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Pricing – Liberty Converse CX

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NETCALL

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1 Liberty Converse CX platform SaaS pricing

Table 1 - Liberty Converse CX platform pricing for all Editions (per annum)

Item	Edition Type (per annum)		
	Digital Edition	**Voice Edition**	**Digital & Voice Ed.**
Liberty Converse CX platform (including 10 concurrent Agents)	£5,400	£6,600	£7,800
Softphone	×	✓	✓
Voice Virtual Agent DTMF	×	✓	✓
Liberty Voice Connectivity (incl. 10 Voice Connection licences)	×	✓	✓
Liberty Voice Connection Minutes (7,500 per agent per month)	×	✓	✓
Call-Back	×	✓	✓
MS Teams Integration	×	✓	✓
Liberty Digital connectivity (incl. 5,000 Digital Messages per agent per month)	✓	×	✓
Digital Virtual Agent Chat Bot	✓	×	✓
Web Chat	✓	×	✓
Email	✓	×	✓
SMS (Gov.Notify, BT/EE SMS, Twilio)	✓	×	✓
Social Messaging (Facebook Messenger, Instagram, WhatsApp)	✓	×	✓
TTS characters (10 million)	×	✓	✓
Included Storage	50GB	100GB	150GB

2 Options

2.1 Additional Concurrent Agents

Table 2 - Pricing for additional Concurrent Agents (per agent per month)

Item	Price (per Agent, per month)
Digital Edition including: • 5GB storage • 5,000 Digital Messages	£45
Voice Edition including: • 10GB storage • Softphone • 1 Liberty Voice Connection • 7,500 SIP Liberty Voice Connection minutes	£55
Digital & Voice Edition including: • 15GB storage • 1 Liberty Voice Connection • Softphone • 5,000 Digital Messages • 7,500 Liberty Voice Connection minutes	£65

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2.2 Telephony options

Table 3 - Pricing for telephony options (per month)

Item	Price (per month)
Speech Recognition for Voice Virtual Agents (100 hours)	£180
Additional Liberty Voice Connections (per licence)	£7
Liberty SIP Channels (per channel)[1]	£8
DDIs for Liberty SIP Channels (UK geographic or non-geographic – per DDI)	£1
Third-party connected SIP Channels	FOC

Netcall can provide an SMS solution on request. Pricing will be dependent upon volume and destination, and is available on request.

2.3 Agent options

Table 4 - Pricing for Agent options (per agent per month)

Item (all agents must be licensed)	Price (per Agent, per month)
Agent Evaluation	£5
Screen Recording (including 5GB storage)	£5
Surveys	£5
Transcriptions (including 5 hours of transcriptions[2])	£5
Workforce Management and third-party WFM integrations	£5
Video Assist (includes 5 hours of video - Digital and Voice Edition Agents only)	£3.75
Liberty AI (includes 1,000 AI Units)	£5
Liberty AI Agent Assist	£5

[1] Including 1,000 outbound minutes to UK standard 01, 02, 03, 07 numbers

[2] Hours are reset each month (unused hours are lost)

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2.4 Liberty AI

Liberty Converse CX comes with several AI-powered features, which are continually being expanded and enhanced. Liberty AI is charged via AI Units, the number of AI Units consumed will depend on the task being carried out. AI units can be purchased as a monthly committed allowance (based on the number of concurrent agents – see Table 4), or as a standalone allocation from which Liberty Converse CX will draw down – see Table 5 and Table 6.

Table 5 - Liberty AI Units (per annum)

Item	Units included	Price (per annum)
Liberty AI Units	250,000 per month	£5,700

2.5 Increases to included items, Pre-paid Vouchers and Overuse

Customers can choose various options to extend their Converse CX platform.

Increase Capacity: Customers can at the start or any point during the contract, choose to increase the Capacity of their platform by paying an additional monthly fee.

Pre-paid Vouchers: Vouchers[3] are designed as a pre-paid pot of capacity that can be used to offset any monthly overuse and therefore avoid additional overuse charges. The packs are charged as a one-off fee.

Overuse: Should a customer use more than the inclusive items, additional options or vouchers, the customer will be billed in Overuse monthly in arrears.

[3] Vouchers do not increase the agreed monthly capacity. Vouchers can be used at any time in a contract term and are valid for 12 months, or the length of the contract (whichever is the shortest).

