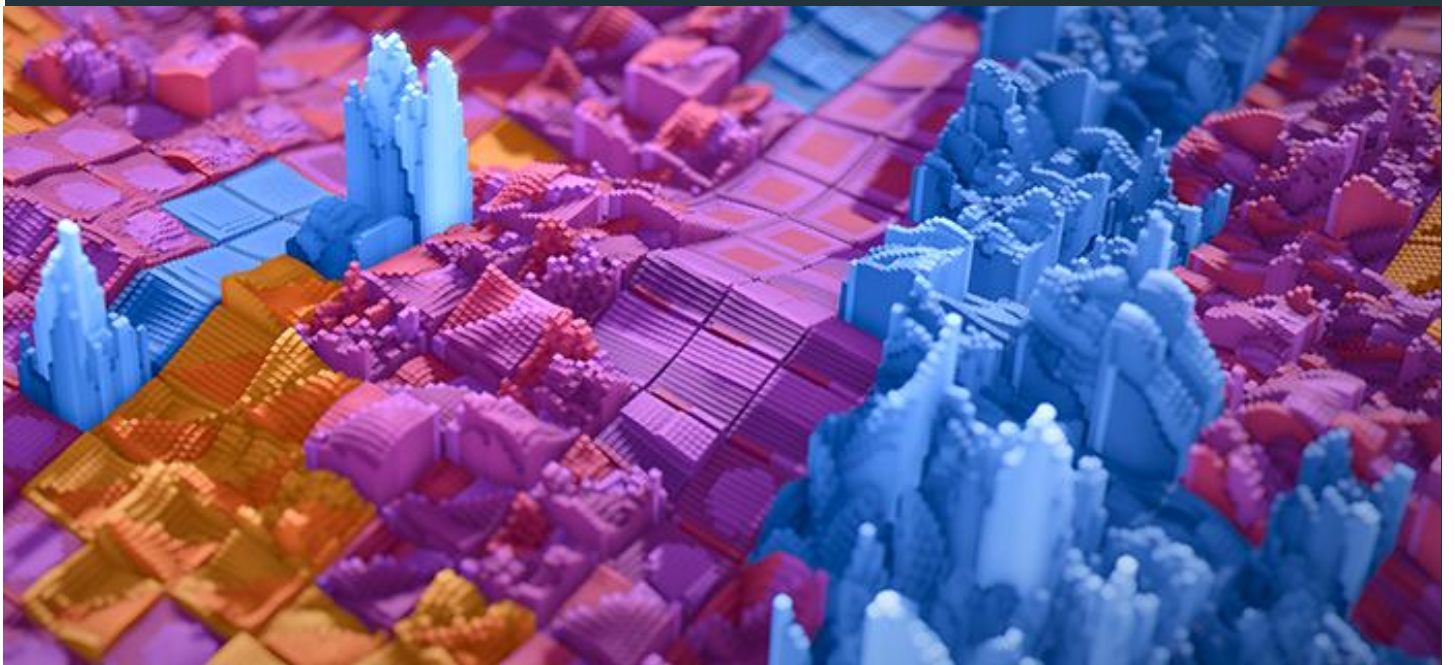


Zoom Contact Centre G-Cloud 15 Service Definition

**Solid solutions for
a dynamic world**



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1. Introduction

1.1 Service Overview

Zoom Contact Centre is an omnichannel contact centre solution that enables organisations to manage customer interactions across voice, video, web chat and SMS within a single, integrated platform. It is built natively within the wider Zoom platform, providing a consistent experience for agents and supervisors and seamless integration with other Zoom collaboration services.

1.2 Customer Challenges

Public sector organisations are under increasing pressure to provide accessible, responsive and consistent services to the people they support, often across multiple channels. Many operate contact centre environments that have evolved over time, making it difficult to adapt quickly, introduce new channels, or deliver a joined-up experience. This can result in longer resolution times, repeated hand-offs, and inconsistent interactions, while teams face challenges improving service quality and efficiency within existing operational and budget constraints.

