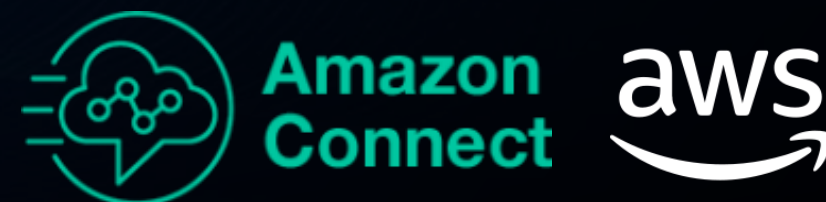




CONTACT CENTRE AS A SERVICE TO IMPROVE CX

CCaaS Managed Services

January 2026





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Executive Summary

This document outlines how HGS supports organisations at different stages of their CCaaS journey, from modernising telecommunications infrastructure, to improving the performance of existing CCaaS platforms, through to providing ongoing managed support.

It reflects the reality that organisations face different challenges depending on their starting point, operational pressures, and maturity of their contact centre environment.

HGS CCaaS Offering

HGS provides end-to-end CCaaS services that combine deep contact centre expertise with strong delivery and operational capability. Our approach focuses on enabling organisations to adopt, operate, and evolve CCaaS platforms in a way that aligns with real world service demands, cost pressures, and organisational constraints.

The document will show how our CCaaS Managed services offering can bring together platform expertise, systems integration, service design, and managed operations to help organisations handle rising demand, improve service quality, and reduce operational risk.

Finally, our ways of working in supporting client teams to ensure CCaaS environments remain resilient, secure, and adaptable, supporting both immediate service needs and longer term transformation goals.

Document key findings

Service Scope Overview

How HGS supports organisations across the CCaaS lifecycle, from infrastructure modernisation and platform improvement to ongoing managed support of live contact centre services.

Solution Capabilities

Detail of our managed service capabilities spanning service design, platform configuration, systems integration, AI & automation enablement, and day-to-day support.

Delivery Approach

How HGS implements, transitions, and operates CCaaS services within existing environments, ensuring continuity of service while changes and improvements are introduced safely.

Value Outcomes

The service and operational outcomes organisations can expect from CCaaS Managed service work with HGS

A graphic consisting of a white circle with a blue arc on its left side, resembling a stylized 'C' or a partial circle.

ABOUT HGS

Before we outline our CCaaS managed services offering, we want to briefly introduce HGS and provide context on our experience delivering and operating contact centre services at scale.

HGS has a long standing market experience with working with organisations running complex, high volume customer and citizen services, often across multiple channels, CCaaS platforms, and legacy enterprise systems. These environments require a balance between service continuity, operational efficiency, and the ability to adapt to changing demand and expectations.

This practical, operational background underpins how HGS approaches CCaaS managed services: focusing on what works in live service environments, managing risk and complexity, and helping organisations get sustainable value from their CCaaS investments.

Big enough to deliver, strong enough to trust, but small enough to care

HGS empowers organisations to deliver intelligent, people first experiences at scale, gain insights where data sits in silos and maximise past technology investments. By unifying CX solutions with customer management strategy, data analytics expertise our digital platforms are future ready.

- **4.5** Billion Engagements Per Year
- Delivering Business Support Solutions For over **50 Years**
- **20,000+** employees globally
- Operate from **9** Countries / **32** Locations
- **60%** of our clients have been with us for 15 + Years

