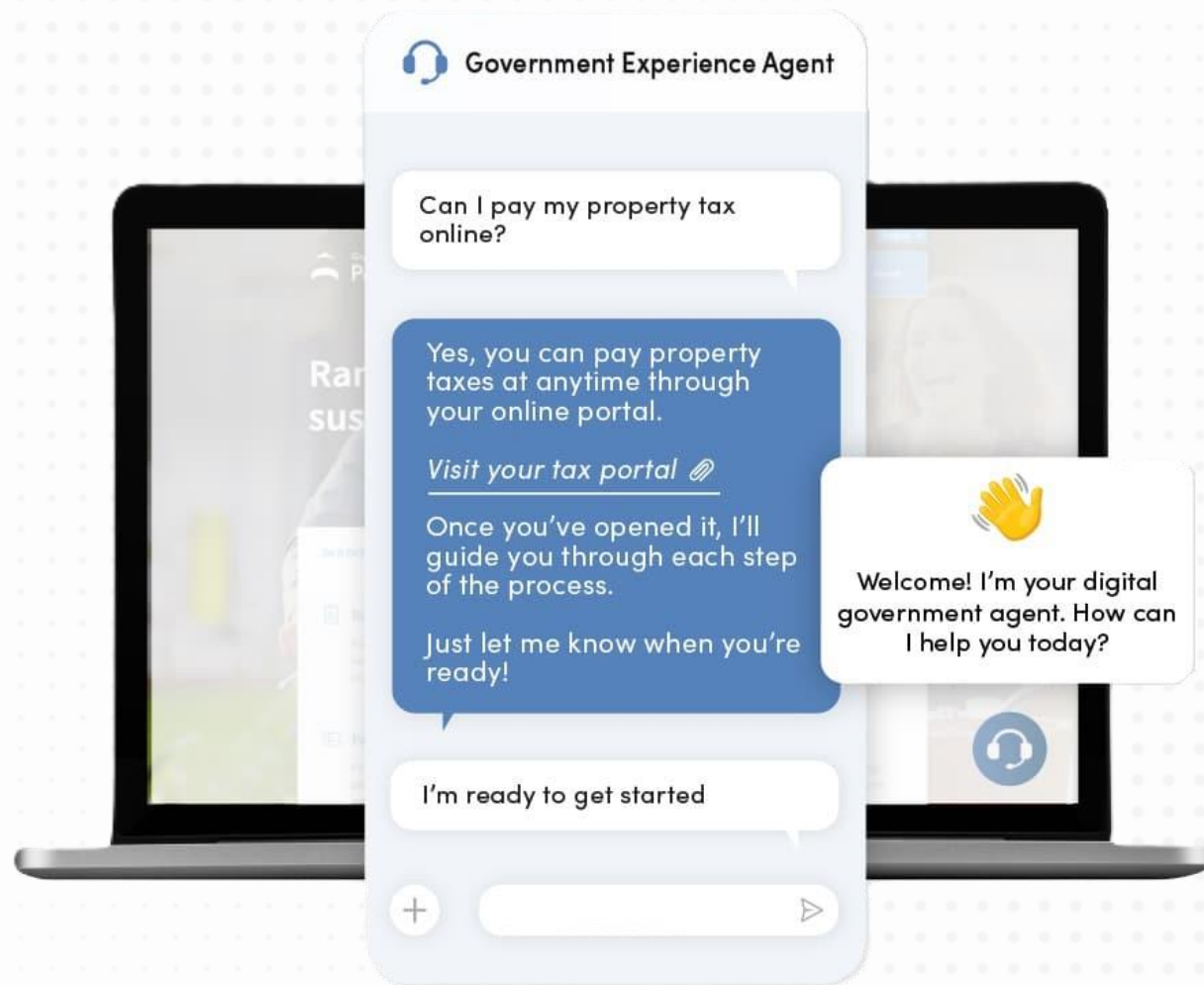
- Consultancy Days include Professional Indemnity insurance and exclude travel, expenses and project management (where required)
- Consultancy Days Cancellation Policy: Granicus reserve the right to charge 50% of the agreed fee if the notice to cancel is within ten working days of the booking and 100% of agreed fee if the notice to cancel is within 48 hours of the booking.

All prices are exclusive of VAT.

Government Experience Agent (GXA)

Our new Government Experience Agent (GXA) is available to complement your Experience Cloud implementation with AI powered chat bot and agentic functionality.

