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Cloud Support for Contact Centres, Customer Experience & Digital Automation

Service Definition
V1.0





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1 Service Overview

BIP supports the strategic shaping for Cloud-based Contact Centres and digital automation solutions, helping organisations implement flexible solutions that meet changing business and operational needs.

The areas we advise on includes:

- Vision, Outcomes & User Journeys
- Define service outcomes (accessibility, first-contact resolution, speed of answer, citizen satisfaction, cost-to-serve, quality).
- Map priority user journeys and demand types (voice, webchat, email, messaging, social, assisted digital).
- Establish KPIs/XLAs and benefits hypotheses for experience and efficiency.
- Requirements & Operating Model
- Capture functional and non-functional requirements: omnichannel routing, WFM/WFO, quality management, sentiment/analytics, knowledge, case/CRM integration, security and resilience.
- Target operating model for cloud contact centre: roles, RACI, skills, supplier interfaces, and business continuity plans.
- Accessibility, inclusion and assisted-digital design baked into requirements.
- Market Scan & Evaluation
- Market scanning of cloud contact centre and CX platforms (CCaaS), knowledge and automation tooling (IVA/chatbots, RPA, iPaaS).
- Scripted demonstrations/playbacks using real public-sector scenarios (vulnerability disclosures, payments, appointments, complaints, emergencies).
- Objective evaluation matrix, moderation support, and partner capability assessment.
- Architecture & Integration Advisory
- High-level reference architecture: identity/SSO/MFA, telephony/SBC options, API/iPaaS patterns, data flows to CRM/ERP/case systems.
- Knowledge management approach (authoring, versioning, governance) and deflection strategy across channels.
- Resilience design (multi-AZ/region patterns, failover, DR) and performance targets.
- Automation & Self-Service Design
- Journey triage and “shift-left” automation candidates; IVA/IVR flow design across voice and digital channels.
- Low-code workflow/orchestration, RPA triggers where appropriate, and guardrails to protect vulnerable users.
- Measurement framework for containment, handover quality and customer effort.
- Security, Privacy & Compliance
- Data protection by design (recordings, transcripts, redaction, retention, lawful basis).

- Role-based access, quality monitoring controls, fraud and abuse prevention, audit trails.
- Logging/monitoring and incident playbooks aligned to organisational policies.
- Deployment & Transition Assurance
- Readiness criteria, quality gates and cutover planning (telephony porting, channel turn-up, failback plans).
- Network and endpoint readiness checks (QoS, SBCs, headsets/devices).
- Hypercare and early-life support with clear SLAs/OLAs and issue route-to-green.
- Workforce & Quality Management Enablement
- WFM configuration (forecasting, scheduling, adherence) and skills/routing strategy.
- Quality framework (call scoring, calibration, coaching loops) and performance dashboards.
- Knowledge governance and continuous improvement cadence.
- Analytics, MI & Experience Measurement
- Real-time and historical reporting design: demand, service levels, abandonment, FCR, AHT, backlog, containment, sentiment/NPS/CSAT.
- Data model, tagging and lineage for accurate MI; integration to enterprise BI where required.
- Cost-to-serve model and capacity planning insights.
- Change, Training & Adoption
- Stakeholder mapping (agents, team leaders, QA, planners, knowledge authors, service owners).
- Communications plan, champions network, and role-based training (agent, supervisor, admin).
- Accessibility-first learning assets and assisted-digital guidance for frontline teams.
- FinOps & Sustainability
- Consumption model validation, rightsizing of channels/capacity, licenses and features.
- Telemetry-driven optimisation (call-backs, deflection, automation quality).
- Decommissioning of legacy platforms and rationalisation to reduce cost and carbon footprint.
- Exit & Re-procurement Readiness
- Data extraction formats (recordings, transcripts, MI), responsibilities and timelines.
- Reversibility guardrails and contingency planning for critical services.
- Lessons learned and re-procurement readiness materials.

The solutions and products we advise on include HCS, Cisco, Cloud Contact, Avaya, Genesys, Nuance for Cloud Contact, CRM, MS-Dynamics, Salesforce, Kana, Verint, NICE, eGain and Service Now.

2 Track Record

Our consultants have a range of relevant experience that includes:

- Global Contact/CX practice leader at BT specialising in digital transformation solutions focused on improving customer experience and colleague engagement
- Leading the development of the business case for transformation of the global contact operations (27 countries) from an End of Life estate to an integrated suite of Cloud solutions for Allianz Insurance
- Managing a transformation programme for Tesco, impacting 2000 front and back office users across two sites, implementing Cloud technologies for contact and collaboration solutions. This included leading the requirements capture, design and delivery.
- Leading a strategic multi-channel review for Transport for London, and the activities included developing a blueprint to support a virtualised contact centre operation, with a new organisation structure leveraging a multi-skilling model

3 Contacts

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4 About us

Who We Are

BIP is a fast growing global management consultancy (backed by CVC Capital Partners), employing over 6,000 professionals across 27 offices in 12 countries.

