Service Definition

TTEC Digital CX Strategy Refresh

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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

By refreshing the citizen / customer experience strategy, the Service helps organisations to:

- Define the changes required to deliver more effective and more efficient experiences for citizens,
- How this will achieve their strategic and operational citizens experience commitments, objectives, and performance targets.
- Align internal and external stakeholders to refreshed strategy and the changes that will be required.

1.3. What the Service Provides

The Service provides a structured approach to refreshing the citizen / customer experience strategy, aligning internal and external stakeholders, creating an implementation plan and business case.

1.4. Overview of the G-Cloud Service

The Service engages and encourages participation and collaboration with the key stakeholders and consists of the following steps:

1. An assessment of the external and internal factors that are driving the need to refresh the CX strategy –, political, economic, social, technology, legal, environmental factors across a local, national, and global perspective as well as including the internal factors of current levels of performance attainment and stakeholder opinion.
2. An assessment of the extent to which the of the current citizen / customer experience vision, strategy, and performance targets are fit for purpose to meet the impact of external and internal factors.
3. A best practice benchmarked maturity assessment of the current citizen / customer experience delivered and the operational performance of the contact centre.

4. A stakeholder participation event that includes:

- An external perspective of what is changing in citizen / customer experience.
- A play back of the current strategy and the results of the assessments and gaps to best practice.
- A facilitated discussion of the implications, opportunities, and risks of not changing the current strategy.
- A facilitated discussion to identify and get stakeholder alignment to the prioritised changes required to the citizen / customer experience strategy and the timescale to achieve them.

5. A time based and prioritised transformation roadmap that outlines the recommended changes to the contact centre strategy to achieve the improved citizen experiences and operational performance targets.

6. A high-level design and impact assessment of a new contact centre operating model including changes to citizen journeys, the contact centre team structure, peoples' roles and skills, processes, operational procedures, the current systems, and data flows.

7. A business case made of benefit quantification and costed implementation plan for the new operating model.

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.

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

2.2. Data Back-Up and Restoration

The Service does not require Data Back-Up and Restoration.

2.3. Business Continuity Statement/Plan

TTEC and TTEC's affiliates are committed to business continuity planning, a prudent business practice to protect employees, clients, stakeholders, and TTEC from various risks and events that may impact the ability to conduct business. TTEC's programme aligns with ISO 22301, NIST 800-34 & 84, CSF (Cyber Security Framework) and Disaster Recovery Institute International – The Professional Practices for Business Continuity Management.

TTEC, being a global company, must remain diligent and be prepared when unexpected incidents occur (fire, earthquakes, typhoons, hurricanes, human events, etc.). TTEC's Crisis and Resiliency Management programme, which includes Business Continuity (BC) and IT Disaster Recovery (DR), emphasises the ability to continue providing business services in the face of adverse operational impacts. TTEC's Global Crisis Management Programme is led by the Vice President of Business Continuity (BC) and IT Disaster Recovery (DR).

TTEC's approach to global crisis and business continuity and IT disaster recovery is to adhere to guiding principles of: Putting People First; Establish Trust; Protection of Clients; and Providing Leadership, with managing unexpected and expected incidents and events. With a strong focus on these principles, TTEC will have the ability to anticipate, prevent, recover from, and learn from crises that may impact employees, facilities, brand/reputation, or operations. Along with TTEC achieving the protection of TTEC's people, TTEC's clients and client's brand, profits and TTEC's brand.

TTEC's Global Crisis and Business Continuity (BC) and IT Disaster Recovery (DR) Management programme has developed a product-driven customer focused recovery model that is both practical and scalable. TTEC establishes, implements, and maintains world class crisis response capabilities through solidifying policies and procedures for response to an emergency or other occurrence that can compromise the privacy, confidentiality, integrity, or availability of Client Personal Information and/or damage TTEC's information systems. Such policies and procedures include, but are not limited to: creating and maintaining retrievable copies of Client Personal Data; restoring any loss of Client Personal Information; enabling continuation of critical business processes involving Client Personal Information in emergency mode; assessing relative criticality of specific applications and Client Personal Information to support other contingency plan components; periodic and annual testing and updates of contingency plans and implement lessons learned from testing.

The programme integrates and builds upon existing capabilities within our Security Event Handling Plan, Information Security Operations, Business Continuity, IT Disaster Recovery and Virtual Response teams. Additional partners in resiliency include Information Technology, Operations, Real Estate and Facilities, Legal, Human Capital and other shared services. The unifying approach and framework are contained in TTEC's Global Crisis Management Policy for managing and responding to crises across TTEC's global enterprise (including but not limited to WFH environment).

TTEC provides redundancy in our technology through hardware and software configuration. Redundancy provides clients with the services that in the event of hardware failure, or software failure, services remain active and available.

Redundant premise equipment mitigates the risk of equipment failure; dual firewalls with stateful inspection, dual routers, and dual core switches in the data centre provide a highly available architecture for client links. TTEC firewall infrastructure provides stateful inspection and the configuration is in active/active or active/standby mode depending on the project specifications/requirement.

