

CX Feedback & Insight Platform

SmartSurvey **Public Sector CX Plan**

Turn experience feedback into actionable insight.

SmartSurvey provides a CX feedback and insight platform for public sector organisations to collect, analyse and act on experience data from customers, citizens, patients and service users.

Bring together feedback from multiple services and channels, apply consistent reporting, and share insight across teams to drive service improvement. 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 Responses	Emails per month	Annual Price
Public Sector CX (A)	3	50,000	150,000	£25,000
Public Sector CX (B)	5	100,000	300,000	£32,000
Public Sector CX (C)	10	250,000	750,000	£38,000
Public Sector CX (D)	15	500,000	1,500,000	£45,000
Public Sector CX (E)	20	750,000	2,250,000	£52,500
Public Sector CX (F)	50	1,000,000	3,000,000	£67,500
Public Sector CX (H)	Unlimited	500,000	1,500,000	£75,000
Public Sector CX (I)	Unlimited	750,000	2,250,000	£87,500

What's included

The yearly subscription price includes:

- Access to all '**Public Sector CX**' features, see service definition document for details.
- Access to API & Webhooks
- SSO (single sign on) instance
- Custom domain - brand your survey links with a domain of your choice. i.e. surveys.yourdomain.gov.uk.
- 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 arm length bodies).	£5,000 per additional domain
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
Integrations	Access to Salesforce integration	£5,000 per year
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