1.3 How This Service Helps

Zoom Contact Centre addresses these challenges by providing a single, unified platform for all customer interactions. This enables organisations to deliver a consistent and seamless customer experience across all channels, while also improving agent productivity and reducing costs.

1.4 Service Options & Variations

Zoom Contact Centre is available in several different packages, with options for voice-only or omnichannel (voice, video, chat, SMS) support. Optional add-ons include a virtual agent for self-service, workforce engagement management, and additional analytics capabilities.

1.5 Maintel as Your Managed Service Provider

Choosing the right technology is only part of the solution. The true value lies in how that technology is implemented, managed, and optimised to meet your specific business objectives. Maintel is not just a reseller of technology; we are a dedicated Managed Service Provider (MSP) that wraps a comprehensive layer of expertise, support, and strategic guidance around our core technology offerings.

Our managed services are designed to address the common challenges faced by public sector organisations, including skills shortages, rising complexity, and the constant pressure to deliver more with less. We enable your internal teams to focus on strategic initiatives by taking on the day-to-day operational burden of managing complex IT environments.

Maintel's managed service framework is built on a simple, four-tier model that allows you to choose the level of support that best suits your needs and budget:

- **Maintain:** "Be there when we need you." Access to our expert support team for incident and problem resolution.
- **Assist:** "Help take pressure off the team." Proactive monitoring and management to keep your services running smoothly.
- **Assure:** "Keep things running smoothly." A fully managed service that includes all aspects of service delivery, from monitoring and management to reporting and service improvement.
- **Augment:** "Help us on our journey." A strategic partnership focused on continuous improvement and innovation, helping you to get the most out of your technology investment.

Our value proposition is built on two key principles: simplicity and value. We offer a clear and transparent packaged approach that eliminates the need for complex, bespoke service packages. This allows you to align your communications and networking technologies with a single strategic partner, reducing the complexity of managing multiple contracts and vendors.

We deliver value through our UK-based 24/7 support team, our dedicated Customer Experience Managers who work to understand your needs and drive results, and our powerful, vendor-agnostic monitoring and analytics tools that help to prevent downtime and provide valuable insights into your services. With Maintel, you gain a partner that is focused on your outcomes, not just on delivering a service.

2. Service Features & Capabilities

2.1 What the Service Provides

Zoom Contact Centre provides a comprehensive set of features for managing omnichannel customer interactions. This includes inbound and outbound voice, video, web chat, and SMS, all managed through a single agent desktop. The platform includes advanced skills-based routing, a powerful workflow designer, and AI-powered features such as a virtual agent, real-time transcription, and sentiment analysis.

2.2 Key Features & Benefits

Feature	Benefit
Omnichannel Communications	Manage voice, video, chat, and SMS in a single platform.
AI-Powered Virtual Agent	Automate responses to common questions and free up agents.
Skills-Based Routing	Connect customers to the most qualified agent every time.
Real-Time Analytics	Gain immediate insights into contact centre performance.
Unified Agent Desktop	Improve agent productivity with a single, intuitive interface.
Workflow Automation	Design and automate complex customer interaction flows.
Video-Optimised	Add a visual dimension to customer interactions.
CRM Integration	Integrate with Salesforce, Zendesk, and other business applications.
Sentiment Analysis	Understand customer sentiment and identify at-risk interactions.
Workforce Engagement Management	Optimise agent schedules and improve performance.

2.3 Technical Capabilities

The Zoom Contact Centre service is built on a resilient, cloud-native architecture that is geographically distributed for high availability. The platform is designed for scalability, and can support organisations of all sizes. All communications are encrypted using 256-bit AES-GCM encryption.

2.4 Integration Capabilities

Zoom Contact Centre provides extensive integration capabilities through the Zoom App Marketplace, with pre-built integrations for a wide range of business applications, including Salesforce, Zendesk, and Microsoft Dynamics 365. It also offers a comprehensive set of REST APIs and webhooks, allowing for custom integrations with other systems and applications.