The different types of DRP technology and redundancy capabilities used include but not limited to:

- o   Geo-redundant centralised data centres.
- o   Dual MPLS WAN via multiple carriers.
- o   Carrier grade disaster recovery.
- o   Voice via PSTN TFN/DID, TDM, VoIP, or SIP (SBC).
- o   Regular testing to ensure readiness and After-Action Plans for lessons learned.
- o   Functional Management tool that enables systemic, collaborative, and controlled resiliency programme management.

In addition, at least annually, TTEC's Executives (VP of BCDR, CISO, CIO, IT, and other supporting departments) review the Global Crisis Programme and the Business Continuity and IT Disaster Recovery plans, processes, and policies, update (as needed) to align to TTEC's business, security and compliance models and adherence with industry compliance framework requirements. TTEC's BCDR and applications are exercised annually and are governed by our Crisis Management and Disaster Recovery policies and guidelines. TTEC's Global Crisis and Resiliency Management Programme, including TTEC's Security Event Handling Programme is assessed and maintained annually, and is certified against TTEC's ongoing industry compliance audit assessments of PCI DSS, SOC 2 Type II, ISO 27001:2013, HITRUST and more.

Lastly, regarding TTEC's Business Continuity (BC) and IT Disaster Recovery (DR) plan approach, TTEC bridges a partnership with our clients with the development of a specific client focused business continuity (BC) and disaster recovery (DR) plans. TTEC collaborates with clients to build a tailored, resilient, and mutually agreeable BC and IT DR plan that encompass applicable TTEC Technology and Services, prevailing industry compliance standards, information security controls, safeguards, and measures, along with operational best practices, and client-specific SLA requirements. Through TTEC and client partnership and strong collaboration will result with eliminating risks and returning to "business as usual" status, and more.

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

The Skills for the Information Age (SFIA) Definitions and rate card will be used to determine the project cost based on its agreed scope. The Skills for the Information Age (SFIA) Definitions and rate card document is available within the service documents section.

3.3.   Availability of Trial Service

This Service does not include a Trial Service.

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

TTEC Digital will work with the customer to define a precise scope of work based on our service definitions and associated rate card. This will form the basis of our engagement.

3.5.   Training

Formal training is not required or provided as part of the Service.

TTEC Digital will provide informal knowledge transfer to users of the Service.

3.6.   Implementation Plan

A detailed delivery plan, aligned with the specific scope of works will be provided to the buyer on completion of the scope of works.

3.7. Service Management

The Service does not require or provide Service Management.

3.8. Service Constraints

There are no Service Constraints for a Consulting exercise beyond the need to have the relevant people and information available to conduct the exercise. TTEC will work with you to define all necessary information during the scoping of the requirement and these needs will be identified in the appropriate Scope of Works.

3.9. Service Levels

TTEC Digital does not provide Service Levels for consulting arrangements. Service Levels are available for technical implementations.

3.10. Outage and Maintenance Management

The Service does not require or provide Outage and Maintenance Management.

3.11. Financial Recompense Model for not Meeting Service Levels

TTEC Digital does not provide Service Levels for consulting arrangements. Service Levels are available for technical implementations.

4. Provision of the Service

4.1. Customer Responsibilities

The customer responsibilities include:

- Providing access to people as required by the service provider to perform the service.
- Providing the data and information required by the service provider to perform the service.

4.2. Technical Requirements and Client-Side Requirements

As per the above "Customer Responsibilities".

4.3. Outcomes/Deliverables

The deliverables/outcomes of this service will be aligned with the specific scope of work that will be provided to the buyer whilst awarding the contract.

Deliverables include:

1. A documented assessment of the external and internal factors that are driving the need to refresh the CX strategy – including changing citizen / customer commitments and needs, political, regulatory, economic, social, technology, legal, environmental factors across a local, national, and global perspective as well as including the internal factors of current levels of performance attainment and stakeholder opinion.
2. A documented assessment of the extent to which the of the current citizen / customer experience vision, strategy, and performance targets are fit for purpose to meet the impact of external and internal factors.
3. A documented best practice benchmarked maturity assessment of the current citizen / customer experience delivered and the operational performance of the contact centre.
4. A documented and visual summary of the stakeholder participation event that includes:
5. A documented time based and prioritised transformation roadmap that outlines the recommended changes to the contact centre strategy to achieve the improved citizen experiences and operational performance targets.

6. A documented high-level design and impact assessment of a new contact centre operating model including changes to citizen journeys, the contact centre team structure, peoples' roles and skills, processes, operational procedures, the current systems, and data flows.

7. A documented business case made of benefit quantification and costed implementation plan for the new operating model.

4.4. Development Life Cycle of the Solution

The service does not require or provide a solution life cycle.

4.5. After Sales Account Management

Once you become a TTEC Digital Customer, you will be assigned an Account Manager, who will be responsible for the relationship with your organisation. Your Account 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 Account 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 Account Manager is your first point of escalation in times of need. Whilst our teams will align directly with your teams (Project & Programme Management, Service, Support, Procurement, Finance, etc), your Account Manager will take overall responsibility for the relationship and communication with your organisation. TTEC's Account 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 Account 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

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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.