

Friends and Family Test Collection & Analytics System

SmartSurvey **Public Sector FFT Plan**

Collect, analyse and report on FFT at scale — securely and compliantly.

SmartSurvey provides a complete system for collecting Friends and Family Test (FFT) responses and turning them into meaningful insight. NHS organisations use the platform to capture feedback across multiple channels and analyse results using built-in dashboards and reporting tools.

Monitor performance, identify trends, and meet national FFT reporting requirements using one secure, enterprise-grade system. SmartSurvey is ISO 27001 and Cyber Essentials Plus certified and exceeds NHS DSP Toolkit requirements, ensuring the highest standards of security and compliance.

Pricing

The table below shows different cost options depending on your usage requirements:

Product	Number of users	Number of sites	Annual Price
Public Sector FFT (A)	Unlimited	1	£25,000
Public Sector FFT (B)	Unlimited	2	£32,000
Public Sector FFT (C)	Unlimited	3	£37,000
Public Sector FFT (D)	Unlimited	4	£42,500
Public Sector FFT (E)	Unlimited	5	£47,000
Public Sector FFT (F)	Unlimited	6	£52,000
Public Sector FFT (G)	Unlimited	7+	£61,000

What's included

The yearly subscription price includes:

- Access to all '**Public Sector FFT**' features, see service definition document for details.
- Access to API & Webhooks
- SSO (single sign on) instance
- Access to new releases specific to this account type, including any bug fixes.
- Telephone Support during UK trading hours (Monday – Friday / 9am – 5.30pm), plus 24/7 access to support tickets via app dashboard and live chat.

Add-ons

Additional responses	Additional 5,000 responses	£250
Additional user	Additional user licence per year (outside of pricing bundles)	£1,500 per user
Multi-domain licences	Access for users on multiple domains (such as additional sites)	£9,000 per additional site
Training	3-hour online training session, minimum of 3 users, recommend a maximum of 10 users per session. £600 for 10 users, £200 per additional user. Follows a standard agenda covering the core functionality across creating your survey, collecting results and analysing your responses	£600 for 10 users
Custom Training	3-hour customised online training session, minimum of 3 users, recommend a maximum of 10 users per session. £1050 for 10 users, £300 per additional user	£1,050 for 10 users
Rate card	Provision of a rate card (for any possible enhancements, design, and custom development). 5 hours minimum required.	£1,000 for 5 hours

UK SMS Bundles

Number of credits	Price
0 - 25,000	5.5p per SMS credit
25,001 - 50,000	5p per SMS credit
50,001 - 100,000	4.5p per SMS credit
100,001 - 250,000	4p per SMS credit
250,000 +	3.8p per SMS credit

Notes

- All costs quoted exclude VAT at the prevailing rate and expenses (where applicable)
- Overuse of emails and APIs will be subject to an additional cost
- API limited to 180 requests per minute and 10,000 per day
- SMS bundle pricing for UK SMS only, contact us for global rates