



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

# Contact Centre Strategy, Assessment, Sourcing, and Implementation



## What we do

Our G-Cloud services are designed to help you make informed cloud decisions, whether you are assessing readiness or planning next-generation deployments.

## Maximising value from cloud

Flexible working models are the norm, and there's continued pressure to reduce IT spend and simplify complex estates. Cloud solutions make all of this easier, modernising operations, enabling innovation, and providing the flexibility to scale efficiently.

Cloud has evolved from a cost-saving alternative into a core platform for digital transformation. Today, most organisations run blended environments that combine on-premises systems with infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS) solutions, creating a more adaptable and resilient technology platform for the future.

But with a host of approaches available, working out how to make cloud deliver sustained value can be tricky. How do we maximise return while maintaining security and governance? How do we avoid complexity and control costs? Mason Advisory helps clients answer these questions by developing and delivering clear cloud strategies that align technology with business goals.

## Who we've helped

- For a government agency, we managed a multi-year major cloud consolidation, migration and transformation programme.
- A large insurance company needed a more scalable, resilient CRM system. We supported the cloud migration strategy for Dynamics 365 and the associated data architecture.
- For a major retailer, we developed a cloud operating model for the service delivery function, helping establish an in-house capability for existing and new cloud-based solutions.

- We undertook a cloud transformation review for a fire & rescue service, assessing its options for transitioning mission-critical systems.
- A UK ambulance service needed to transform its IT environment to support critical operations. We led the programme, including migrating applications and services to a new private cloud hosting environment.
- We assisted a county council to develop a cloud-first contact centre and UC strategy. We then led the procurement and implementation that resulted in it being the first to adopt an Amazon Connect cloud contact centre for all frontline contact services.
- Our team advised and supported an acute trust on a three-phase ICT transformation, establishing a platform to support digital healthcare innovations.
- A large UK police force needed support with a major infrastructure programme. We provided strategic advice to the network, hosting and data centre towers, as well as operational support with a complex data centre migration including server virtualisation, and application rationalisation.
- Working with the NHS, we provided critical security architecture services to the Covid Pass App, a Microsoft Azure cloud-based platform. We provided security architecture services across the whole solution, and provided threat modelling and security incident support to help the team maintain a strong security posture.

## How we do it

Our delivery methodology is built on Agile principles, providing an iterative and flexible approach that releases value quickly while maintaining control. Each engagement follows a structured framework which is adapted to meet client needs.

### Discover



- You know your business best. We listen to you, while bringing a fresh, independent view.

*You get a clear picture of what's working and what needs attention.*

### Analyse & design



- Together, we turn insights into practical, tailored solutions that meet your needs.

*You get a realistic roadmap that makes sense and drives measurable value.*

### Deliver



- We work with you to make change happen – fast, using outcomes-driven delivery.

*You see tangible change quickly, without disruption.*

### Embed



- We hand over tools, knowledge, and confidence so you stay in control after we leave.

*You remain self-sufficient and ready to keep improving.*

## Contact Centre Strategy, Assessment, Sourcing, and Implementation

We help public sector organisations design and implement cloud-based contact centre strategies that improve customer experience and value for money.

Our services include journey mapping, omni-channel design, AI-driven automation, UCaaS/CPaaS integration, and vendor sourcing — enabling better citizen engagement across Healthcare, Education, Government, Defence, Transport, and Blue Light services.

### Service features

- Provide expertise across healthcare, education, government, defence, and public safety
- Assess current contact centre and define target architecture roadmap
- Map customer journeys and define user personas
- Design omni-channel and digital-first contact centre strategies
- Integrate UCaaS, CPaaS, and unified communications platforms
- Enable AI chatbots, IVR, speech analytics, and automation
- Include recording, workforce optimisation, reporting, self-service portals
- Deliver cost analysis and sound business case development
- Support supplier evaluation and sourcing strategy
- Provide deployment support, training, and adoption services

### Service benefits

- Improved citizen and customer experience through omni-channel contact centres
- Reduced service disruption and delivery risks
- Better operational efficiency and value for money
- Enhanced personalisation and self-service for users
- End-to-end solution ensuring interoperability and integration
- Transparent costs and timescales for planning
- Vendor-independent guidance aligned with public sector needs
- Increased adoption through training and user engagement
- Optimised service delivery for healthcare, government, and blue light services
- Future-proofed contact centre platforms supporting digital transformation

## Who we are

Inspiring people to work better, share ideas, and prosper through digital & technology change

Since launching in 2014, we have experienced huge growth in revenues and staff numbers, with offices in London and Manchester, working with clients of all sizes in the UK and beyond.

Mason Advisory is a digital & technology consultancy committed to making your life easier. Our people work with organisations of all sizes, across industry sectors including Financial Services & Insurance, Government, Corporate Clients, Public Safety and Professional Services.

Clients trust us to help set their strategy and then deliver on those decisions. We use our skills in operating model & organisational design, sourcing, architecture, service management, and cybersecurity to build, protect and support sustainably successful businesses.

## Our G-Cloud services

|                                                                                     |                                            |                                                                                       |                                           |
|-------------------------------------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------|
|    | <b>Digital transformation</b>              |    | <b>Cloud architecture &amp; migration</b> |
|    | <b>Cloud sourcing &amp; procurement</b>    |    | <b>Cybersecurity &amp; resilience</b>     |
|  | <b>Service management &amp; governance</b> |  | <b>Cloud optimisation</b>                 |
|  | <b>Cost optimisation &amp; FinOps</b>      |  | <b>Data management &amp; analytics</b>    |

Our culture creates consulting teams that stand out for their commitment to clients. Clients get exceptional performers at all levels in our teams; we don't take work where we can't make a difference; and we are emotionally invested in what happens to the people we help.

That's why, over

# 72%

of clients continue to work with us beyond the first engagement

Our industry-leading awards are underpinned by our ISO-certified management systems, offering clients confidence in the quality and security of our services.

|                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |    |    |    |    |
|   |   |                                                                                       |   |   |
|  |  |  |  |  |
|  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |



STRATEGIC THINKING, SEAMLESS EXECUTION

---

---

Mason Advisory Limited

Pall Mall

61 King Street

Manchester M2 4PD

Tel: +44 333 301 0093

[www.masonadvisory.com](http://www.masonadvisory.com)

Registered in England No. 8990928

**Confidentiality notice:** this document and the information contained herein are strictly private and confidential, and are solely for the use of the named party on the cover sheet.

**Copyright © 2026:** The information contained herein is the property of Mason Advisory Limited and is provided on condition that it will not be reproduced, copied, lent or disclosed, directly or indirectly, nor used for any purpose other than that for which it was specifically furnished.