



Service Definition

TTEC Digital Google CCAI and GenAI Managed Services



Table of Contents

Table of Contents.....	2
1. Introduction.....	4
1.1. Company Overview.....	4
1.2. Value Proposition.....	5
1.3. What the Service Provides	6
1.4. Overview of the G-Cloud Service	7
1.5. Associated Services	8
2. Data Protection	9
2.1. Information Assurance	9
2.2. Data Back-Up and Restoration.....	11
2.3. Business Continuity Statement/Plan.....	11
2.4. Privacy by Design	11
3. Using The Service	12
3.1. Ordering and Invoicing	12
3.2. Pricing Overview	12
3.3. Availability of Trial Service.....	12
3.4. On-Boarding, Off-Boarding, Service Migration, Scope etc.....	12
3.5. Training	12
3.6. Implementation Plan	12
3.7. Service Management	13
3.8. Service Constraints	14
3.9. Service Levels.....	14
3.10. Outage and Maintenance Management.....	14
3.11. Financial Recompense Model for not Meeting Service Levels	14



- 4. Provision of the Service.....15**
 - 4.1. Customer Responsibilities15**
 - 4.2. Technical Requirements and Client-Side Requirements.....16**
 - 4.3. Outcomes/Deliverables.....16**
 - 4.4. Development Life Cycle of the Solution.....16**
 - 4.5. After Sales Account Management16**
 - 4.6. Termination Process.....17**
- 5. Our Experience 18**
 - 5.1. Case Study 18**
 - 5.2. Clients 18**



1. Introduction

1.1. Company Overview

TTEC Consulting (UK) Limited, a TTEC Digital Company, is the legal entity for G-Cloud 14. TTEC Consulting (UK) Limited is ultimately owned by TTEC Holdings, Inc., a listed company publicly traded on the NASDAQ Stock Exchange.

TTEC Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enabled CX with solutions from TTEC Engage and TTEC Digital. The Company's Digital business designs, builds, and operates omnichannel contact centre technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition and growth, content moderation, fraud prevention, and data annotation solutions.

At TTEC Digital, we believe the conversation, where a customer directly engages with your brand, is the most critical moment in the customer journey. In that moment, the experience can deepen a customer relationship, or damage it forever. That is why TTEC Digital is singularly obsessed with optimising CX at the point of conversation.

These conversations, and the contact centre enter technologies that support them, are inseparable. With that in mind, we have built our business around helping clients apply powerful technology and proven CX strategy together.

Our decades of innovation on the world's leading technology platforms, and proven expertise in CX strategy, data and analytics, AI and more, have made TTEC Digital a leader in creating deep customer relationships at the point of conversation.

We balance these exceptional customer experiences with your key business priorities. By putting the experience first, we help you find the highest levels of customer satisfaction at the lowest total cost.



Whether you are moving your contact centre to the cloud for the first time, optimising your current customer data and customer experience platforms, or exploring advanced automation and AI, TTEC Digital can help. All while protecting the most crucial part of the customer journey: The conversation.

1.2. Value Proposition

TTEC Digital's partnership with Google offers an individualised approach that combines Google's cloud based service flexibility with TTEC Digital's expertise for a smooth but impactful transformation. TTEC Digital combines Google's cloud contact centre capabilities with our own operational dexterity and strategic experience to build a custom solution that meets the unique needs of agile businesses. Through TTEC Digital's Managed Services you will enjoy the advantage of a dedicated, tenured organisation provides.

Contact Centre Technology Services

Your contact centre serves as the main point of interaction between your business and your customers. Effective technology, AI-empowered agents, and clear processes are critical to convert these customer interactions into key business outcomes like customer satisfaction, loyalty, and sales growth.

Experience Transformation

With your business goals serving as the north star, our experience transformation team will help you understand, envision, design, and build world-class customer and agent experiences that help you achieve real business value at scale.

Managed CX Services

Today's modern contact centre environment is complex, whether you operate on-premise or in the cloud. Our managed services team applies decades of platform expertise and hands-on experience to enhance your customer experience today and optimise it for tomorrow.



Data and Analytics

Harnessing the power of your data is critical to differentiate your customer experience. TTEC Digital's data and analytics solutions gather customer and journey data from across your organisation – and harness AI to transform it into insights that strengthen your connection with customers and introduce valuable efficiencies to your contact centre operations.

