

# Customer Platform for the Cloud

Driving Secure Digital Transformation  
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## Summary

Customer Platform for the Cloud is a SaaS service designed to revolutionise customer interaction management in the UK public sector. With scalable and secure cloud-based infrastructure, multi-channel communication, and real-time analytics, organisations can enhance customer satisfaction, streamline operations, and drive efficiency in service delivery for improved citizen engagement and satisfaction.

## Features

- Scalable cloud-based platform for seamless customer interaction management.
- Multi-channel communication for enhanced customer engagement and satisfaction.
- Customisable workflows for tailored customer service experiences.
- Secure data encryption and compliance with government data regulations.
- Real-time analytics for actionable insights into customer behaviour and trends.
- Integration with existing CRM systems for streamlined data management.
- Automated responses and routing for efficient query resolution.
- Personalised customer profiles for targeted marketing and service delivery.
- 24/7 accessibility for uninterrupted customer support and service delivery.
- Training and support for smooth platform implementation and utilisation.

## Benefits

- Improved customer satisfaction through personalised and efficient service interactions.
- Enhanced communication channels for seamless customer engagement and interaction.
- Tailored workflows for optimised customer service delivery and operational efficiency.
- Compliance with government data regulations for secure customer data management.
- Informed decision-making with real-time analytics on customer behaviour.
- Streamlined data management with seamless integration with existing systems.
- Increased productivity through automated responses and query resolution.
- Targeted marketing and service delivery based on personalized customer profiles.
- Round-the-clock accessibility for uninterrupted customer support and service delivery.
- Smooth implementation and utilization with comprehensive training and support.

## Service Description

Organisations are increasingly being asked to implement new processes and services in increasingly tight timescales. Whether as a result of Brexit related activities or other policy or operational demands. At Viewdeck we recognise the difficulties traditionally associated with the rapid deployment of services to meet these demands.

Our open source, component-based solutions provide a wealth of ready-made functionality that can be quickly engineered to provide rich featured services. From process modelling, to workflow, case management, analytics and beyond, our solutions can deliver your requirements from UK hosted, managed and delivered cloud solutions.

Using Agile methodologies, we develop rapid prototypes to demonstrate capability in days rather than months. These prototypes can be used as proof of concept during the discovery and alpha phases of a project. All our services can operate in a fully secure environment providing the level of protection that you require. Our solutions are engineered by our team of architects, designers and developers and are delivered by our team of analysts, implementation consultants and project specialists.

Our solutions are designed for ease of access through a variety of devices to meet your requirements, from mobiles, and tablets to laptops and desktops. We offer integration with internal and external services and provide joined up customer, citizen and partner solutions. All our services are architected to support large scale deployments.

These services can be deployed to live operation and are based on market leading, open-source components. These components include a range of fully functional software solutions that can be tailored to meet your needs. Our agile approach, adopting Digital by Design as a framework, enables us to provide working prototypes or fully functional services in a fraction of the time – and cost - ordinarily associated with this type of development. We work alongside our clients to ensure stakeholder and user engagement throughout the delivery. We can help define the Minimum Viable Product and to assist in the development of Epics and User Stories.

We provide a range of reporting solutions from dashboards to multidimensional analysis and visualisations. Our solutions provide the information you need, in the format you need it. Our solutions are designed to enable you to continually enhance and develop them to cater for ever changing demands and business needs. This is a cost-effective way to meet the challenges that most organisations face. Quick to build, simple to maintain and low cost.

We engineer the components that you require and deliver them through our Customer Platform portal. Viewdeck CRM provides a range of customer management solutions from traditional customer relationship management to customer and supplier engagement. Our Service Desk and Contact Centre services can accommodate a range of differing requirements.

Our workflow and process management tools provide the ability to model and develop new ways of working and all our services can incorporate our productivity tools including chat, project management, video conferencing and Kanban boards.

Alongside these applications there are a range of management information tools that include standard reporting, business intelligence, data mining and dashboarding. All within the one service, all fully integrated.

### **Tag Cloud**

Customer Platform, UK Government, Public Sector, Service Delivery, Citizen Engagement, Digital Transformation, Efficiency, User Experience, Accessibility, Data Security, Compliance, Government Services, Online Portal, Feedback Management, Communication, UK Public Sector.

