

G-Cloud15

Access Attract Evo

Service Definition

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1 Service Overview

Access Attract is a recruitment marketing intelligence platform that prevents budget waste before it happens. Unlike traditional website platforms that show you what happened last month, Access Attract tells you what's happening right now and what to do about it.

The only recruitment marketing platform that combines beautiful, no-code recruitment websites with AI-powered intelligence.

Strategic Value

Access Attract transforms recruitment marketing from reactive guesswork into proactive intelligence:

- **Prevent budget waste:** 48-hour warnings catch dying campaigns before money evaporates (not month-end reports)
- **Prove marketing ROI:** Direct campaign-to-placement attribution shows which £1,000 turned into revenue
- **Plain-English insights:** "3 pages bleeding traffic - here's why" (not "bounce rate up 12%")
- **Purpose-built for recruitment:** Psychology-backed designs optimized for candidate conversion

Trusted by 2,000+ recruitment agencies. One saved campaign pays for the platform.

Core Platform Features

Access Evo Integration

Access Attract is built on the Access Evo platform, providing:

- **Single Sign-On (SSO):** Unified access across all Access products
- **Multi-Factor Authentication (MFA):** Enhanced security
- **Unified Navigation:** Access Attract appears in Evo product menu alongside CRM, payroll, and other Access solutions
- **Cross-Product Intelligence:** Data flows between Access Attract and other Access products (CRM, ATS) for complete recruitment lifecycle visibility

Intelligence & Analytics

Analytics - Killer Insights

Unified data model connects career site, CRM, ATS, and analytics for complete visibility:

- Web performance dashboards (traffic, applications, conversion rates)
- Traffic source performance analysis (LinkedIn vs Indeed vs organic search)
- Job posting performance rankings
- Role type and sector analysis
- Geographic recruitment activity tracking
- Consultant performance comparison
- Desktop vs mobile engagement tracking

- Custom dashboard builder for bespoke reporting

Zero-Application Smart Alerts (Feed)

Get warned within 48 hours when campaigns start failing:

- Expiring job alerts (jobs expiring in next week)
- Weekly application summaries
- Zero-match candidate searches (lead generation opportunities)
- Daily conversion rate reports by traffic source
- Campaign performance warnings

Copilot Intelligence

Ask in plain language and get instant answers:

- "Which sources convert best?"
- "What's our marketing ROI?"
- Natural language queries of your recruitment data
- Volcanic Help skill (access to help center)
- Analytics skill (query your performance data)
- Document search across Evo Docs
- SEO optimization skill
- Industry knowledge skill for content creation

PulseCheck App

Receive instant health scores with plain-English fixes you can implement yourself:

- SEO performance analysis
- Accessibility auditing
- Page load speed optimization recommendations
- Mobile responsiveness checking
- No developer needed - see what's broken, why candidates leave, how to fix it today

Website Platform

Content Management System

Direct front-end editing using content toolbar:

- Add or edit content directly on live site
- Image and video embedding
- Page creation from templates
- Multiple content types: sector pages, blogs, events, testimonials, branches, client pages, consultant pages

Design Studio (Smart Alerts, Web Builder)

No-code website building and management:

- Self-service editing capabilities
- Template-based page creation
- Real-time preview and publishing

Job Management

- View all jobs with status, location, date, reference, consultant
- Add, edit, and delete jobs
- Job search configuration with multiple filter types
- Structured data for Google for Jobs
- Job alerts for candidates

Applications Management

- Application tracking with UTM source, medium, and campaign data
- Apply with Social (LinkedIn, SEEK, Facebook)
- Application status tracking

SEO & Performance Tools

- SEO Console with site crawler and issue reporting
- SEO keyword and location landing pages
- 301 redirects for SEO preservation
- Meta title and description management
- Structured data activation for job crawlers

Diversity, Equity and Inclusion

- Compliant diversity data capture
- Pre-defined questions based on best practice and legal expertise
- Customizable diversity dashboards
- Downloadable reports for internal use or client sharing
- Bias analyzer for inclusive job descriptions

