Pricing

SurveyOptic subscriptions are priced based on the number of administrator accounts, with one administrator account named as the primary account. Administrator accounts have the ability to create and manage surveys. An unlimited number of user accounts can be created for any instance. Pricing is a quarterly or annually recurring fee. G-Cloud pricing* is given in the table below:

Admin Accounts	Responses	User accounts	Quarterly total price	Annual total price	Effective minimum price per user per month
Up to 3	up to 10 000	unlimited	n/a	£2,000.00	£55.55
Up to 5	up to 10 000	unlimited	£900	£3,000.00	£50.00
Up to 10	unlimited	unlimited	£1,650	£5,500.00	£45.83
Up to 25	unlimited	unlimited	£3,900	£13,000.00	£43.33
Up to 50	unlimited	unlimited	£7,500	£25,000.00	£41.66
Up to 100	unlimited	unlimited	£14,700	£49,000.00	£40.83
Up to 250	unlimited	unlimited	£18,600	£59,000.00	£19.66
Unlimited**	unlimited	unlimited	£24,000	£80,000	

* all pricing is exclusive of VAT at 20%
** for users on a single email domain

SurveyOptic will be set up a on subdomain of your choice, to brand your survey links, e.g. surveys.yourdomain.com or yourdomain.surveyoptic.com

Modules

The following functionality is available as optional modules:

Module	Description	Annual total price
Invites	Automated email and text invite sending, per 10 000	£1,000.00
Automated reports	Fully customised automatically delivered reports, per 10 000	£1,000.00
Dashboards	Editable real time results dashboards	£2,000.00

Education Pricing

SurveyOptic subscriptions are available to education institutions at a 40% discount on subscription prices, minimum contract period one year.

Setup

System setup including matching organisational branding, and set up controlled access and initial users accounts is a fixed cost of £500.

Training

SocialOptic also offer training. Training is optional assuming supplier requirements for skills are met, but is recommended for ensuring best practice and understanding the full range of functionality in SurveyOptic. Training can also include assistance with customisation. The cost of the training is:

> £400/group for an online course
> £1,500/group for an onsite course (4-6 hours)

For onsite courses, travel costs are payable at the department's standard T&S rates.

Maximum of 12 participants per class.

Survey Design

There is no additional cost for adding, editing or removing surveys or questions via the SurveyOptic web interface. If required, SocialOptic will work with you to design and develop a survey to meet your needs. This is a fixed cost option at £800 per survey (with up to 3 design revisions and up to 30 questions).

Custom Reporting

A standard set of reports and full data export are included in the basic service. Custom report templates can be produced and designed by SocialOptic at a fixed cost of £500 per template (with up to 3 design revisions).

Onboarding

Optionally, SocialOptic can import all your existing survey and response data from any standard file format at rate card rates.

Offboarding

There is no charge for exporting your data.

Single Sign-On Integration

We can offer optional Single Sign-On Integration for Microsoft Active Directory, Microsoft Azure or LDAP, for a one off set up fee of £1500.