## Appendix 2 : Terms and Conditions

1. In all products Support is calculated on the basis of a remote, off-site basis, and where necessary, a secure access service to the services is required at additional cost. For UKCloud Tier 1 Elevated services, the Secure Remote Access solution provides such a service.
2. Change Requests, Change Boards, and Change Management are not included and will be calculated at normal SFIA rates. As a service, patching and updates will be managed and coordinated by Viewdeck and, unless there is an impact to service, no notification will be provided. Regular, pre- approved change windows for minor outages will be agreed with the Client upfront.
3. Rates do not include ITHC activity. Most components have been checked previously, and where possible relevant information will be made available. Where possible, and as required, supporting an ITHC and the outcomes of the ITHC will be managed as a fixed price item (the cost will depend on the Client's accreditation requirements).
4. Regular Service Reviews are not included, but can be added as a fixed cost package. The cost will depend upon the level of integration required into the client's service architecture and federated service model. Standard 'out of the box' reporting from service management tools will be provided for 2nd and 1st line support packages only. 3rd line support functions are not included (assumed to be part of a 2nd line support function). Where tailored or alternative reporting is required, these will be provided as an additional item
5. In accordance with our Security Policy, Patches will be applied when appropriate, and unless of High Priority (CESG or other body), at the discretion of Viewdeck. We aim to patch all systems within 30 days for Repository or packaged applications. Third party application software will only be upgraded if major failures or issues exist, impacting usability, or on annual renewals. Upgrades can be done at the client's request as a chargeable item.
6. 1st Line support assumes clients can self-serve via the Support Portal, and will always be directed towards email/online support functions.
7. 2nd Line support assumes interfacing and triage is handled by a separate (Client) Service desk, with Viewdeck acting as a Resolver Group. Email and Online Service portal will help manage and coordinate.

8. 3rd Line support assumes all end user management, and investigation is provided by the Client's ICT support function/organisation, and liaison is restricted to technical, authorised and available resources.
9. Additional Support tasks that are passed through to Viewdeck inappropriately will be charged at the normal SFIA Rates.
10. Viewdeck takes no responsibility for the functionality or the performance of these applications, open source solutions or their components. Where possible, software functionality will be baselined and agreed at commissioning. Downstream operational issues will be fixed, and best endeavours used to maintain service, but responsibility for third party software does not lie with Viewdeck. Liability is limited to the Value of the Termination of the Contract.

### Appendix 3: Viewdeck Support

The Viewdeck Support and Service Desk function provides a range of options to meet a clients specific requirements, based upon service and business need. Support channels include telephone, web, Slack (Chat) and email to users of the service. The service provides an ITIL aligned help desk, with standard reporting, incident management and problem management processes using an application tool-set, with SLA management and customer reporting.

Viewdeck support helpdesk is available, during UK working hours, to log support calls for any incidents. Standard support hours can be extended by agreement. Each customer call is logged in our remote management system which provides a unique call reference number enabling issue tracking and enabling ease of exchange of information during incident resolution process.

Our fully trained team work directly with our clients to manage and resolve support queries using telephone, chat, remote access and, if necessary, on-site visits.

Our Standard Support function provides monthly service level reports, remote problem management support and monthly client reporting to provide integration into the client's service architecture and federated service models.

Our Service Desk can offer 1st, 2nd and 3rd line support depending upon client needs.

Support Level	Hours	Description
<b>Bronze</b>	9am -5pm Weekdays (UK Working Days, Excludes Bank Holidays)	Support aligned to UK working day. Telephone and email support as standard. Monthly reporting is provided.
<b>Silver</b>	9am – 5pm, 7 days a week (Excludes Bank Holidays)	Support aligned to UK working day including weekends. Telephone and email support as standard. Monthly reporting is provided with quarterly service reviews.
<b>Gold</b>	24 hours, 7 days per week	Support function and Service Desk are aligned to global working. Chat also included via Slack as standard. Monthly reporting is provided with quarterly service reviews, plus a named service manager.

The Viewdeck Service Desk can provide the following support options to suit the customers and business needs:

<b>Support Option</b>	<b>Description</b>
<b>Managed Support Option</b> 1st, 2nd and 3rd line support	<p>Customer end/business users directly interface to Viewdeck 1st line Service Desk provided.</p> <p>Viewdeck also provide:</p> <ul style="list-style-type: none"> <li>• 2nd line service support providing configuration level remediation</li> </ul> <p>3rd line technical change and technical support to clients technical resolver groups</p>
<b>Configuration &amp; Technical Support Option</b> 2nd and 3rd line support	<p>Customer Business users are managed by their own Support Desk function. Configuration and Technical issues are escalated to the Viewdeck Service Desk by the Client Service Desk.</p> <p>Viewdeck only provides:</p> <ul style="list-style-type: none"> <li>• 2nd line service support providing configuration level remediation</li> </ul> <p>3rd line technical change and technical support to clients technical resolver groups</p>
<b>Technical Support Option</b> 3rd line support only	<p>Customer Business users are managed by their own Support Desk function. Configuration level issues are resolved by client resolver teams. Technical issues are escalated to the Viewdeck Service Desk by the Client Service Desk.</p> <p>Viewdeck only provides 3rd line technical change and technical support to clients technical resolver groups</p>

