



NiCE CXone Mpower

AI Powered Customer Service Automation Platform

Implementation and Support Service

Delivered in Partnership by

Hinduja Global Solutions (HGS)

NiCE Certified Implementation Partner

Executive Summary

Public sector organisations across the UK are embracing digital transformation to deliver faster, more transparent, and efficient citizen services. As expectations continue to evolve, these organisations require modern solutions that can scale to meet the growing demand in providing more optimal citizen services whilst operating within constrained budgets and maintaining the highest standards of security and compliance.

This Service Description document sets out how HGS enables public sector organisations to respond to these challenges through the implementation and ongoing operation of NiCE CXone Mpower, an AI-powered customer service platform designed to modernise citizen engagement at scale. The service is structured to meet the specific operational, regulatory, and assurance requirements of public sector bodies under the G-Cloud 15 framework, while remaining flexible by design to integrate with existing council systems, data sources, and infrastructure.

NiCE CXone Mpower brings together contact centre capabilities, workflow automation, and AI to support more efficient and consistent citizen services across channels. As an accredited NiCE partner, HGS is responsible for the implementation, integration, and ongoing support of the platform, ensuring it is configured to meet public sector requirements and aligned to existing systems and ways of working. As an implementation partner, we provide end to end delivery accountability, from initial deployment through to continuous optimisation, enabling organisations to realise value quickly while maintaining security, compliance, and operational resilience.

1. About HGS and Our Partnership with NiCE

2.1 Hinduja Global Solutions: A Global Leader in Customer Experience



Hinduja Global Solutions (HGS) is a prominent player in the global business process management (BPM) industry, offering a wide range of services tailored to enhance customer experience. The company specialises in

delivering comprehensive solutions that include customer care, back office processing, and digital marketing strategies. These services are meticulously designed to support enterprises across multiple sectors such as Banking, Financial Services, and Insurance (BFSI), telecommunications, retail, and the **public sector**, facilitating improved operational efficiencies and customer satisfaction.

With a robust footprint spanning several countries, HGS leverages its global presence to offer seamless, 'round the clock' services to its clients. This international network allows the company to provide a multicultural and multilingual support framework, essential for businesses operating in a globalised market environment. The company's commitment to innovation and quality is reflected in its adoption of cutting edge technologies and methodologies, which enable it to stay ahead of industry trends and meet the evolving demands of its clientele.



HGS is not just focused on business outcomes but also places a significant emphasis on corporate responsibility and sustainable practices. The company actively engages in initiatives that contribute to the welfare of the

communities where it operates, emphasising ethical business practices, employee wellbeing, and environmental sustainability. This holistic approach to business

management has established HGS as a reliable and respected partner in the BPM industry, poised to continue its growth and influence in the coming years.

2.2 HGS NiCE Partnership: Certified Implementation Excellence

HGS's partnership with NiCE represents the convergence of two industry leaders, combining NiCE's market leading technology platform with HGS's implementation excellence and operational expertise. This partnership is built on:

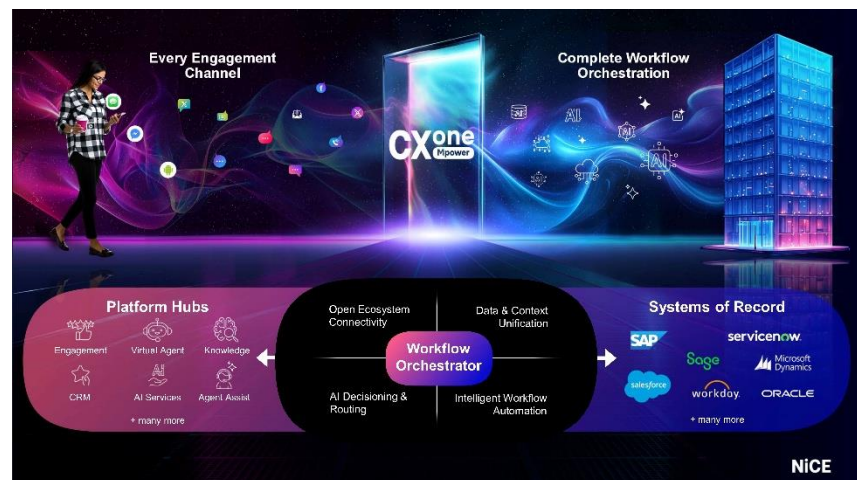
- **Certified Expertise:** HGS maintains certified status as a NiCE implementation partner, with team members holding relevant NiCE platform certifications across technical implementation, solution architecture, and platform administration
- **Implementation Methodology:** This deployment approach focuses on a structured and thorough rollout of the NiCE CXone platform, with additional expert support available on demand or via retainer to address bespoke requirements or configuration needs. The methodology is designed to be adaptable, enabling HGS clients to adopt the platform capabilities in a controlled manner while maintaining service continuity and operational readiness.
- **Ongoing Collaboration:** Direct relationships with NiCE product teams ensure early access to new features, priority support escalation, and influence on product roadmap
- **Award Recognition:** HGS UK awarded Trailblazer of the Year at 2023 NiCE Interactions Conference for exceptional innovation and people-focused implementation