3. Service Delivery & Implementation

3.1 Implementation Approach

Our implementation process is designed to ensure a smooth and efficient transition to your new service. Following contract signature, a dedicated project team will manage the supply, installation, configuration, and programming of all required equipment and services. This process, known as the Implementation Period, is managed according to a detailed Project Definition Document (PDD) and High-Level Design (HLD). All implementation services, including any associated training and project management, are carried out by our expert engineers during standard business hours to minimise disruption.

3.2 Onboarding Process

Our on-boarding process ensures a smooth and seamless transition into service. Upon contract completion, a dedicated Customer Experience Manager (CXM) oversees a defined service transition model designed to minimise any impact on the services being transitioned. This process is guided by our 8-Step Customer Engagement Process, which ensures that your business goals are clearly defined, measurable, and achieved through our solutions.

The transition is managed through a structured process that includes service definition, defining service delivery processes, risk management, and a comprehensive transition plan. We conduct thorough evaluations at the end of each step, incorporating your feedback and gaining your approval before moving forward. This collaborative approach ensures that the final solution meets your expectations and is fully supported from day one.

3.3 Training & Knowledge Transfer

Maintel provides comprehensive training for agents, supervisors, and administrators to ensure a successful adoption of the Zoom Contact Centre platform. This includes online resources, live webinars, and customised training sessions. We also provide a wealth of knowledge base articles and video tutorials to support ongoing learning.

3.4 Service Management

Our Service Management practice is built on ITIL v4 principles and ISO standards (ISO 9001, ISO 22301, ISO 27001), ensuring a consistent, reliable, and adaptable service. Upon contract initiation, you will be assigned a dedicated account team, including a Customer

Experience Manager (CXM) who acts as your primary contact for day-to-day service management.

The CXM is responsible for regular service reporting, monitoring service level performance, managing incidents and problems, overseeing change management, and chairing regular service review meetings. We provide a comprehensive Service Report Pack that can be tailored to your specific needs, including an executive summary, incident summary, SLA compliance, and a continual service improvement plan.

3.5 Service Levels & SLAs

Our Service Level Agreements (SLAs) provide clear commitments for service performance. We offer two standard SLA packages: Premium SLA (24/7/365) for core sites and data centres, and Standard SLA (08:00-18:00 Mon-Fri) for branch locations.

Incidents are categorised from Priority 1 (Critical) to Priority 5 (Request for Change) based on business impact. Key response and return to service times are:

Priority	Impact	Premium SLA	Standard SLA
P1	Critical Business Impact	Response: 30 mins Return to Service: 4 hours	Response: 30 mins Return to Service: 4 hours
P2	Major Business Impact	Response: 60 mins Return to Service: 8 hours	Response: 60 mins Return to Service: 8 hours

We are committed to keeping you informed, with updates every 60 minutes for Priority 1 incidents and every 4 hours for Priority 2 incidents. Our Service Desk also adheres to strict response times for calls and emails, ensuring you can always reach us when you need to.

3.6 Support Model

Our support model provides accessible, skilled, and responsive technical assistance through our UK-based Service Desk and Network Operations Centre (NOC). You can access our support services 24/7/365 via telephone, email, or our Maintel Customer Portal.

Our support structure is based on a three-tier model to ensure efficient incident resolution, with a robust escalation process that includes both functional and hierarchical escalation paths. The Maintel Customer Portal is a key component of our support model, providing a centralised hub for real-time ticket management, project and quote status tracking, planned maintenance visibility, and powerful analytics.

3.7 Outage and Maintenance Management

We have a mature Change Management process that categorises changes into Standard, Normal, and Emergency to ensure all changes are managed in a controlled manner. We conduct planned maintenance in a way that minimises service disruption, with advance notification and scheduling outside of your critical business periods. You can also view all upcoming scheduled maintenance activities in the Maintel Customer Portal.

In the event of a critical incident, our major incident process is initiated to swiftly restore service. A Major Incident Manager provides control and governance, and we provide a comprehensive Root Cause Analysis (RCA) report following any major incident.