## Incident Management

Viewdeck classifies incidents raised at its service desk using the following P1 – P5 Priority Code. Incidents raised with the Service Desk will be triaged and responded to within 30 Minutes and then actioned accordingly in priority order.

- P1 Total loss of service to all users.



- P2 Some loss of critical service for some or all users.
- P3 Limited loss of service or work around possible limiting loss experienced.
- P4 Tasks are made more difficult but are not impossible to complete.
- P5 Interferes with non-operational use.

Urgency of Response			
Priority code	Urgency of response	Target response (within core hours)	Target resolution (within core hours) (M-F x 9-5)
<b>P1</b>	Immediate, sustained effort using all necessary and available resources until service is restored.	Immediate response, action within 30 Mins (Enterprise 24x7) , 1 hour (Outside Support Hours).	4 hours
<b>P2</b>	Immediate response to assess the situation, staff may be interrupted and taken away from low or medium priority jobs.	Immediate response (within contracted Service Hours), action within 2 hours.	1 working day
<b>P3</b>	Response using standard procedures and operating within the normal frameworks.	Email notification of call being logged (within contracted Service Hours) 1 hour. Response by email or phone within 1 working day.	2 working days
<b>P4</b>	Response using standard procedures and operating within the normal frameworks as time allows.	Email notification of call being logged (within contracted Service Hours) 1 hour. Response by email or phone within 1 working day.	5 working days
<b>P5</b>	Response using standard procedures and operating within the normal frameworks as time allows	Email notification of call being logged (within contracted Service Hours) 1 hour. Response by email or phone within 1 working day.	10 working days

Our Service Level Objective aims to resolve 90% of incidents within the target resolution time.

All P1 and P2 events are allocated an Incident Manager to oversee and manage incidents through to resolution. Client help desks or Resolver Groups will be informed and updated as the incident resolution evolves. The Incident Manager will act as a SPOC for the client, providing regular reporting and will coordinate activity between various resolver groups as necessary to ensure successful resolution.

## Appendix 4 : About us

### Why is Viewdeck Different?

- **Value** - As a specialist SME, we can bring big company/ex Big 4 consultancy experience with niche specialist value.
- **Insight** - Having delivered across the Public Sector, Client Side and Supplier Side, our senior team bring more than just delivery capability, they bring insight and a network of relationships.
- **Experience** - Wide range of technical delivery support to MOD, SLC, SIA, Cabinet Office, NCA, Home Office, DVLA, Department of Education, FCA.
- **Win** - Our team have delivered £100m's of savings to HMG in the past few years by re-negotiating ICT contracts.
- **Diligence** - Our team worked regularly in secure government agencies. Our people, processes and capabilities support secure quality and assurable deliveries. ISO 27001 certified.
- **Energy** - Uplift your programme with new skills, new experiences, and new insight.
- **Collaboration** - Proven client support, skills transfer. Delivery through client/Viewdeck joint collaborative working.
- **Knowledge** - Specialist in Architecture, Cloud Solutions, HMG Transformation, and Leaders in HMG ICT programmes.

## Offering Value for Money

### Approach

- Expert skills and resources, Real world experience.
- Strong domain knowledge.
- Buddy/duplication of services/capabilities.
- Utilise existing staff, skills transfer, embed, upskill.
- Iterative/Agile, rapid reaction to changes.
- Re-use where applicable.
- Strong Comms, lasting legacy, easy to adopt, real artifacts.
- New Ways of working.

### Outcome

- Efficient coherent delivery, with less time reworking or 'learning on the job'.
- Swift subject understanding, minimise learning and false assumptions.
- Risk reduction of delays through single points of knowledge and absence.
- Minimise Consultant spend, ensuring timely efficient handovers to client.
- Speedy product creation, less time pursuing wrong directions.
- Less time re-inventing capabilities, best value for money in delivery.
- Investments reused create more downstream value for the client.
- Enthused and interested workforce, more able to rapidly accommodate change and hence increased efficiency.