Forms & Compliance

- Custom form builder
- Content gating capabilities
- GDPR compliance suite (Cookie Policy, Privacy Policy, Terms & Conditions, opt-in messages, age verification, job alerts)
- Upload library for file and image management

Reporting

- Standard and advanced analytics reports
- Internal and Google Analytics data integration
- Chart and tabular format with CSV export
- Conversion funnel reports (job view → application start → completed application)
- Drop-off rate analysis

Notifications

- Email notification management center
- Standard emails, branded emails, job alerts, re-engagement emails

- Customizable notification templates

Collaboration & Engagement (Access Evo Apps)

- **Applause:** Recognition and celebration platform
- **Learning:** Training and development tracking
- **Engage:** Social feed and team engagement
- **Collaborate:** Team communication and file sharing
- **PulseCheck:** Instant website health audits

2 Onboarding

Each FlightPath implementation programme from Access follows a well-defined journey with key milestones. These milestones represent—at a high level—the individual phases of your implementation journey. We'll be using these milestones to help us both track and communicate progress towards successfully launching to your users. Our aim is to give you value from your investment as quickly and as fully as possible.

At the 'Getting Started' milestone phase, you will receive a Welcome Pack with clarity on roles and responsibilities. Crucially our FlightPath approach clarifies our joint expectations, helping us both understand the process that we will jointly commit to for successful launch.

We offer FlightPath implementation tiers for Access Attract. The onboarding process is typically 2-8 weeks from the Welcome Call depending on complexity. Included in onboarding are design consultancy, front-end development work, project reviews with your Onboarder, early access to your website, online learning resources, go-live and post-go-live support.

FlightPath options range from rapid templated implementations to fully bespoke design and development, differentiated by product features and design complexity.

Common features across all FlightPath tiers:

- Content management system
- Bespoke or templated homepage design
- Job search functionality
- Candidate portal
- Testimonials
- Form builder
- SEO console
- Reporting and analytics
- Blogs
- Candidate job alerts
- Social apply (LinkedIn)
- Consultant profiles
- Google for Jobs integration
- Advanced SEO capabilities

- GDPR compliance suite
- Tag manager integration
- Custom categories

Enhanced tier features include:

- AMP pages
- Holding pages
- Employer profiles
- Featured candidates
- Branch pages
- User behaviour reports
- Events
- Client profiles

Full details of our FlightPath implementation can be found here: [FlightPath for Access Attract](#).

3 Additional Service Options

On top of the services included within standard platform packages, the following value-added services are available:

Service	Description
Integrations with third parties	Third-party integrations typically cover CRMs and job boards. Bespoke integration work available if scoped. Our Open API supports customers to create integrations with providers we don't currently integrate with.
Multi-language site	Enable site visitors to toggle between multiple languages on your website, viewing different versions of your content in the relevant language.
Job Aggregator Feeds	Configure job feeds to aggregator sites (Talent.com, Adzuna, Jora, LinkedIn) so your jobs appear on partner platforms.
Conversion Intelligence Platform	AI-powered marketing analytics platform providing conversion health scoring (benchmarked against 140 million applications), traffic source ROI analysis, marketing spend optimization recommendations, and A/B testing simulation. Shows exactly which marketing channels drive job applications and provides plain-English recommendations to optimize performance and prevent budget waste. Includes direct attribution from marketing spend to placement revenue. Pricing: Monthly platform fee + performance-based component based on placement volume.
Additional onboarding consultancy	Extended 1-hour onboarding sessions available as required.

Additional bespoke internal pages	Design and build of extra bespoke pages beyond standard implementation.
Re-engagement email campaigns	Email campaigns to existing candidate database to drive engagement with new Access Attract site following migration.
FlexPoints	Cost-effective, flexible allocation for consuming value-added services including customization, design updates, SEO optimization, content creation, training, integration work, analytics, and technical consultancy as business needs evolve. FlexPoints provide banked allocation that can be called on at any time to extend and modify technology usage.
HireAra Integration	Sales intelligence platform that tracks which prospects view your jobs and scores buying intent before your team makes contact. Proves marketing drives sales by turning anonymous visitors into identified leads with engagement data.