Table 6 - Pricing to increase included capacity (per month)

Item	Increase Capacity Price (per month)	Pre-paid Voucher Price (one-off)	Overuse Price (per unit)
Liberty Voice Connection minutes	£75 per 75,000 minutes	£90 per 75,000 minutes	£0.0015 per minute
Outbound minutes to UK standard 01, 02, 03, 07 numbers	£200 per 10,000 minutes	£240 per 10,000 minutes	£0.03 per minute
Digital Messages	£70 per 50,000 digital messages	£84 per 50,000 digital messages	£0.0021 per digital message
TTS characters	£65 per 1 million characters	£78 per 1 million characters	£0.0001 per character
Transcription hours	£100 per 100 hours	£120 per 100 hours	£0.025 per hour
Video Assist hours	£75 per 100 hours	£90 per 100 hours	£0.01875 per hour
Liberty AI Units	£95 per 50,000 AI units	£115 per 50,000 AI units	£0.0029 per AI unit
Speech Recognition hours for Voice Virtual Agents	£180 per 100 hours	£1,080 per 500 hours	£0.045 per minute
Extra Storage	£20 per 100GB	NA	£0.30 per GB

3 Delivery Services

Each customer implementation varies according to the scope of the solution purchased and delivery methodology chosen. The Professional Services required to implement the Liberty Converse CX solution is priced as per the SFIA Rate Card in Section 7.

3.1 Onboarding Pack

Provides a Netcall Customer Engagement Manager to initiate the onboarding, including access to Community and Academy resources, setup of the Liberty Controller instance, create a Success Plan, describe the delivery methodology and establish regular communication touchpoints. Project Management will also be engaged, and Technical Engineering resource is added to underwrite the technical requirements of the Success Plan and prepare the Converse CX tenant for the customer. This includes the core configuration for telephony and customer access.

3.2 Discovery Pack

Led by a Project Manager and Consultant, the Discovery engagement is designed to obtain, document and play back the scope of works for the configuration of Converse CX. This will require the customer key stakeholders to provide pre-requisite information, join meetings, and sign off the documented technical specification. During the Discovery meetings, Netcall Consultants will build out with the customer the initial contact centre configuration. The Discovery will also agree any project phases, and if applicable solution areas which are deferred to post go live.

3.3 Build Services

Build Services includes Project Management, Consultancy, Technical Engineering, and Solution Architect expertise to introduce Converse CX into an organisation with clear objectives and a robust delivery approach that focuses on time to value while accommodating the transformative impact of change. Your Solution Architect will guide you on the amount of Build Services required, noting that a minimum number of days to configure up to 5 contact centre groups is 10 Delivery Services days. Individual Days or Delivery Services Packs can be quoted for Build Services.

A typical 10 day Build Services project will include:

- Project Management (3 days)
- Omnichannel Contact Centre Configuration (4 days)
- Project Quality Assurance (QA) (1 day)
- Support for Customer UAT (1 day)
- Early Life Cycle Support (1 day)

The typical 10 day Build Services project will exclude:

- Build of any Virtual Agent flows using Intents and Natural Language Processing, Integrations, or AI.
- Consultancy for the use of Quality Management applications and/or Workforce Management.

3.4 Delivery Services Pack

Delivery Services can be purchased in Packs, consisting of 10, 20, or 40 days.

This pack enables blended Professional Services time, including Project Management, to fulfil one or more supporting services. The amount of Project Management time consumed from the pack will be dependent on the

complexity of the project, the duration the project runs for, and how engaged the customer is.

3.4.1 Consultancy

Provides a Netcall Professional Services Consultant to perform an assessment of the existing infrastructure, setup and processes, understand strategic goals and gather dimensions for the delivery of a solution design. Where appropriate Consultancy will provide a High-Level Design (HLD) document including a diagrammatic view of the deployment detailing all service and system touchpoints, integrations and outputs where available. While the aim is a customer — with training, Community resources and a Customer Engagement Manager oversight — is fully self-sufficient, the Consultancy Pack recognises a customer may require solution design, configuration and transformation expertise direct from Netcall.

3.4.2 Mentoring

Provides access to a Netcall Professional Services Technical Engineering resource to support Customers with their delivery of standard and bespoke configuration on Converse CX. This might range from assisting with the creation of virtual agents and in-queue flows, to creating a new application, to establishing third party integration via API. While the aim is a customer — with training, Community resources and a Customer Engagement Manager oversight — is fully self-sufficient, Mentoring recognises a customer may need support through direct technical guidance from Netcall.

3.5 Training

All Converse CX Training is provided as eLearning via the Community Academy. As this is self-learning content, there are no charges for customer users wishing to access the Converse CX Training.

4 Explanatory Notes

4.1 How does it work?

Netcall's Liberty Converse CX contact centre solution is based on a standard platform service fee. The charge for each additional agent is fixed and includes the functionality listed. Additional optional agent and platform functions attract additional fees.

A customer can choose how to purchase additional usage for items where a level of usage is included:

- Increase the level of included units as part of the service fee.
- Purchase an overuse pre-paid Voucher to provide a pot of transaction items that will be automatically drawn down whenever excess usage (overuse) is encountered. This is useful to cater for peak workload times.
- Pay an overuse charge based on actual over usage. Overuse charges are charged monthly in arrears.

4.2 Voice Connectivity and Call Charges

Liberty Converse CX Voice Edition, and the combined Digital and Voice Edition include Liberty Voice Connectivity. This includes the required Voice Connection licences and Voice Connection minutes to support processing of voice services across the platform.