3.8 Service Improvement and Innovation

We are committed to the continuous improvement of our services through our ITIL v4 aligned Continual Service Improvement Programme (CSIP). Your Customer Experience Manager (CXM) is responsible for managing the CSIP and will work with you to identify and develop service enhancements that align with your evolving business requirements.

We also provide a comprehensive Operations Manual that is customised to your specific needs and is continuously updated as part of our change management and service review processes. This commitment to service improvement and innovation ensures that the solutions we provide continue to deliver value and support your business objectives over the long term.

4. Technical Requirements & Customer Responsibilities

4.1 Technical Prerequisites

A stable internet connection with sufficient bandwidth is required for all users. The agent and supervisor desktop applications are web-based and are supported on all modern browsers. A list of supported headsets and other peripherals is available on request.

4.2 Customer Responsibilities

Customers are responsible for providing a suitable network and internet connection for all users. They are also responsible for ensuring that their use of the service complies with all applicable laws and regulations.

4.3 Client-Side Requirements

The agent and supervisor desktop applications are web-based and do not require any client-side installation. A computer with a modern processor, at least 4GB of RAM, and a supported web browser is required.

5. Data Protection, Security & Compliance

5.1 Information Assurance

Maintel's information assurance strategy is built on a robust framework of certified processes and technical controls designed to protect the confidentiality, integrity, and availability (CIA) of customer data. Our approach is underpinned by our ISO 27001 and Cyber Essentials Plus certifications, and it aligns with the NCSC's '10 Steps to Cyber Security' and 14 Cloud Security Principles.

To ensure confidentiality, we enforce strict access controls, multi-factor authentication (MFA), and role-based access so that only authorised personnel can access sensitive information. Customer data is also encrypted both at rest and in transit to prevent any unauthorised access or interception.

Data integrity is maintained through formal change and configuration management processes, alongside comprehensive audit logging. All platform and user activity is logged and retained for a minimum of 180 days. We also conduct regular vulnerability assessments and penetration tests to identify and remediate potential weaknesses.

Finally, service availability is supported by 24/7 monitoring from our UK-based Network Operations Centre (NOC) and Security Operations Centre (SOC). A formal incident response framework, proactive patch management, and a resilient architecture ensure high service availability and a rapid response to any issues.

5.2 Data Protection and Privacy by Design

Maintel fully complies with all relevant data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Our data protection framework is managed by our Data Protection Officer (DPO) and is an integral part of our ISO 27001 certified Information Security Management System (ISMS).

Privacy by design and by default is a core principle that guides our service development and delivery. We conduct Data Protection Impact Assessments (DPIAs) for all new services and significant changes to identify and mitigate privacy risks from the outset. This approach ensures that technical and organisational measures are in place to only process personal data that is necessary for the specified purpose. We focus on data minimisation by collecting

only essential data, and purpose limitation ensures it is used only for agreed-upon reasons. Access is restricted through strict role-based controls, and all employees receive mandatory annual data protection training to maintain awareness and compliance.

We also provide a standard Data Processing Agreement (DPA) that clearly outlines our commitments and the respective responsibilities of Maintel as the data processor and the customer as the data controller.

5.3 Data Back-Up and Restoration

Maintel provides a comprehensive data backup and restoration service to ensure data resilience and availability. Our standard strategy involves performing full backups weekly and incremental backups daily, with all data retained for a default period of 30 days. For enhanced resilience, primary backups are stored in a secure UK data centre and replicated to a geographically separate secondary UK data centre. All backup data is encrypted both in transit and at rest to protect against unauthorised access.

Our restoration process is managed by our 24/7 Network Operations Centre (NOC). In the event of data loss, a formal service request triggers the restoration procedure according to the defined Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO) for the service. We conduct regular tests of our backup and restoration procedures to ensure their effectiveness and reliability.

5.4 Business Continuity

Maintel maintains a robust Business Continuity and Disaster Recovery (BC/DR) plan to ensure the continuity of critical services in the event of a major incident. Our strategy is aligned with industry best practices and is regularly tested and reviewed to ensure its effectiveness.