4 Service & Support Management Details

Providing you and your users with a high level of incident support is of prime importance to us. As well as being able to answer your queries, our support staff will also be able to inform you about the latest software releases, and provide hints and tips to ensure you are getting the most out of your product. To emphasise the importance of support to Access we have over 500 employees in the UK in our Support and Customer Success functions.

Support Commitment

We recognise that the systems, software and services we supply may be critical to the well-being of your business. Our aim is to ensure that you have continuous operational capability from our products. We will help you to achieve this by providing efficient support, resolving the majority of tickets at first-line contact.

We will help you maximise your return on investment by providing the best in technical assistance, advice and customer care. We own your support queries and will ensure that they are resolved as promptly and efficiently as possible.

We provide 2 main support plans as detailed below.

The Standard Plan

Get answers faster

As a Standard Plan customer you benefit from faster response times and can access our support teams via telephone and live chat, as well as through our Customer Success portal. To help your team be more productive, you are provided with continued access

to our e-learning content as well as a programme of Success webinars, designed to keep you up to date with new features and share best-practice advice and guidance.

The Premier Plan

Boost productivity with direct access to the experts and achieve a higher return on investment.

Our Premier Plan enables your team to achieve more and improve productivity through an ongoing relationship with your own designated Customer Success Manager. Your CSM will get to understand how you're using the technology and will advise you on how to get more from it.

Full details of our Customer Success Plans can be found here: [Customer Success Plans | The Access Group](#)

Get to Know Our Knowledge Base

Knowledge Base is our huge database of commonly asked questions, articles and videos. All you need to do is Register and Login and you can find the answers you need any time of the day.

The advanced search function not only searches articles from Knowledge Base, but links up with our Community hub to display the topics that you need. So you've got everything you need all in one place.

Can't find the article to answer your question? Not a problem. Each article links to our Community so you can ask a question, or raise a case with the Access team.

Support Assistant

Customers benefit from our Digital Assistant which is available 24/7 and can easily handle all commonly asked questions.

Got a Question? Ask Our Community

Community connects our customers together to help them solve problems and share how to get the very best out of their Access products.

Our customers know more about using our products in their jobs than anyone else. Community gives you the chance to receive—and share—friendly expert advice that goes beyond normal customer support. Discover best practice hints and tips from peers in your industry to help you make the most of your experience with your Access product.

Each of our products has its own dedicated Community, so you can get straight to the discussions that matter to you. No unnecessary searching needed.

If a question can't be answered by Community a member of the Access team will reply. We'll make sure that no query goes unanswered.

5 Account Management & Customer Success

With over 160,000 customers using products supplied by the Access Group we have a large team involved with ensuring that our customers are able to build on their investment with Access.

This includes the Customer Success team who are specialists in specific products whose role is to ensure that our customers on Standard and Premier Success plans benefit from educational webinars to ensure that you are always taking advantage of new functionality and most importantly continuing to adopt best practice in the day-to-day use and setup of the software.

Our Account Management team work with our customers specializing in vertical sectors or specific products. Depending on the complexity of the customer these are either office based using the latest technology to provide our customers with the highest possible levels of service or will visit sites for face-to-face meetings.

Our Account managers work with you keeping our customers informed on the way emerging technologies can help their business. They prepare briefings on the business, technical and financial benefits of technology and collaborate with customers to ensure the customer is aware of the breadth of software and support that Access can provide.

6 Outage and Maintenance Management

Outage Reporting - Customers can subscribe to email alerts giving updates on scheduled maintenance and outages. We also provide all our customers with a live dashboard so you can review uptime statistics.

Maintenance Management - Downtime due to maintenance is very infrequent and is run outside of normal working hours with all customers being informed in advance to minimise disruption.

7 Backup and Disaster Recovery

The solution has been designed to cater for disasters ranging from a database restore through to a complete datacentre outage.