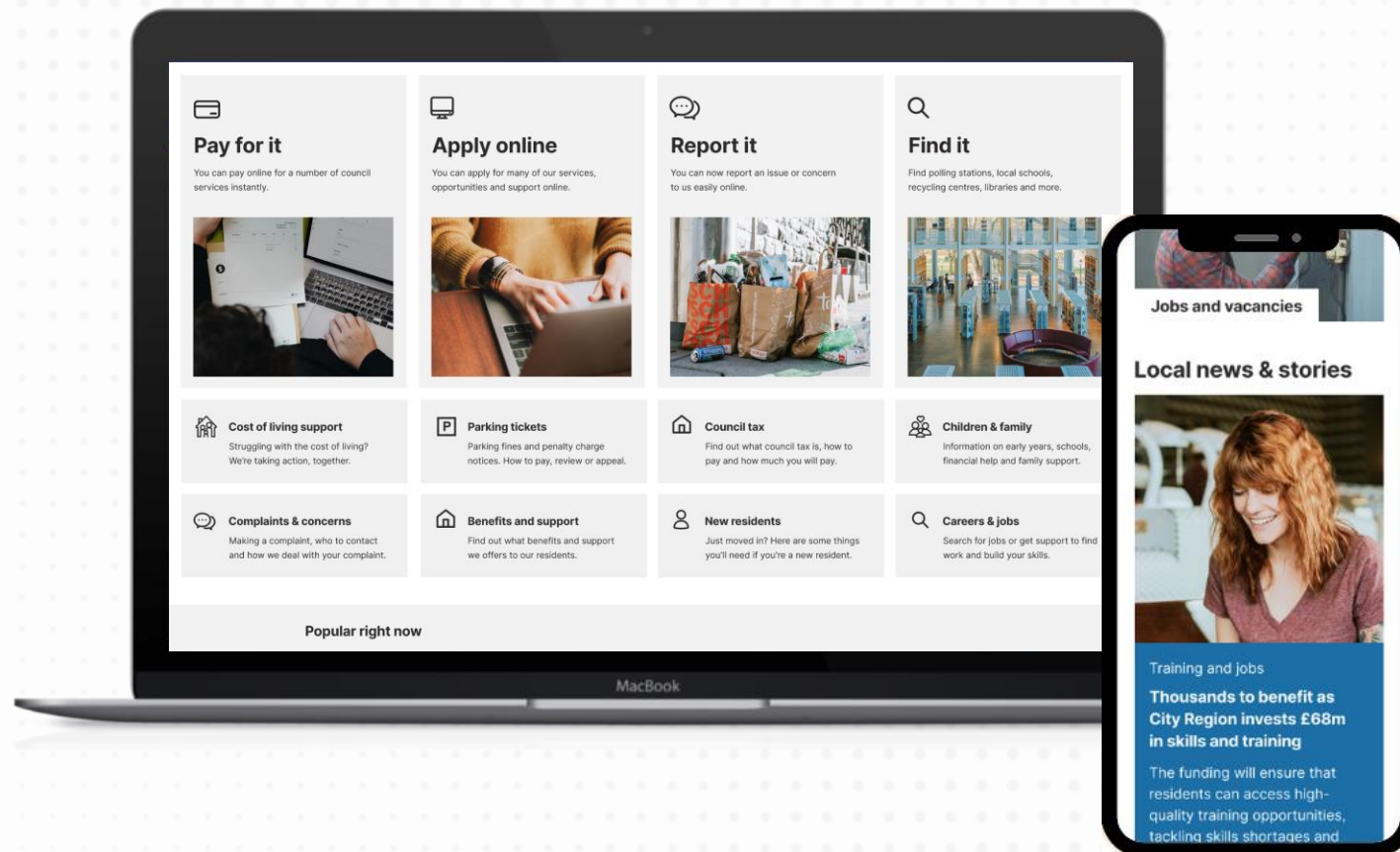
Please see our G-Cloud listing titled **Government Experience Agent (GXA) - The AI-powered digital agent for smarter government experiences** for further details and pricing options.



Public Sector Websites & Content Management (CMS)

A CMS flexible enough for standard and advanced users, incorporating features uniquely designed to bring the best information and services to residents, businesses and organisations. Our CMS option is available to power websites and subsites, complementing your Experience Cloud implementation.

Please see our G-Cloud listing [Public Sector Websites & Content Management \(CMS\)](#) for further details and pricing options.