Included in the Liberty Voice Connectivity are:

- Agent Softphone: Embedded WebRTC softphone to enable agents to handle contact centre calls directly from their browser.
- Voice Virtual Agent: Configure touch tone IVRs using an intuitive graphical flow designer.

- SIP Connectivity: Liberty Converse CX is telephony agnostic, as such the SIP connectivity options are available are:

Liberty SIP Channels – Calls over the Public Network

Inbound and Outbound calls over the public network are supported through the inclusion of Liberty SIP Channels.

Liberty SIP Channels include bundled outbound minutes to UK standard geographic, non-geographic and mobile numbers (01, 02, 03, 07) supporting outbound calls from Agents, call backs, and calls to connect Agents where they are answering using a DDI or Mobile connected device.

There are no charges for inbound minutes (except where using a freephone non-geographic number, for example 0800) and customers can purchase any number of geographic and non-geographic numbers to support their service.

Bring Your Own SIP Trunk

Customers who already have an IP PBX or Session Border Controller (SBC), whether on premise or hosted can have connected calls over SIP. Connectivity to Liberty Converse CX will be via the Public Internet supported by Secure SIP protocols.

Inbound and Outbound calls will route via your IP PBX or SBC and carrier services, this includes integrating Converse CX to Microsoft Teams.

Fair Use Policies

Some features and capabilities have a fair use policy to ensure that resources are fairly allocated between all customers.

- **Ask Liberty AI:** The maximum size for Documents and Collections per Converse CX tenant is 250MB, with a limit of 3MB per individual document. Customers will be shown a warning message if exceed this.
- **Email Channel**: The maximum size of inbound or outbound emails (including attachments is 40MB. There is an allowance of 1GB of emails per agent.
- **BYO SMS:** We do not intend that Converse CX is used for mass outbound SMS messaging, nor campaigns; as such BYO SMS messages should not constitute more than 25% of monthly message usage.

4.3 Definitions

Digital Message means a message that is either (a) sent by the Hosted Service; or (b) received by the Hosted Service. Includes messages through any of the following channels (via a live or virtual agent): SMS (BT Smart Messaging, Gov.Notify, Twilio); Facebook, Instagram; WhatsApp; email (an email received by the Hosted Service uses 1 Digital Message; a reply from a live or virtual agent (including auto-acknowledgments) uses 1 Digital Message; and emails sent by the Hosted Service to multiple recipients counts as 1 Digital Message per email recipient); Tasks (interactions generated by any external system); API Step messages (e.g. each API step uses 1 Digital Message for every API call); App Step messages (e.g. each App Step uses 1 Digital Message per every App page displayed); and any other channels which the Hosted Service is able to send and receive messages from.

5 Discounts

Pricing and the discounts outlined in this document apply to a 12-month term and for individual solutions only.

We recognise that while many customers share similar requirements, each organisation also has unique needs. Netcall can offer discounts based on volumes, multi-year and/or multi-solution agreements. With this in mind, Netcall is open to discussing additional discounts for multi-solution packages or extended-term agreements.

6 Term and charge levels

The minimum term is 12 months.

Converse CX pricing is subject to a minimum charge equivalent to 10 Agents, subject to the Edition chosen.

6.1 Indexation

With effect from the end of the initial term any extension options in the call off agreement will be subject to an increase in price equal to the previous month's 12 months' rate for the retail prices index ("**RPI**") plus 2%.

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7 Skills for the Information Age (SFIA) rate card

Table 7 - Professional Services day rates based on the SFIA grades

GC15 SFIA Rates	Strategy and architecture	Change and transformation	Development and implementation	Delivery and operation	People and skills	Relationships and engagement
1. Follow	£780	£780	£780	£780	£780	£780
2. Assist	£950	£950	£950	£950	£950	£950
3. Apply	£1,140	£1,140	£1,140	£1,140	£1,140	£1,140
4. Enable	£1,340	£1,340	£1,340	£1,340	£1,340	£1,340
5. Ensure, advise	£1,480	£1,480	£1,480	£1,480	£1,480	£1,480
6. Initiate, influence	£1,785	£1,785	£1,785	£1,785	£1,785	£1,785
7. Set strategy, inspire, mobilise	£1,940	£1,940	£1,940	£1,940	£1,940	£1,940

7.1 Standards for delivery services day rate cards

Netcall's standards are based on the following definitions, but may be subject to change in line with scope of individual call-off agreements.

- **Consultant's working day:** 7.5 hours exclusive of travel and lunch
- **Working week:** Monday to Friday excluding national holidays
- **Office hours:** 9:00am to 5:30pm Monday to Friday
- **Travel, mileage subsistence**: Excluded, billed at cost
- Work outside of standard hours may be subject to additional charges.

8 Contact

Should further information be required, please contact:
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