2. Understanding the NiCE CXone Mpower Platform

3.1 Platform Overview: Addressing Public Sector Challenges

NiCE CXone Mpower provides a unified platform that brings together contact centre capabilities, workflow orchestration, and applied artificial intelligence to automate routine enquiries, improve service consistency across channels, and support staff with real-time, AI-driven assistance. CXone Mpower is cloud-native and modular platform that enables public sector organisations to manage increasing volumes of citizen contact across voice and digital channels through a single, integrated service environment.

The platform is designed to help organisations scale service capacity without a proportional increase in cost, by deflecting avoidable demand, automating repeatable tasks, and optimising the allocation



of staff across channels. This is underpinned by AI-driven routing, self-service, and agent assistance capabilities, which support faster resolution times and more consistent outcomes, while providing citizens with responsive and transparent service experiences.

The platform's architecture also enables organisations to modernise service delivery without wholesale replacement of existing systems, integrating with legacy applications, case management platforms, and data sources to create joined-up workflows and reduce operational silos. **This Flexible Design implementation** is explored in detail in **point 3.6**.

In parallel, the platform helps address workforce challenges by improving agent productivity, reducing cognitive load, and supporting more effective onboarding and

training. It provides agents and supervisors with real-time guidance for interactions, automation, and performance insights, enabling staff to focus on higher value interactions, supporting retention and long term operational sustainability.

3.2 CXone Mpower: Integrated Platform Components

CXone Mpower is composed of four integrated components. This integrated ecosystem provides the foundational capabilities, automation, workforce enablement, and applied intelligence required for public sector organisations to scale services, improve efficiency, and modernise citizen engagement without fragmenting operations or duplicating systems.



3.2.1. Core Platform

The Core Platform underpins all CXone Mpower capabilities, providing a unified operational environment for managing citizen interactions at scale. **Core Platform capabilities:**

- **Manage ALL customer conversations:** Enables organisations to handle and track all citizen interactions across voice and digital channels within a single platform, ensuring continuity and visibility across the entire service lifecycle.

- **Unified data sets:** Consolidates interaction and operational data into a shared data model, allowing consistent reporting, analysis, and service insight across teams and channels.
- **Unified administration and user interfaces:** Provides a single administrative and user experience for configuring services, managing users, and operating the platform, reducing complexity and administrative overhead.
- **Advanced routing and no-code scripting tool:** Allows organisations to define how interactions are routed and handled using configurable logic and scripts, without the need for custom development.
- **Dedicated agent and supervisor workspaces:** Delivers role specific interfaces that support efficient interaction handling for agents and effective monitoring, coaching, and oversight for supervisors.
- **Prebuilt data visualisation dashboards and reports:** Supplies dashboards and reports that provide visibility into service performance, volumes, and outcomes without requiring bespoke reporting development.

3.2.2 Customer Service Automation

CXone Mpower's service automation capabilities enable organisations to deliver more autonomous citizen self service engagements: **Customer Service Automation capabilities:**

- **Knowledge Management:** Centralises approved service content and answers so that accurate, consistent information can be delivered to citizens and agents across all channels.
- **Web & Mobile Guidance:** Supports citizens as they navigate websites and mobile services by providing contextual assistance that helps them complete tasks correctly and efficiently.