Product Innovation

Built on the legacy expertise of TTEC Digital, our comprehensive portfolio of IP solutions is designed to help you effortlessly deploy new features and customer experience capabilities into your contact centre environment.

AI-Infused CX Delivery

While AI may feel like new, disruptive CX technology, it has been a foundational part of our CX delivery for years. Whether you are looking to launch AI initiatives at your organisation, or are ready to expand, we have the expertise you need. Start with an assessment of your current capabilities, and we will build a customised roadmap from there.

1.3. What the Service Provides

CCAI IVA Webchat/voice service offering helps a customer start or expand a conversational AI by enabling implementation of Generative AI powered Virtual Agent Live Webchat. Ideal for customers looking for Virtual Agents in their CX Transformation journey and get hands-on experience with CCAI in a low-risk, low-cost model.

TTEC Digital provides tiered Managed Services covering Google CCAI and Gen AI in the areas of client success management, incident management, platform adoption and voice flow monitoring where applicable, TTEC Digital is an award-winning organisation with multiple certifications that has an unsurpassed ability to provide an industry leading CX cloud platform. The Support Centre is available 24/7 for any technical issues that you might have. Through our



managed service offering you can open support incidents, review case notes, or provide updates.

1.4. Overview of the G-Cloud Service

TTEC Digital's Google CCAI and GenAI service, offers turnkey omni-channel contact centre solutions using AI/ML, GenAI, cloud scalability, and multi-experience capabilities. It integrates tightly with corporate knowledge bases and CRM systems to unify sales, marketing, and support teams around data. The solution leverages Google's Contact Centre AI Platform to provide human-like AI-powered experiences, reducing costs and freeing up agents' time.

TTEC Digital can provide Managed Services for Google CCAI environments via two offerings, Essential and Plus. The following section details each offering.

Essential

- Client Success Management ¹
 - Native Google "Out of Box" reports
- Incident Management
 - CCAI application break/fix support
 - Google engagement (i.e., Product Defects)
- Platform Adoption
 - 180 hours per year ²
 - Moves/Adds/Changes/"How To"

Plus

- Client Success Management ¹
 - Customer Success Manager
 - TTEC Digital Performance Analytics
- CCAI Readiness Assessment
 - Virtual Agent Configuration Audit
 - Best Practice Recommendations
- Incident Management
 - CCAI Cloud break/fix support



- Google Engagement and Escalation
 - Single point of contact (BYOC/Telco) – Swivel³
- Platform Adoption
 - 360 hours per year²
 - Moves/Adds/Changes/"How To"
 - Quarterly webinar features and capabilities
- Voice Flow Monitoring
 - Customer Experience

NOTE:

¹ TTEC global services model will apply; US Only services model is available.

² 20% of monthly hour allotment can be rolled over into the following month.

³ Carrier Single Point of Contact (SPOC) is for one circuit.

1.5. Associated Services

Not applicable – this is a standalone service.



2. Data Protection

2.1. Information Assurance

Information security is one of the important pillars of TTEC Holdings, Inc. (NASDAQ: TTEC) and TTEC affiliates core global business model, and maintaining it is crucial for our company, our stakeholders, and our clients. By performing internal audits and independent IT compliance audits, the results provide information that can be used to improve operations, enhance accountability, and identify areas for improvement.

The adherence and certification to multiple compliance frameworks ensures that TTEC maintains industry standards to secure data and network systems for our business and our clients. To maintain compliance across these frameworks, TTEC contracts an independent, third party, accredited, qualified auditing firm to conduct the following assessments. Depending on the platform, TTEC technology environment and business facility space, TTEC aligns and is certified under these compliance frameworks:

Engage:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 1 Type II (SSAE 18) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.
- ISO 27001: 2013 (will be moving to 2022 in 2025) - maintained and assessed annually.
Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

Digital:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.
- ISO 27001: 2013 (will be moving to 2022 in 2025) - maintained and assessed annually.
Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

**TTEC Consulting (UK) Limited and TTEC (UK) Solutions Limited Environments (EU Cloud Services Only):**

- Cyber Essentials Certificate of Assurance (Basic) - maintained and assessed annually for EU cloud services only.
- Cyber Essentials Certificate of Assurance (Plus) - maintained and assessed annually for EU cloud services only.