GXG Consultancy

GXG is Granicus' digital agency focused on citizen experience & digital engagement, providing human-centred strategies, data-driven insights, and hands-on consultancy services. We design custom solutions and achieve measurable outcomes for our customers.

At GXG, we are driven to help public services to become more citizen-centric. Whether assisting a carer, engaging with a concerned resident, supporting a local business, participating in the planning process, or helping a parent or a student, we empower you to build better experiences and get more value out of your Granicus technology. Our guiding light is helping people to get what they need, when they need it, as quickly as possible whilst being respected, remembered and reminded.

Our human-centred approach to digital transformation focuses on solving problems and providing solutions that help our customers to create better experiences for their customers, foster prosperous communities and increase employee morale.

Over a decade of helping government build better citizen experiences.



Better Programmes



Better Strategy



Better Data



Better Insights

Granicus Experience Group Consultancy Day Rate

We begin each engagement with a comprehensive scoping process to ensure clarity and alignment. Before the contract starts, we provide a detailed **statement of work** outlining our approach and services, offered at a firm, fixed price. This structure promotes transparency while enabling flexibility to adapt as customer needs evolve throughout the delivery period.

Our resource-based firm fixed pricing follows the SFIA based rate card below.

	STRATEGY & ARCHITECTURE	CHANGE & TRANSFORMATION	DEVELOPMENT & IMPLEMENTATION	DELIVERY & OPERATION	PEOPLE & SKILL	RELATIONSHIPS & ENGAGEMENT
1. Follow	£450	£450	£450	£450	£450	£450
2. Assist	£650	£650	£650	£650	£650	£650
3. Apply	£850	£850	£850	£850	£850	£850
4. Ensure	£950	£950	£950	£950	£950	£950
5. Ensure and Divide	£1100	£1100	£1100	£1100	£1100	£1100
6. Initiate or influence	£1300	£1300	£1300	£1300	£1300	£1300
7. Set strategy or inspire	£1650	£1650	£1650	£1650	£1650	£1650

Granicus Experience Group (GXG) delivers premium consultancy services designed to transform public sector digital engagement. Our pricing reflects the depth of expertise, strategic insight, and measurable outcomes we provide. Unlike standard market offerings, GXG combines human-centred design, data-driven strategies, and proven methodologies to ensure every engagement drives tangible impact for citizens and communities.

All prices are exclusive of VAT.

GXG Training and Capacity Building Services

GXG empowers organisations to accelerate digital transformation through a curated suite of training and capacity-building services. Our programmes go beyond technical skills - they strengthen digital maturity, unlock the full potential of Granicus technology, and equip teams to deliver exceptional citizen experiences. Every offering in our catalogue is purpose-built to address real-world challenges, ensuring customers achieve critical outcomes with confidence and measurable impact. Custom-made training is available on request using the rate card included in this pricing overview.

Granicus Experience Group Digital Services

SERVICES	FEE
Experience Centre (Tier 1)	£12,500
Experience Centre (Tier 2)	£25,000
Digital Services Academies	£15,000
Digital Services University	£35,000
Communicator Capacity Building (Tier 1)	£14,,000
Communicator Capacity Building (Tier 2)	£28,000
Governance and Playbooks (Tier 1)	£14,000
Governance and Playbooks (Tier 2)	£28,000
Email Campaign Academy	£15,000
Email Communications Workshop	£5,000

Standards for GXG Consultancy Day Rate Card

The following terms and conditions outline the standard framework for GXG digital services, ensuring clarity and consistency in all engagements. These provisions define working hours, pricing structure, and operational guidelines, as well as policies on travel, expenses, and insurance. By adhering to these standards, GXG maintains transparency and delivers services in line with agreed contractual obligations, providing customers with confidence and predictability throughout the delivery process.

Consultant's working day: 09:00hrs to 17.30hrs exclusive of travel and lunch.

Working week: Monday to Friday excluding national holidays and Granicus Unplug days.

All pricing is quoted in pounds sterling (GBP) and prices are exclusive of VAT at the applicable rate (unless otherwise stated). Please note that the prices quoted on GXG's SFIA Rate Card represent the maximum rate charged for each skill/responsibility level.

Office hours: 9:00am to 5:30 pm Monday to Friday.

Travel, mileage subsistence: GXG reserves the right to charge expenses for services delivered onsite. This will be pre-agreed with the customer within the Call-off Contract. Please note that certain onsite training courses already include GXG expenses.

Mileage: As for travel, mileage subsistence.

Professional Indemnity insurance: included in day rate.