All backups are stored on disk and are retained for a period of 12 months, financial data is kept for 7 years.

Backups are stored within a multi-tenancy data vault and are encrypted at rest. The design of the architecture means that all data is simultaneously available in both the primary datacentre and the secondary datacentre meaning data is always backed up to another geographically diverse site.

All Servers are backed up on a daily basis at 10pm. These backups go directly to storage in the DR Datacentre to ensure off-site availability.

Retention for Backups

- **15-min SQL:** 28 days
- **Daily:** 28 days
- **Weekly:** 3 months

- **Monthly:** 1 year for non-financial data / 7 years for financial data

The solution has been designed to deliver Recovery Point Objective (RPO) and Recovery Time Objective (RTO) using the following definitions:

- RPO is the maximum time period in which data might be lost
- RTO is the duration of working time within which data should be restored after a disaster. This time starts from when a support call is logged with Access

Standard Restore Testing

We undertake a restore test automatically on a weekly basis.

DR Testing

We run a full DR test on a 6 monthly basis, this is a non-invasive test where we bring the DR site up in an isolated fashion to ensure the services recover (Zerto allows us to do this without bringing the production environments down).

SQL Server

SQL Server Full Database backups are taken overnight as well as having SQL transaction logs taken at 15 minute intervals. This allows a database to be restored to an overnight position or to be restored to a chosen point in time within the day.

Frequently a database is restored following a user accidentally changing lots of data so the RPO does not always apply as the user may have changed the data several days ago, however the solution has been designed with a maximum RPO of 12 hours and a RTO of 6 hours.

Single Virtual Machine Failure - IIS or RDS Server

In the unlikely event of a single virtual machine (VM) failing (e.g. the IIS VM ceases to respond but the other VMs are still functioning correctly) then a new instance of the VM will be started. This new instance will be an exact copy of the VM from when it stopped responding. The solution has been designed so that the files on an IIS and RDS server are fairly static with an RPO of 12 hours and a RTO of 6 Hours.

Single Virtual Machine Failure - SQL Server

In the unlikely event of the SQL Server virtual machine (VM) failing then a new instance of the VM will be started. This new instance will be an exact copy of the VM from when it stopped responding. The solution has been designed with an RPO of 12 hours and a RTO of 6 Hours.

Complete Primary Datacentre Outage

In the unlikely event that the primary datacentre goes completely dark where all VMs are lost or there is no internet connectivity an investigation period will be undertaken for 2 hours to determine the cause and decide if a datacentre promotion is required to make the secondary datacentre the primary one. Once this decision has been made the solution has been designed with an RPO of 12 hours and a RTO of 12 Hours.

8 Business Continuity

The Access Group's full and most up to date business continuity plan can be requested by emailing buyer.enablement@theaccessgroup.com

9 ISO27001 Accreditation

The Access Group holds ISO27001:2022 accreditation across the entire organisation. This independently verified certification demonstrates our commitment to protecting your data. Maintaining this accreditation requires us to demonstrate effective security controls, regular staff training, and documented processes that are tested through independent annual audits.

10 Development Life Cycle

As one of our core products Access Attract has a detailed roadmap of improvements driven both by customers and by our own product strategy. Ongoing development is supported by a development plan that has high levels of detail for the next 3 months including user stories. Beyond that, top-line plans are in place by quarter for a further 12 months with a list of additional options waiting to be added.

New functionality is added on a regular basis (usually every quarter) with all customers benefiting from releases simultaneously.

11 Technical Requirements

Access Attract runs on any computer device with a browser and Internet connectivity.

Web Browsers

- Microsoft Edge (current version)
- Firefox (current version)
- Safari (current version)
- Google Chrome (current version)

12 Service Constraints

Maintenance windows as detailed above are minimal with the service so that we use all reasonable efforts to ensure that the SaaS Services are available for 99.70% of each calendar month.

As a true SaaS solution customization is not available although the product can be configured to meet all standard setup requirements.