- **Conversational AI & Chatbots:** Uses natural language interfaces to handle routine enquiries, provide information, and triage requests before escalating to human agents when required.
- **Proactive Outreach (SMS, VM, etc.):** Enables organisations to send automated notifications, reminders, and updates to citizens, helping reduce inbound contact and improve transparency.
- **Mobile SDKs for async in-app messaging:** Allows secure, asynchronous messaging capabilities to be embedded into existing mobile applications, enabling citizens to communicate without waiting on live channels.

3.2.3 Workforce Augmentation

Workforce Augmentation provides the tools required to manage, support, and improve contact centre operations and staff performance. **Customer Service Automation Components:**

- **Mpower Desk:** Offers a consolidated workspace that brings together interaction handling and supporting tools to streamline how agents and teams manage daily work.
- **Interaction Recording:** Captures customer interactions for audit, compliance, dispute resolution, training, and quality assurance purposes.
- **Quality Management:** Enables structured evaluation of interactions to support coaching, consistency, and continuous service improvement.
- **Workforce Management:** Supports forecasting, scheduling, and resource planning to ensure staffing levels are aligned with demand across channels.
- **Performance Management:** Provides tools to monitor individual and team performance against defined metrics and service objectives.

- **Interaction Analytics:** Analyses conversation data to identify demand drivers, service issues, and opportunities for improvement.
- **Feedback Management:** Collects and manages citizen feedback to inform service improvement and experience monitoring.

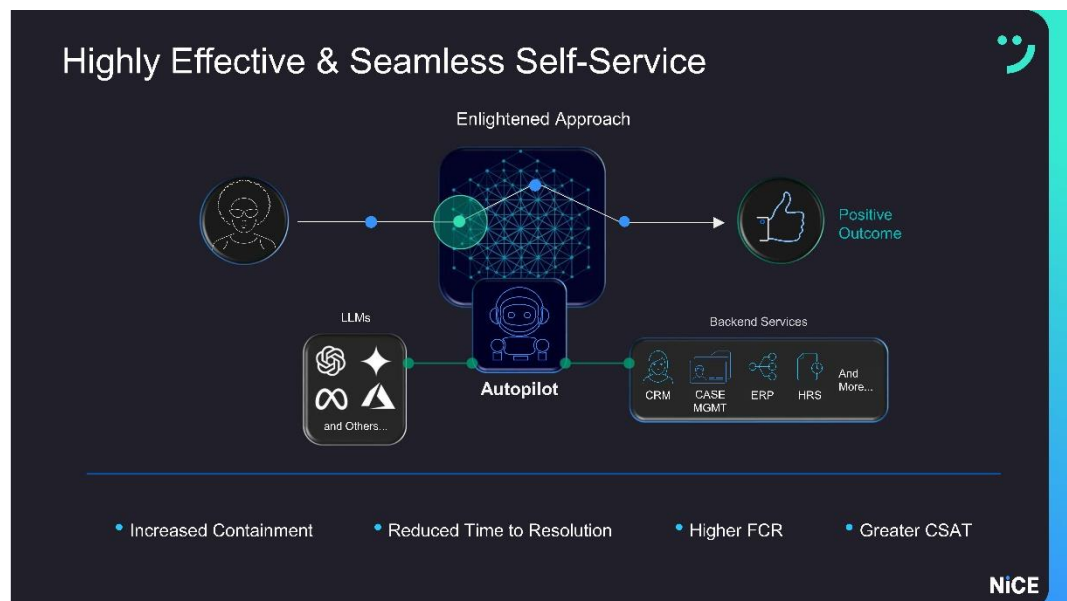
3.2.4. Enlighten AI

Enlighten AI is NICE's native artificial intelligence layer, developed specifically for customer experience and embedded across the CXone Mpower platform. It is built on deep learning models trained using extensive, real world customer interaction data, enabling intelligence that reflects how citizens and agents communicate. The platform uses insight from the said real interactions to guide how enquiries are automated, how agents are supported, and how services continuously improve across channels:

- **Autopilot:** Enables higher levels of automation by handling suitable interactions and tasks without human intervention.
- **Copilot:** Assists agents in real time during interactions by providing guidance, prompts, and contextual support.
- **Actions:** Converts interaction outcomes into follow up steps or tasks, supporting consistent execution and resolution.
- **AutoSummary:** Automatically generates structured summaries of interactions to reduce administrative effort and improve handovers.
- **Experience Optimisation:** Uses interaction data and AI-driven insight to identify friction points and improve service journeys over time.
- **Citizen Satisfaction:** Uses AI driven analysis of interactions and feedback to assess citizen experience, identify drivers of satisfaction or dissatisfaction, and inform continuous service improvement across channels.

3.3 How CXone technology capabilities in the platform key components enable more Intelligent Citizen Experiences

As citizen expectations evolve, CXone Mpower's service automation capabilities can support organisations in offering self-service options across multiple channels, enabling users to resolve enquiries in ways that align with their preferences and availability.



This is achieved through a combination of intelligent orchestration, AI-driven decisioning, and integration with core backend services, enabling automated interactions to progress seamlessly from intent to resolution.

By connecting conversational interfaces with large language models and enterprise systems such as CRM, case management, etc, CXone Mpower helps ensure that self-service interactions are not isolated experiences, but are context-aware, transactional, and outcome-focused. This is supported through the following components:

3.3.1 Conversational AI Virtual Agents

- **Intent Recognition and Classification** powered by domain specific AI models trained on millions of customer service interactions
- **Multi-Turn Conversations** that maintain context across complex dialogues, eliminating the frustration of starting over
- **Sentiment Analysis** that detects citizen frustration and escalates to human agents when appropriate
- **Personalisation** based on citizen history, preferences, and profile data
- **Multilingual Support** with automatic language detection and translation capabilities
- **Omnichannel Capability** ensuring consistent experience whether citizens interact via phone, web chat, SMS, messaging apps, or social media

3.3.2 Workflows: Intelligent Routing and Orchestration

- **Omnichannel Routing:** Intelligent routing engine that matches citizens with the most appropriate resource based on intent, complexity, sentiment, priority, and skills
- **Journey Orchestration:** Visualises and automates complete citizen journeys from initial enquiry through fulfilment
- **Business Rules Engine:** No-code interface for defining routing rules, escalation paths, SLAs, and automated actions
- **Queue Management:** Advanced queue prioritisation, callback options, estimated wait time calculation, and overflow management

3.3.3 Knowledge: Enterprise Knowledge Management

- **Enlighten AI Knowledge:** AI-powered knowledge management that automatically organises, tags, and surfaces relevant knowledge articles based on interaction context
- **Multi Source Knowledge Integration:** Connects to existing knowledge bases (SharePoint, Salesforce, Zendesk, etc.) with unified search
- **Self-service Portals:** Branded citizen facing portals with intelligent search, guided navigation, FAQ automation, and escalation to live assistance
- **Knowledge Analytics:** Tracks knowledge article usage, effectiveness, and gaps to identify which content drives self-service resolution

3.4 How CXone technology capabilities in the platform key components enable more Intelligent Operations

CXone Mpower CoPilot also enables more intelligent operations by embedding contextual intelligence directly into both frontline and supervisory workflows. By supporting agents and supervisors with real-time insight, guidance, and automation, CoPilot helps reduce operational friction, improve decision-making, and create a more coordinated service operation.

3.4.1 CoPilot for Agents: Real-Time Productivity Enhancement

For frontline agents handling citizen enquiries, CoPilot provides comprehensive assistance throughout each interaction:

- **Real-Time Conversation Summary:** Live summarisation of ongoing interactions, continuously capturing key topics, decisions, and actions as the conversation unfolds, supporting agents with immediate context during the interaction.
- **Real-Time Customer Sentiment:** Continuous analysis of language patterns, tone, and interaction signals to identify changes in citizen sentiment during live

conversations, enabling agents to adapt responses appropriately and supporting timely intervention where interactions show signs of escalation or dissatisfaction.