POWERING THE
NEXT ERA OF
CX INNOVATION

COMMITTED TO
CLIENT SUCCESS

PEOPLE CENTRED

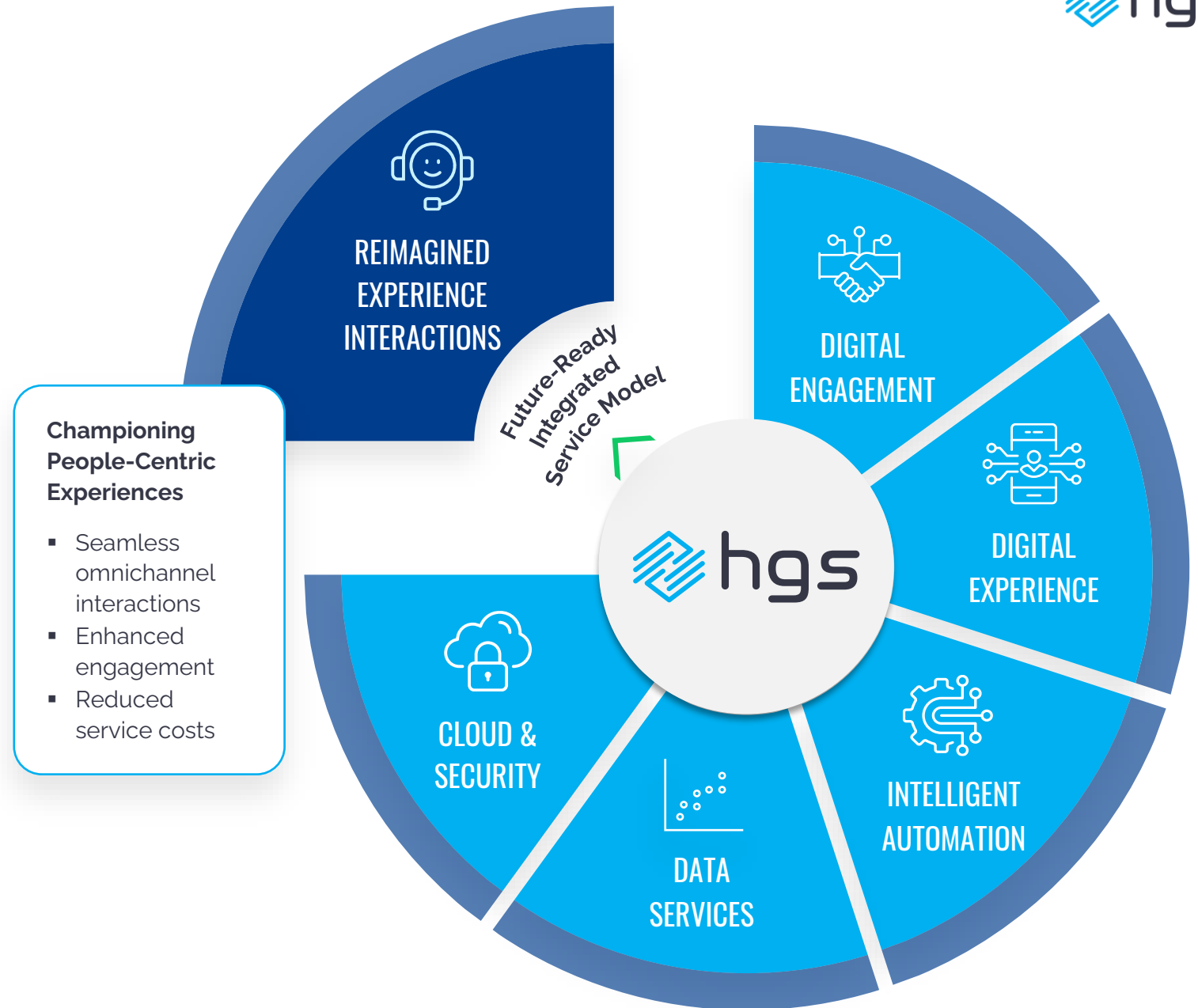
AI powered services that combine intelligent automation, data analytics, and cloud solutions to drive results at scale.

Our culture and approach is about winning together, with our people, you as a client and your customers.

Whether it's citizens or staff, people focussed solutions are at the heart of everything we do.

A Complete Practice for **AI Driven Interactions & Operations**

At HGS, we leverage our deep expertise and significant investment in advanced technologies to *transform legacy ways of working.*





HGS CCaaS Managed Services

In the next section we bring together HGS's CCaaS expertise, ways of engagement, and delivery capabilities, outlining when and why our services are relevant for public sector organisations and how they can be applied flexibly across the CCaaS lifecycle.

1

HGS expertise in CCaaS in designing, implementing, and operating CCaaS platform, across multiple technology vendors.

2

Flexible engagement models that allow organisations to work with us end-to-end or draw on specific needs.

3

When and Why is it most useful to Public Sector Organisations

4

Key actions we bring together to deliver, run, and evolve CCaaS services in line with public sector objectives.