The plan is built on a resilient architecture that utilises geographically diverse UK data centres and redundant hardware to minimise single points of failure. A dedicated 24/7 incident management team is responsible for identifying, responding to, and resolving any service disruptions, following documented recovery procedures for all critical services. Furthermore, our operational teams are distributed across multiple UK locations, enabling continuity of support and service management during any localised disruptions. This multi-layered approach ensures we can maintain service delivery and support our customers through any unforeseen events.

5.5 Security Standards and Certifications

Maintel is committed to maintaining the highest standards of security and compliance. Our security posture is validated by a range of industry-recognised certifications and our alignment with government best practices. Our Information Security Management System (ISMS) is certified to the **ISO 27001:2013** international standard, demonstrating a systematic approach to managing sensitive information. We also hold the UK Government-backed **Cyber Essentials Plus** certification, which involves rigorous independent testing of our security controls against common cyber threats.

Our cloud services are designed and managed in alignment with the National Cyber Security Centre (NCSC) Cloud Security Principles, and we follow the NCSC's '10 Steps to Cyber Security' framework to guide our operational security practices. To ensure our services remain secure and resilient, we conduct regular, independent penetration tests and vulnerability assessments to proactively identify and remediate potential security weaknesses.

6. Commercial Information

6.1 Pricing Approach

Pricing for Zoom Contact Centre is available on a subscription basis and can be structured either per named agent or per concurrent user, depending on organisational requirements. Different pricing tiers are available based on feature requirements and scale. Flexible contract terms are offered, and a tailored pricing proposal can be provided to align with each organisation's operational and budgetary needs.

6.2 Contract Terms and Periods

Each service has an Initial Service Term, as specified in the Order. At the end of the Initial Service Term, the contract will automatically renew for successive twelve-month periods (an "Extended Service Term"). If you do not wish for the service to renew, you can provide ninety (90) days' written notice before the end of the current term.

6.3 Ordering & Invoicing

Invoices are issued electronically and are payable within thirty (30) days of the invoice date, with payment taken via Direct Debit. Maintel will begin invoicing for the service from the agreed Billing Date. Any usage of the service before the official Billing Date may be invoiced in arrears at a pro-rated rate.

7. Off-Boarding & Transition

7.1 Exit Process

To initiate the termination of a service, a formal written notice must be provided. On the same day that notice is served, a completed Cease Notification Form must be sent to cease@maintel.co.uk. This ensures a clear and documented process for managing the cessation of services.

7.2 Data Migration and Handover

Upon termination of the Agreement, Maintel will support an orderly handover process. We will return all documents and materials containing your confidential information and will erase all of your confidential information from our systems where possible. We will certify in writing that these actions have been completed, ensuring a secure and complete handover of your data.

7.3 Knowledge Transfer

Upon termination of a service, Maintel facilitates a structured knowledge transfer process to ensure a smooth transition for the customer, whether they are bringing the service in-house or moving to a new supplier. Our approach is designed to minimise disruption and ensure the continuity of service understanding. The process typically includes the handover of all relevant service documentation, such as configuration details and support history, as well as transition meetings and workshops to walk through the service architecture and operational procedures. Where required, we can also offer a period of shadow support where our technical teams can answer questions and provide guidance to the new operational team.

7.4 Termination Terms

Either party may terminate the Services in circumstances such as a material breach of the Agreement that is not remedied within 30 days, or in the event of insolvency. Services may also be terminated immediately if an act of bribery is committed. Maintel may terminate Services if unable to continue provision due to the termination of agreements with third-party providers, in which case we will provide as much notice as reasonably possible.

Termination notices must be served in writing. When a Customer terminates Services, a completed Cease Notification Form must be submitted to cease@maintel.co.uk on the same day. Upon termination, the Customer must cease all use of the terminated Services, and all outstanding invoices and charges remain payable. Early Termination Fees may apply in certain circumstances, such as termination due to Customer breach. Maintel may recover any Maintel-owned equipment from Customer sites, and certain provisions of the Agreement, including those relating to confidentiality and liability, will survive termination.