- **Real-Time Guidance:** Context-aware prompts and recommendations delivered during live interactions, drawing on intent recognition, knowledge assets, and policy rules to support agents with next best actions, compliant responses, and consistent handling aligned to organisational standards.
- **Knowledge base Answers:** Automatic presentation of relevant knowledge articles, policy documents, and procedural guidance based on conversation context, eliminating manual searching,
- **Task Automation:** Automatic triggering of back-office processes, case updates, and follow-up actions, reducing administrative burden on agents
- **Intelligent Summarisation:** Automatic generation of interaction summaries capturing key points, outcomes, and next steps, reducing after call agent work.

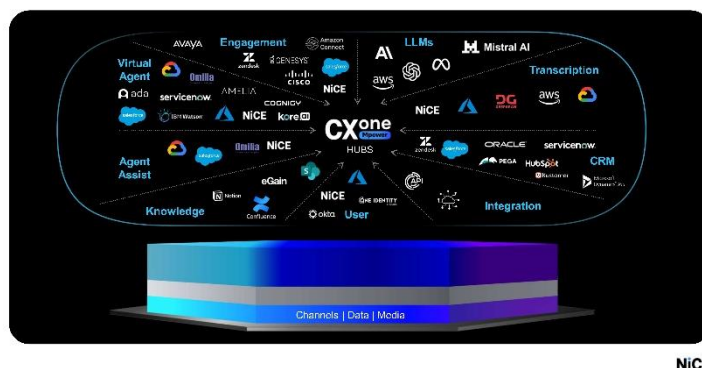
3.4.2 CoPilot for Supervisors: Real-Time Team Management

For supervisors managing teams, CoPilot transforms reactive management into proactive leadership:

- **Instant Context Provided:** Real-time visibility into interactions, agent activity, sentiment indicators, and queue conditions, giving supervisors immediate operational context without the need to review full transcripts or recordings.
- **Real-time Alerts for Urgent Situation:** Automatic notification of situations requiring supervisor attention, enabling timely coaching and support
- **Reduced Intervention Time:** Early identification of emerging issues, enabling supervisors to intervene selectively and earlier, reducing the need for reactive or prolonged intervention.

- **Intelligent Scheduling:** AI-powered workforce management suggesting optimal schedules based on predicted demand and performance patterns
- **Performance Analytics:** Detailed insights into individual and team performance trends, identifying coaching opportunities, training needs, and recognition opportunities
- **Quality Management:** Automated evaluation of interaction quality across 100% of contacts with AI-powered scoring and feedback generation
- **Manager Activity Insights:** Analysis of common operational challenges agents face including repetitive manual tasks, knowledge gaps, and process bottlenecks, enabling continuous improvement

3.6 Open and Flexible by Design: Architectural Principles



CXone Mpower is prepared to be implemented within existing technology environments, making possible for organisations to integrate with existing technology system. Its architecture is intentionally open and modular,

allowing organisations to adopt capabilities progressively, integrate with existing platforms, and evolve services over time.

Flexible AI Modular Adoption: It can support a flexible service design approach enabling organisations to adopt automation and intelligence incrementally across services, aligned to operational priorities. AI can be applied incrementally across self-service, routing, and agent assistance, without requiring adoption of all the NICE CXone components and channel capabilities across the entire service operation. This enables organisations to benefit from the intelligent citizen engagement services without being locked into a single model or vendor approach.

Open Integration with Existing Systems: The platform is built to integrate with the diverse systems typically found across public sector organisations, including CRM, case management, document management, identity, and payment platforms. Standard integration methods (such as APIs, events, and scheduled data exchange) enable CXone Mpower to connect into existing workflows, share data securely, and reduce fragmentation between front and back-office systems. This supports modernisation without disrupting established services.

CCaaS Integration Flexibility: CXone Mpower enables organisations to engage citizens across multiple communication channels from a single platform, while retaining flexibility in how those channels are delivered. It can be implemented alongside existing CCaaS technologies, allowing organisations to integrate current contact centre capabilities with CXone Mpower services. Existing telephony infrastructure, chatbots, or digital tools can be retained and connected, reducing implementation risk and supporting continuity of service. As citizen communication preferences evolve, additional channels can be introduced without requiring platform replacement.