



Business Systems (UK) Limited

G-Cloud 15

Pricing Document

Conversational AI



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1 Who are Business Systems?

Business Systems is an independent UK-based transformation partner with over 35 years' experience supporting organisations to modernise customer experience and contact centre operations.

We deliver outcome-driven solutions across AI and Automation, CX Management, Workforce Engagement Management, and Monitoring and Compliance. Our consultative, vendor-neutral approach supports complex, mission-critical environments, enabling secure transitions from legacy systems to modern, cloud-based platforms while maintaining operational integrity, regulatory compliance, and delivering measurable return on investment.

2 Service Pricing – Conversational AI

Pricing for Proactive AI solutions is driven by anticipated interaction volumes, solution complexity, integrations with core business systems, and the number of LLMs required to support the use case. A discovery and scoping phase is required to confirm final costs. Indicative pricing may range from £0.50 per interaction for simpler implementations, increasing to £5.00+ per interaction where advanced orchestration, multiple integrations, or higher-complexity AI models are required.

Business Systems utilises a range of Proactive AI solutions depending on the specific use case and customer requirements. Pricing is typically based on a combination of expected interaction volumes, the number and complexity of integrations with business systems, and the number and type of Large Language Models (LLMs) required. As a result, costs are confirmed following discovery and detailed scoping. As an indication, pricing may range from approximately £0.50 per interaction for lower-complexity use cases to £5.00 or more per interaction for more complex journeys, integrations, and AI orchestration.

Professional services are charged at £1200 per day subject to scope.

Business Systems (UK) Limited

**“Driving Positive Business Outcomes through Tailored Customer Experience,
Compliance and Complete Communications”**

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