8. Why Maintel

8.1 About Maintel

Maintel delivers solid solutions for a dynamic world. We are a leading cloud and managed services provider with over 30 years of experience in helping organisations meet and exceed the ever-changing needs and expectations of their customers, employees, and the general public.

Our mission is to deliver solid technology solutions that enable organisations to connect, collaborate, and operate securely in a demanding, dynamic world. We provide a comprehensive portfolio of services across three core pillars: Unified Communications and Collaboration, Customer Experience, and Security and Connectivity. These services are supported by our proprietary intellectual property platforms and a team of expert engineers operating from our 24/7 UK-based Network Operations Centre (NOC).

As a trusted partner to the UK public sector, we are committed to delivering innovative and cost-effective services that support the delivery of modern, efficient public services.

8.2 Public Sector Experience

Maintel has a proud tradition of serving the UK public sector, having supported over 300 public sector organisations covering hundreds of thousands of employees. Our clients span the breadth of the public sector, including NHS trusts (NHS Highland, NHS Grampian, Sheffield Teaching Hospitals NHS Foundation Trust), Local Authorities (Liverpool City Council, West Lothian Council, Angus Council), higher and further education institutions (Royal Veterinary College, Bishop Grosseteste University, Croydon College), and housing associations (Sanctuary Housing, Incommunities).

As a Crown Commercial Services partner, Maintel is a named approved provider on multiple government frameworks, including G-Cloud (Lots 1-3), Network Services 3 (RM6116), Technology Services 3 (RM6100), JISC Telephony Purchasing Services, and NHS London Procurement Partnership. Our dedicated public sector team has a deep understanding of the drive for digital transformation, efficiency, and improved citizen services, and we have a proven track record of delivering secure, compliant, and cost-effective solutions.

8.3 Innovation & Partnership Approach

Maintel is the only Managed Service Provider (MSP) in the sector with a dedicated UK-based R&D team embedded within delivery, ensuring that innovation is integral to our service rather than an afterthought. We work collaboratively with our customers to understand their strategic objectives and design solutions that deliver tangible business outcomes. Our model gives us the flexibility to select the right technology from a range of leading partners, ensuring our solutions are tailored to each customer's specific needs. We are committed to continuous innovation, and our in-house experts hold the highest levels of accreditation with our technology partners, enabling us to provide expert advice and support.

8.4 Accreditations & Partnerships

Vendor Partners

Cisco:

Gold Partner (highest level of accreditation)

Focus partner for SD-WAN, SASE/Security, wired and wireless networking

Extreme:

UK & Ireland Partner of the Year

Triple Master Specialist (highest level of accreditation)

Genesys:

Gold Partner

Genesys EMEA new partner of the year

Fortinet

Tier 1 Partner

Zoom:

Certified Partner

Mitel:

Platinum Partner (highest level of partner accreditation)

Mitel Solutions Alliance Developer Partner

Mitel Customer Champion Badge

Mitel Technical Excellence Badge

RingCentral:

Diamond Partner (highest global accreditation, one of only four in the UK)

Preferred Partner for public cloud UCaaS across all sectors

Strategic relationships with Avaya, Mitel, and Unify for UCaaS

Accreditations

Maintel holds a range of internally recognised ISO certificates:

- **ISO 9001** (Quality Management)
- **ISO 14001** (Environmental Management)
- **ISO 27001** (Information Security Management)
- **ISO 145001** (Health & Safety Management)
- **ISO 22301** (Business Continuity Management)

As well as our ISO accreditations, we also hold:

- **Cyber Essentials**
- **Cyber Essentials Plus**
- **Gold 2024 Ecovadis Sustainability Rating**
- **SafeContractor**
- **Avetta Membership**
- **FSQS Registration**
- **JOSCAR Registration**

8.5 Other G-Cloud and Framework Services

In addition to our G-Cloud services, Maintel offers a comprehensive portfolio of cloud communications, network, and security managed services to the UK public sector through multiple Crown Commercial Service frameworks. We are an approved supplier on Network Services 3 (RM6116) and Technology Services 3 (RM6100), as well as JISC Telephony Purchasing Services and NHS London Procurement Partnership frameworks.

