



G Cloud 15 BT Price Card for Smart Messaging Tailored for Healthcare from BT

1 Price Card

All prices exclude VAT.

The **Smart Messaging Tailored for Healthcare** Price Card is subject to a Call-Off Term of 12 months.

Please note any SMS* has a 160 character limit and where multiple SMS are concatenated for longer messages a Charge will apply to each SMS used.

Table 1 - SMS Communications Service provides access for SMS Users with access to basic reports. No set-up Charge applies. Charges are per API.

BT Service Order Reference Number	Service Description	Monthly Recurring Charge
BT-L2b-0200	Basic API (http, smpp, smtp)	£50.00
BT-L2b-0201	Connect API – SMS (RestFul API)	£100.00

Table 2 - UK SMS* has 1 charging Tier per calendar month.

BT Service Order Reference Number	SMS Tiers	G Cloud Per SMS Charge
BT-L2b-0202	Per SMS	£0.035

Table 3 - UK SMS* has 1 charging Tier per calendar month.

BT Service Order Reference Number	SMS Tiers	G Cloud Per SMS Charge
BT-L2b-0203	International SMS Messages	£0.11

[Table 4](#) UK Short Codes, UK Virtual Mobile Number and Keywords.

BT Service Order Reference Number	Service Description	Per SMS Reply Charge	One Off Charge	Monthly Recurring Charge
BT-L2b-0204	Virtual Mobile Number	£0.00	N/A	£5.00
BT-L2b-0205	Dedicated Short Code^	£0.05	£950.00	£950.00
BT-L2b-0206	Dedicated Free to End User Short Code^	£0.05	£950.00	£950.00
BT-L2b-0207	Keyword on Shared Short Code	£0.05	£50.00	£50.00

[Table 5](#) RCS Business Messaging: Set up and Agent

BT Service Order Reference Number	Service Description	One off Charge	Monthly Recurring Charge
BT-L2b-0208	RCS Business Messaging set up (Per agent)	£450.00	N/A
BT-L2b-0209	RCS Business Messaging monthly fee* (any UK Network excluding Vodafone)	N/A	£100.00
BT-L2b-0210	RCS Business Messaging monthly fee (Vodafone)	N/A	£600.00
BT-L2b-0211	Additional RCS Agent** (any UK Network excluding Vodafone)	N/A	£50.00
BT-L2b-0212	Additional RCS Agent (Vodafone)	N/A	£600.00

* Standard monthly fee includes 1 API per customer account and 1 RCS Agent. If sending to Vodafone devices, the monthly fee (Vodafone) will be charged in addition.

**RCS Agent – a conversational entity that users interact with. One agent is created for each brand the Buyer manages.

[Table 6](#) - Channel usage for RCS Business Messaging.

BT Service Order Reference Number	SMS Tiers	G Cloud Per SMS Charge
BT-L2b-0213	RCS Branded Message This type of RCS message is limited to 160 characters and doesn't support rich media such as images or carousels.	£0.035
BT-L2b-0214	RCS Single Message An RCS Single Message is a one-way business message sent to a recipient and isn't limited to 160 characters. It allows for rich content, such as images and videos. If the message is text-only, the character limit is 1,000. However, if the message includes rich media, the character limit is extended to 2,000 characters, with a media attachment of up to 200MB.	£0.05

BT Service Order Reference Number	SMS Tiers	G Cloud Per SMS Charge
BT-L2b-0215	RCS Conversation An RCS A2P Conversation starts when a customer replies to an RCS Single Message within 24 hours. Any messages sent in the next 24 hours are part of this conversation. It includes rich media, suggested replies, and carousels for interactive two-way communication.	£0.11



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Registered office: One Braham, Braham Street, London, E1 8EE

Registered in England no. 1800000

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