HGS Expertise in CCaaS

- Customer Experience Design
- Cloud Services (Public/Private)
- Application Management
- Business Transformation & Management

20+ YEARS OF GLOBAL EXPERIENCE

HGS designs, implements, and manages contact centre solutions worldwide.

END-TO-END CAPABILITIES

From strategy to operations, HGS covers all aspects of the contact centre journey, including consulting, transformation, health checks, and complex systems integration.

BROAD PLATFORM EXPERIENCE

HGS offers a wider perspective than a single vendor, with extensive design and implementation experience across platforms like Twilio, Genesys Cloud CX, Amazon Connect, NICE CX One, Five9, Cisco, Google CCAI, Microsoft and more.

HGS bring a broader perspective than a single vendor, with deep design and implementation experience across platforms.



Ways to engage our services

Organisations can engage with us in different ways depending on where they are in their CCaaS journey. Some are looking to modernise their telecommunications and move to the cloud, others already have a CCaaS platform in place but need help getting more value from it, and many require ongoing support to keep services running smoothly.

Our engagement models are designed to be flexible, allowing clients to draw on the right level of expertise at the right time, whether that's focused on end-end **modernisation of existing infrastructure, targeted improvement initiatives, or day-to-day support services.**



Modernise telecommunications Infrastructure

We help companies navigate complex transformation challenges by bringing in the technical knowledge needed to deploy solutions, migrate to cloud, and overcome integration roadblocks. From strategy to design and implementation, to operations optimisation, our team covers all aspects of the contact centre journey, including consulting, transformation, health checks, and complex systems integration.



Improving existing CCaaS Platforms

You might already have a CCaaS platform in place but might not be getting the full value from it. We can work with you to help identify where improvements will make the biggest difference and provide practical support and implementation work to make better use of what your existing CCaaS can provide in responding to your organisational needs.



Managed Support Services

We have a support service available which offers day to day monitoring, incident and change management, configuration support, release management, and continuous improvement, ensuring CCaaS environments remain reliable, secure, and aligned to evolving operational changes.

Organisation needs/requirements our CCaaS Managed Services help to address



Problem felt needs / Requirements...



... how can HGS CCaaS Managed Services can contribute to address them

When there is uncertainty about whether the current customer service vision and strategy is still fit for purpose as channels, behaviours, and expectations continue to evolve.

As part of our end-to-end implementation expertise, we offer CX Consulting & Diagnostics services, where we work alongside organisation to assess existing channels, demand patterns, journeys, and operating models. This provides a clear, evidence-based view of current performance and informs a practical CCaaS service strategy aligned to evolving service needs.

When legacy telephony or contact centre technology is limiting service flexibility, and there is a need to modernise or migrate without disrupting live services

We can support to design and deliver controlled CCaaS modernisation programmes, covering platform configuration, integration, data alignment, and transition planning. This enables organisations to migrate or modernise safely while maintaining service continuity and operational stability.

When existing CCaaS technology is in place but not being fully utilised to support service and operational goals.

We can work with you to assess how existing CCaaS platforms are being used in practice, identifying where capabilities are not fully embedded into service operations. We then support prioritised improvements that help teams make more effective, consistent use of the platform in day-to-day service delivery

When lacking a clear way to use customer and operational analytics to drive service improvement and operational decision-making.

We can leverage analytics tools across CCaaS platforms, enabling better visibility of demand, performance, and service outcomes. This insight can then be used to inform prioritisation, continuous improvement, and operational decision-making.

When wanting to introduce intelligent channels, AI & automation, gradually into existing infrastructure.

We have proven experience in working with organisation to build a phased introduction of AI and automation within existing CCaaS environments. Either by extension through existing technologies in clients or through introduction of HGS intelligent communication Agentic AI platform, Agent X.