Cyber Essentials and Cyber Essentials Plus are certifications developed and recognised by the UK government to help organisations protect themselves against common cyber threats and demonstrate their commitment to cybersecurity best practices.

TTEC's achievement of the Cyber Essentials and Cyber Essentials Plus certifications validates TTEC's security controls and safeguards implemented and maintained adhere to these cybersecurity best practices, how we secure TTEC and our clients against common cyber threats and how TTEC demonstrates, annually, our commitment to improving our cybersecurity posture to align to these best practices.

The following provides an overview of each Cyber Essentials Certification assessment which includes but not limited to:

- Cyber Essentials Certification:
 - Focuses on five key areas of cybersecurity: boundary firewalls and internet gateways, secure configuration, user access control, malware protection, and patch management.
 - Designed for organisations of all sizes and sectors.
 - Requires organisations to complete a self-assessment questionnaire and provide evidence of their cybersecurity measures.
 - Certification is valid for one year and can be renewed annually.
 - Provides a basic level of assurance to customers, suppliers, and stakeholders that an organisation has implemented essential cybersecurity controls.
- Cyber Essentials Plus Certification:
 - Includes all the requirements of Cyber Essentials certification.



- Involves an independent assessment and verification of an organisation's systems to ensure they meet the necessary security standards.
- Requires organisations to undergo vulnerability scanning and penetration testing.
- Provides a higher level of assurance compared to Cyber Essentials certification.
- Certification is valid for one year and can be renewed annually.

2.2. Data Back-Up and Restoration

Data back-up and restoration is not applicable for this Managed Service offering.

2.3. Business Continuity Statement/Plan

This section is not applicable to the Managed Service offering.

2.4. Privacy by Design

TTEC Digital accommodates applicable data privacy regimes through bespoke data processing agreements (DPA) with its customers that set forth relevant rights and obligations in the context of the data controller-data processor relationship. TTEC Digital also applies appropriate agreed technical and organisational measures and data privacy safeguards (including intercompany standard contractual clauses) to satisfy the legal requirements and the DPA undertakings.



3. Using The Service

3.1. Ordering and Invoicing

Buyers wishing to find out more about this service and how to order should contact Wayne Kay, VP EMEA, at wayne.kay@ttecdigital.com

3.2. Pricing Overview

TTEC Digital can provide Managed Services for Google CCAI and Gen AI customer environments. TTEC Digital offers the following Plans: Essential and Plus. Plus offers additional benefits not included with Essential.

3.3. Availability of Trial Service

Managed services can be provided on a trial basis if required. A special agreement will be required to define service levels and requirements of the trial.

3.4. On-Boarding, Off-Boarding, Service Migration, Scope etc.

TTEC Digital will work with you to define the Success Plan that fits your needs. A transition to our Managed Service group will occur; at which point all onboarding will occur. Depending on the level of Managed Services you have selected this could include identifying test plans, end point requirements and monitoring data sets.

3.5. Training

Training will occur as part of the onboarding process and transition to Managed Services.

3.6. Implementation Plan

TTEC Digital will provide an implementation plan if needed. In most cases the solution is in place and so, no additional implementation is needed to enable Managed Services.



3.7. Service Management

TTEC Digital can provide Managed Services for Google CCAI environments via two offerings, Essential and Plus. The following section details each offering.

Essential

- Client Success Management ¹
 - Native Google “Out of Box” reports
- Incident Management
 - CCAI application break/fix support
 - Google engagement (i.e., Product Defects)
- Platform Adoption
 - 180 hours per year ²
 - Moves/Adds/Changes/“How To”

Plus

- Client Success Management ¹
 - Customer Success Manager
 - TTEC Digital Performance Analytics
- CCAI Readiness Assessment
 - Virtual Agent Configuration Audit
 - Best Practice Recommendations
- Incident Management
 - CCAI Cloud break/fix support
 - Google Engagement and Escalation
 - Single point of contact (BYOC/Telco) – Swivel ³
- Platform Adoption
 - 360 hours per year ²
 - Moves/Adds/Changes/“How To”
 - Quarterly webinar features and capabilities
- Voice Flow Monitoring
 - Customer Experience

**NOTE:**

¹ TTEC global services model will apply; US Only services model is available.