Our public sector portfolio includes Unified Communications as a Service (UCaaS), Contact Centre as a Service (CCaaS), Managed SD-WAN and SASE, Managed Security Services, and Mobile and Connectivity Services. This breadth of capability allows us to provide integrated, end-to-end solutions that meet the diverse needs of public sector organisations.

9. Social Value & Sustainability

9.1 Overview

Maintel embeds sustainability and social value throughout its business operations, aligning our strategies with the UN Global Compact principles and UN Sustainable Development Goals. We are committed to achieving Net Zero by 2050, maintaining ISO 14001 certification, and disclosing annually to the Carbon Disclosure Project. Our approach includes minimising environmental impact, improving energy efficiency, supporting community initiatives, and working closely with suppliers and customers to drive carbon footprint improvements. All progress, targets, and initiatives are transparently reported.

9.2 Social Value & Community Contribution

Maintel is committed to delivering social value through a range of initiatives focused on employment, skills development, and community engagement. We run apprenticeship programmes, offer regular work experience placements, and support our own employees' development through the Apprenticeship Levy. Our employees are actively involved in supporting local communities, with paid volunteering days and matched fundraising for our corporate charities. We also establish partnerships with local schools and colleges to provide careers advice and workshops, and we are committed to supporting SMEs and diverse businesses within our supply chain.

9.3 Environmental Impact

Maintel is committed to minimising the environmental impact of our operations and helping our customers do the same. Our environmental management system is certified to ISO 14001, and we report our performance annually through our Sustainable Business Report and to the Carbon Disclosure Project (CDP). Our approach focuses on improving energy efficiency in our offices and data centres, implementing comprehensive recycling programmes, and transitioning our company fleet to electric vehicles. We also promote the use of cloud-based services and sustainable technology to help our customers reduce their own physical IT footprint and power consumption.

9.4 Sustainability Approach

Maintel's sustainability approach is a core part of our business strategy, guided by our commitment to achieving Net Zero by 2050. Our ESG (Environmental, Social, and

Governance) strategy is overseen by our Board and aligns with the UN Global Compact and key UN Sustainable Development Goals. We conduct regular stakeholder materiality assessments to ensure our strategy remains relevant and impactful. Sustainability is integrated into our daily operations, from energy-efficient product design to responsible supply chain management, and we are committed to transparency in our reporting, with independently verified emissions calculations.

9.5 Carbon Reduction Commitment

https://maintel.co.uk/wp-content/uploads/2024/10/Carbon-Reduction-Plan_-Website-Statement_SIGNED.pdf

Maintel is committed to achieving Net Zero emissions by 2050, embedding sustainability and environmental stewardship at the core of our operations. Our approach includes maintaining ISO 14001 certification, annual carbon emissions reporting in line with SECR and the GHG Protocol, and implementing a range of carbon reduction initiatives across our business and supply chain. We set clear targets to reduce Scope 1 and 2 emissions by at least 50% from our 2021 baseline by 2030, and Scope 3 emissions by 30% by 2027 and 50% by 2032. Progress is monitored, measured, and reported transparently through our Carbon Reduction Plan, which is publicly accessible and reviewed annually. The Plan outlines our current carbon footprint, reduction targets, implemented initiatives, and our ongoing commitment to align with government net-zero goals and industry best practices.

10. Contact & Further Information

10.1 Contact Details

Please feel free to view our other service offerings on G-Cloud by searching for “Maintel Europe” on the Digital Marketplace.

To view our website, please visit www.Maintel.co.uk.

To contact us directly, please email bids@maintel.co.uk

Contact us

Solid solutions for a dynamic world

Maintel is a communications managed services provider. We empower our clients across the public and private sector to deliver mission critical services and achieve their workplace, service and customer experience goals.

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