

 G-CLOUD 15

Pricing Overview

Granicus Experience Group



GXG Consultancy

GXG is Granicus' dedicated digital agency, committed to transforming citizen experience and driving meaningful digital engagement. We combine human-centred strategies, actionable data insights, and hands-on consultancy to help organizations unlock the full potential of their technology. Our tailored solutions deliver measurable impact—empowering public services to create better experiences and stronger connections with the communities they serve.

At GXG, our mission is to help public services become truly citizen-centric. Whether supporting a carer, engaging with a concerned resident, assisting a local business, guiding the planning process, or helping a parent or student, we enable you to create better experiences and maximize the value of your Granicus technology. Our guiding principle is simple: ensure people get what they need, when they need it—quickly, respectfully, and with lasting impact.

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 Programs



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.

GXG Training and Capacity Building Services

GXG empowers organizations to accelerate digital transformation through a curated suite of training and capacity-building services. Our programs 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

SERVICE(S)	PRICE *
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