We operate across Europe, the Americas, and the Middle East; including here in the UK, Italy, France, Germany, Spain, Portugal, Switzerland, Austria, Brazil, Chile, Colombia, the UAE, and the US.

We help organisations tackle complex challenges, outpace their competitors, and build a sustainable future through strategic insight, operational excellence, and technology innovation.

In the UK, BIP has been recognised by *The Times* and trusted by FTSE 100 companies, government departments, and industry leaders, establishing itself as one to watch in the consulting landscape.

Our Philosophy: Value, People and Technology

At the heart of everything we do lies a powerful combination: **value, people and technology**. These three pillars enable us to deliver meaningful, scalable, and lasting outcomes for our clients.

We are value creators and business integrators, combining strategic insight with implementation excellence to help organisations move the dial at pace.

Our work is powered by deep expertise in digital transformation, AI, cloud, and technology-led change, ensuring every solution drives sustainable progress *and* measurable impact.

Our Approach: Design to Deliver

We are doers and makers, NOT just PowerPoint writers.

Everything we do is designed to deliver real, measurable change within defined timelines. We ideate, test, and learn, working closely with clients and partners in an open, collaborative way to ensure every solution is built to last.

Our goal is not only to deliver outcomes, but to transfer knowledge, and empower clients to continue their transformation independently.

This partnership model offers long-term value and enables us to focus on where we can make the next biggest impact.

Our Expertise

With deep sector experience across:

- Financial Services
- Government & Public Sector
- Defence & Industries
- Energy, Utilities & Resources
- Telecoms & Media
- Retail & Services
- Life Sciences
- Commercial Real Estate

We bring sharp insight, proven delivery experience, and technological edge to every engagement.

The recent integration of Verco and Riskcare into BIP UK further strengthens our offering, adding market-leading expertise in net zero strategy, sustainability advisory, and financial risk technology.

Here to Dare

“Here to dare” is more than a motto, it is our mindset.

We dare to think and act differently, to explore beyond limits, and to create opportunities through bold innovation and collaboration.

We believe in shared journeys, celebrating results, milestones, and even challenges, because true responsibility means growing together.

We imagine a future where business thrives through the synergy of technology, humanity, and sustainability.

The BIP World

BIP is a world of innovators, designers, data engineers, change managers, producers, and marketers, all working together, contaminating each other with ideas, energy, and passion.

We want to leave a mark with what we do and share a journey with every company we work with.

We're 6000 people, 47 nationalities, 12 countries, united by a drive to empower organisations through technology and passion.

Our people, the BIPers, are the heart of our success. They thrive in an environment that encourages self-expression, growth, and balance, inspiring them to engage clients with the values they live by.

5 Other Information

The scope of our G-Cloud Service

The scope of our G-Cloud service is defined in this document and the associated features and benefits. It covers the supply of professional services to support the evaluation, selection and deployment of cloud solutions and services for a range of public sector organisations.

Are we a reseller?

BIP is not a reseller and it is totally independent of all product vendors and solution providers.

Support provided to buyers

When buyers have shortlisted one or more of our services, they may ask clarification questions prior to purchase. This helps them understand, in more detail, if we are the best supplier for them and how they can benefit from our service. We then use our knowledge of the cloud solution marketplace to advise and guide clients through the specification, selection and deployment process.

How users work with this G-Cloud service

Users can use this service to obtain professional advisory support for their GenAI needs. This can be on a short term, long term or ad-hoc basis using either selected specialists or a team approach.

Service onboarding and off-boarding process

When a client buys us using one of our G-cloud services, we typically undertake an initiation process at the start of the service to ensure the client's requirements are fully understood and that they are clear about what we will do, how we will do it and what we will deliver. We will also discuss and agree how any issues will be raised and managed from either side during the service operation.

At the end of the service, we will typically undertake a review with the client to ensure they are happy with what has been delivered and that their expectations have been met. We can also discuss and future support if this is appropriate.

Pricing

We provide services and our day rates are shown in the SFIA rate card for this service.

Service definition and how it will be delivered

The services defined in this document and the associated features and benefits will be delivered by one or more of our consultants with full management support and quality assurance from our public sector portfolio leadership. The service will be delivered from our office, working remotely or at the client's offices, depending on which is most appropriate.

Our security certifications and standards

BIP has the Cyber Essentials Plus Certificate of Assurance which is renewed each year.

Our approach to personnel security

BIP's personnel checking process for new employees includes all components of the employment processes described on Gov.uk, including validating their right to work in the UK.

We cover checking original versions of the necessary documents with the new joiner and making and retaining copies of these documents.

The identity documents and other information gathered are sufficient to enable Government Security checks to be undertaken. BIP maintains an extensive pool of appropriately security cleared consultants.