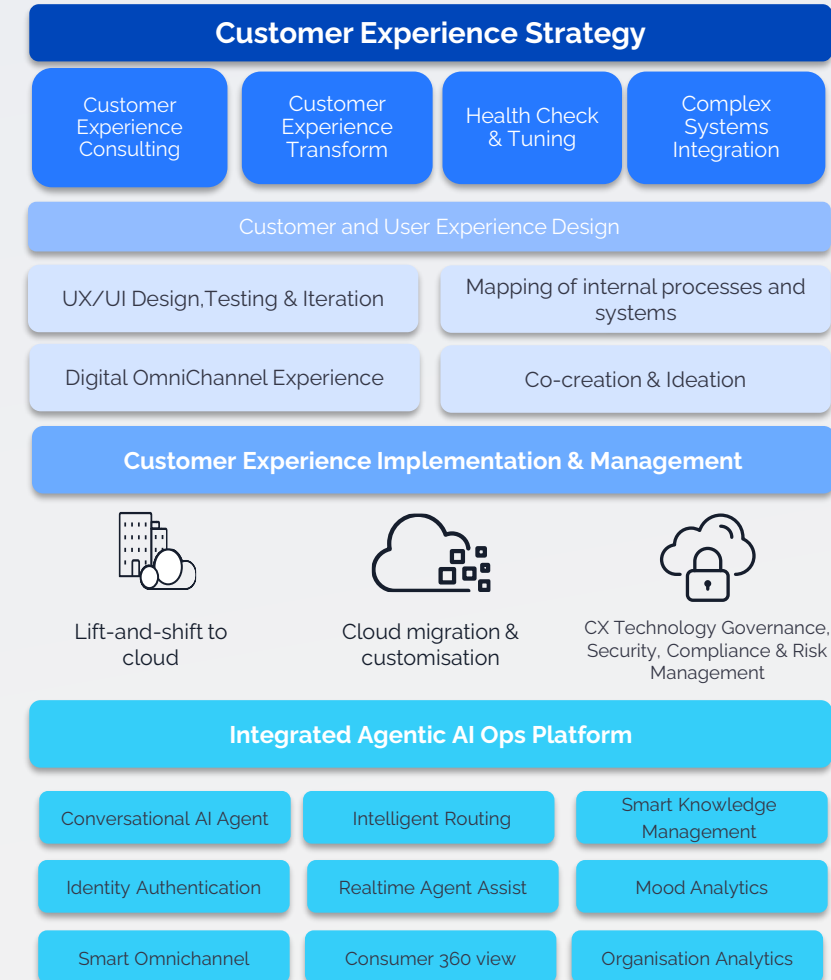
We offer a flexible approach to CCaaS delivery and support: End-to-end or where needed.

To address the said challenges in the previous slide, we bring together capabilities and knowledge that span across strategy, design, implementation, and operation, rather than treating CCaaS as a standalone technology change.

It's important to refer that our approach is deliberately flexible. Organisations can engage with us across the full customer experience lifecycle or draw on specific capabilities where support is needed. This may include customer experience strategy and consulting to help shape service direction and operating models, or focused support across implementation and ongoing management of CCaaS environments, including cloud migration, systems integration, governance, and day-to-day operations.

Alongside this, we can also explore where and how AI and automation capabilities can be introduced, when they add value, from self-service and intelligent routing to agent assistance and analytics, without requiring any service disruption.

HGS's capabilities cover the full breadth of Contact Centre journeys (transformation and steady-state).



Where our flexible approach can support CCaaS services, from early planning and delivery through to running, improving, and adapting services over time.

Planning & Audit

- Review existing CCaaS platforms, channels, and service landscape
- Understand demand patterns, service drivers, and operational pressures
- Assess current journeys, routing logic, and agent experience
- Define the target CCaaS operating and delivery model
- Identify security, compliance, and integration considerations
- Establish a clear CCaaS service design and transition approach.

Implementation

- Configure CCaaS platforms and environments to support service needs
- Set up channels, journeys, routing, and agent tooling
- Integrate CCaaS with core enterprise and service systems
- Enable digital, self-service, and AI-supported capabilities
- Implement security, access, and compliance controls
- Test services end-to-end and prepare for live operation

Support

- Monitor CCaaS services for performance, stability, and demand
- Provide incident, change, and operational support
- Manage ongoing configuration changes and platform updates
- Optimise journeys, routing, and agent experience over time
- Use insight and analytics to inform continuous improvement
- Ensure services remain secure, resilient, and aligned to change

DESIGN

BUILD

RUN



An intelligent extension to existing operations

In the next section we'll enunciate the available options to support organisations make use of AI and Automation technologies to help improve operations and citizen engagement.

We'll illustrate the options for extending existing CCaaS modular capabilities or explore the option of introducing Agent X as an intelligent extension and elevation to existing service operations.