² 20% of monthly hour allotment can be rolled over into the following month.

³ Carrier Single Point of Contact (SPOC) is for one circuit.

3.8. Service Constraints

There are no significant constraints to identify. Most support is performed remotely, as the solutions are cloud-based, and most often there is minimal premise-based devices or hardware that would require onsite service. Our standard support model includes the use of global resources. Resources constrained to particular region can be discussed if required.

3.9. Service Levels

Information on Service Level details about Webex Contact Centre services will be provided by TTEC Digital during customer engagement.

3.10. Outage and Maintenance Management

TTEC Digital offers CX Success Plans for Google CCAI and Gen AI customers: Essential and Plus.

3.11. Financial Recompense Model for not Meeting Service Levels

TTEC Digital will pass on any vendor specific availability credits where applicable.



4. Provision of the Service

4.1. Customer Responsibilities

Examples of details required are as below, these will be clarified during engagement for the Managed Service offering under discussion:

- Device related information
 - Host names
 - IP Addresses
 - Application-specific administrative accounts for TTEC Digital use
 - Other device information as requested by TTEC Digital including but not limited to physical location.
- Operational related information
 - Contact names, telephone numbers, email addresses, locations
 - Direct remote access (Virtual Private Network ("VPN") required)
 - Escalation contact information
 - Change related information
 - Any other required operational or process information
- Timely submission of requests for Extended Support Services.
- Definition of the change requirements. Any time used by the TTEC Digital to further define change requirements will be deducted from the Client available hours.
- Provide files or documentation needed by TTEC Digital to complete the request.
- Clients are requested to alert TTEC Digital of any Maintenance that may cause outages. TTEC Digital will open incidents for all outages reported.
- If Client requests services from TTEC Digital that are outside of TTEC Digital's contracted scope, TTEC Digital reserves the right to charge Client for those services at TTEC Digital's then current standard hourly rate.



4.2. Technical Requirements and Client-Side Requirements

TTEC Digital offers CX Success Plans for Google CCAI and Gen AI customers: Essential and Plus.

4.3. Outcomes/Deliverables

TTEC Digital offers CX Success Plans for Google CCAI and Gen AI customers: Essential and Plus.

4.4. Development Life Cycle of the Solution

TTEC Digital have Customer Success Managers in both Managed Service options

4.5. After Sales Account Management

Once you become a TTEC Digital Customer, you will be assigned a Customer Success Manager, who will be responsible for the relationship with your organisation. Your Customer Success Manager will act as your trusted advisor and will get to know you and your business and help you to identify key strategic objectives to meet your organisational goals. Your Customer Success Manager will also run regular business/service reviews with you to make sure that we are helping you to deliver effective solutions and will also help you to roadmap your journey to digital transformation. Your Customer Success Manager is your first point of escalation in times of need. Whilst our teams will align directly with your teams (Project and Programme Management, Service, Support, Procurement, Finance, etc), your Customer Success Manager will take overall responsibility for the relationship and communication with your organisation.

TTEC Digital's Customer Success Strategy is to make sure that we meet and exceed your expectations. We see the role as a key function to ensure smooth service delivery and to educate, benchmark and challenge the status quo, helping you to drive efficiencies and outstanding Customer Experience wherever possible.

We see effective Customer Success Management as a way to build a long term and valuable partnership with your organisation.



4.6. Termination Process

TTEC Digital is open to entertaining reasonable termination mechanisms as part of the contract negotiation that will account for the specificities of the individual business opportunity and the associated commercial terms.



5. Our Experience

5.1. Case Study

Information on past customers and details on case studies will be provided by TTEC Digital during customer engagement.

5.2. Clients

Information on past customers and details on case studies will be provided by TTEC Digital during customer engagement.



Contact Us

Wayne Kay
Vice President, EMEA
E: wayne.kay@ttecdigital.com
T: +44 (0) 7967305068

www.ttecdigital.com

ABOUT TTEC DIGITAL

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. Today customer conversations, and the contact centre technologies that support them, are inseparable. We bring decades of innovation experience across the world's leading contact centre technology platforms – and blend it with in-house expertise in CX strategy, data and analytics, AI and more – to help organisations maximise their technology investments and create truly exceptional customer experiences.