Across the market, many organisations are exploring how AI can be applied within customer service, but often struggle to move beyond isolated tools or pilots. In CCaaS environments, real value comes when AI is applied in practical ways that support day-to-day service delivery.

We can work alongside your team, should you wish to implement AI and Automation capabilities too, such as virtual agents, conversational voice, intelligent search, content analytics, and emerging AI-driven features, in a way that fits existing platforms and operational realities.

Virtual Agents

Consult and build conversational AI virtual agents and chatbots for organisations, focusing on providing high-quality transactional experiences for customers, employees and other stakeholders.

Voice IVRs / Voicebots

Re-invent the legacy IVR experience using NLP to build conversational Voice experiences over the phone channel – providing next-generation support to the highest-volume Contact Centre channel.

KM / Intelligent Search

Empower customers, employees, knowledge workers and contact centre agents with knowledge-base search and content retrieval for their questions, leveraging semantic search.

AI Managed Service

Provide ongoing management, maintenance and support of an organisation's AI solutions (chatbots, Voicebots, specific AI applications, etc.).

Content Analytics

Real-time and historical reporting and analytics on customer conversations, call histories and other natural language content sources, to provide insights in Customer Service quality.

Other Emerging Offerings

*Predictive / Intelligent Routing
Proactive Engagement
Click-to-Call AI*

We sometimes see organisations wanting to use AI and automation, but unsure if their existing CCaaS platform really gives them the best options.

If the above applies to you, or maybe you're just exploring other options first, then we can support you in this journey.

At HGS we built Agent X, which is a solution that allows organisations to explore and apply AI capabilities more flexibly, choosing what works best for your needs and layering it onto existing services.

The key point is flexibility. We can help you get more from the AI and automation capabilities already available within your existing CCaaS platform, or, where it makes sense, introduce Agent X as an additional layer to explore other options. Either way, the approach is driven by what works best for your services and teams, without forcing a single path or technology choice.

Agent X works with the CCaaS platform you already use or can help you get started if your business doesn't have one yet. It's tech-agnostic and omnichannel cloud based, built with 400+ ready-to-go integrations, so you can connect your tools, channels, and data, and start delivering smarter, more automated and personalised consumer experiences faster.

Business Outcomes	AGENT OUTCOMES Reduce AHT & ACW Reduce time-to-proficiency Fosters ideation & collaboration		CITIZEN OUTCOMES Increase CSAT & NPS Provide personalised experience Proactively anticipate customer needs		BUSINESS OUTCOMES Reduce TCO of contact centre Increase agent retention & time-to-deploy Retain & enhance operational knowledge	
Agent X Apps	 CITIZEN 360 Complete view	 SMART ACTIONS Agentic workflow & automation	 SMART CONSULT Co-browse & cam share	 SPEECH AI Automated readout	 VOICE AI LLM-driven conversational app	 ENGAGE HUB AI-powered employee engagement
	 SMART KNOWLEDGE BASE Query via Gen AI	 AI CO-PILOT AI-driven personalisation	 AUTOMATED QA / QC AI-based call scoring	 AI CHAT BOT Gen AI-enabled deflection	 AI INTERACTION INSIGHTS Deep insights with AI & LLM	 MICRO-LEARNING AI training recommendations
CRMs, CaaS, & Social	        					

Note: CCaaS and other technologies/platforms mentioned are for representation purposes only. Agent X is a set of modular accelerators agnostic to CCaaS, cloud and other enterprise technology systems

HGS CCaaS Support SLAs

HGS SUPPORT SLAs: Time to respond



SEVERITY LEVEL	Definition	HGS (L1 – L4 SLAs)
1 – Critical impact (Code Red)	Customer is experiencing a severe problem resulting in an inability to perform a critical business function. There is no workaround. Severe impact or degradation to the customer's business operations caused by intermittent disruption of Partner's Service.	15 to 30 minutes
2 – High impact	Customer can perform job functions, but performance is degraded or limited.	3 business hours
3 – Medium impact	Customer's ability to perform job functions is largely unaffected, but noncritical functions or procedures are unusable or hard to use. A workaround is available.	8-16 business hours
4 – Low impact	Trivial impact to Customer's business operations or Customer requires information or assistance on the Customer's Cloud Service capabilities or configuration.	24-48 business hours

Thank you.

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