

Intelligent Digital Assistant

Service Definition Document

Sopra Steria



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1 About Sopra Steria

1.1 Overview

About Sopra Steria

Sopra Steria, a major Tech player in Europe with 50,000 employees in nearly 30 countries, is recognised for its consulting, digital services and solutions. It helps its clients drive their digital transformation and obtain tangible and sustainable benefits. The Group provides end-to-end solutions to make large companies and organisations more competitive by combining in-depth knowledge of a wide range of business sectors and innovative technologies with a collaborative approach. Sopra Steria places people at the heart of everything it does and is committed to putting digital to work for its clients in order to build a positive future for all. In 2024, the Group generated revenues of €5.8 billion.

The world is how we shape it

Sopra Steria (SOP) is listed on Euronext Paris (Compartment A) – ISIN: FR0000050809 For more information, visit us at www.soprasteria.com

50,000

employees

€5.8bn

2024 revenue

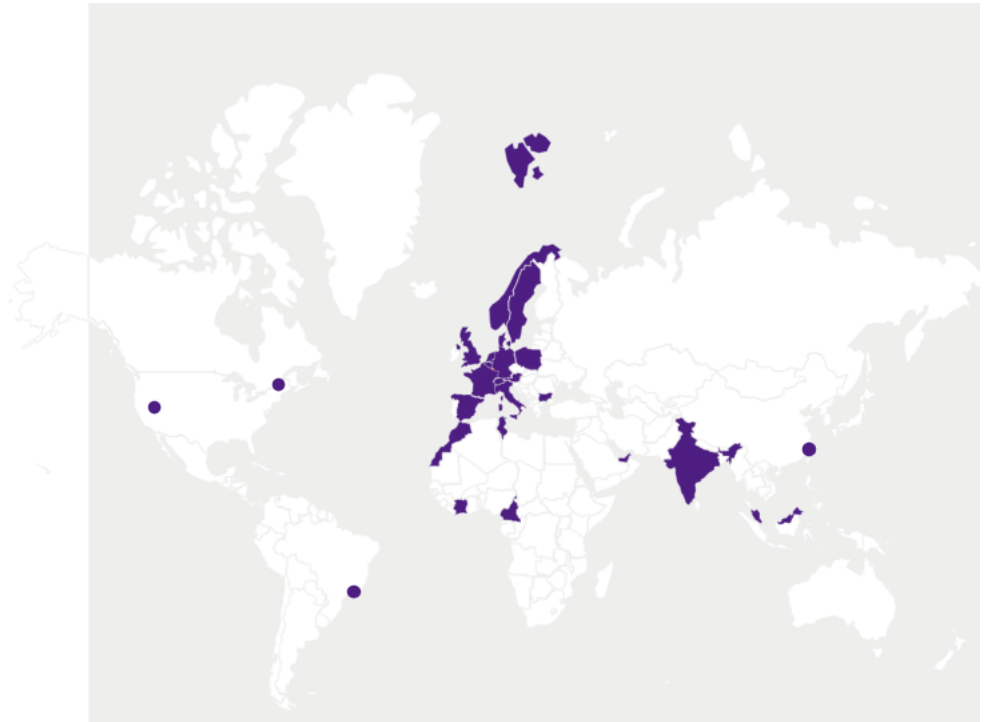
Top 5

European digital
services companies

In nearly

30

countries



1.2 Our Data & AI Capability

Sopra Steria's Data & AI Practice brings together advanced data engineering, analytics, and AI expertise to unlock value and accelerate transformation for our clients.

- Delivering comprehensive data and AI solutions, including strategy and advisory, data platform modernisation, advanced analytics, machine learning, generative AI and responsible AI implementation
- Integrating deep capability across data management, engineering, governance and AI technologies, supported by industrialised accelerators and frameworks to enable solutions across regulated, hybrid, and sovereign environments
- Using an end-to-end delivery model that combines business insight, engineering excellence, ethical AI principles, and robust governance—ensuring continuous innovation, trust, and measurable business outcomes throughout the full data and AI lifecycle.

1.3 Our Credentials

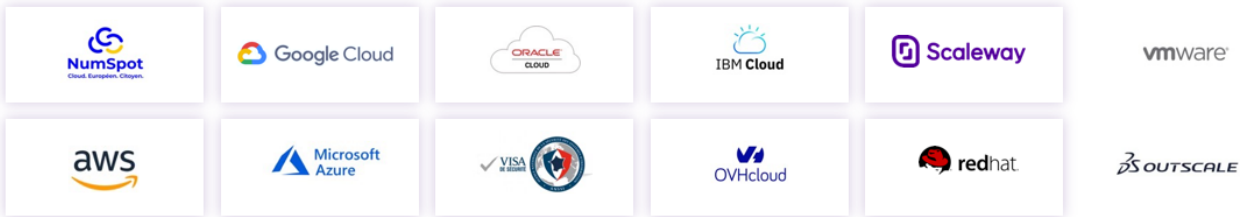
Capacity

More than 15,000 cloud experts in 30 countries
(Vision, Ops, Design, Scale)

Market recognitions

- Large account (best category>\$250m) in the "Public Sector Industry Cloud Landscape" (Forrester)
- Leader "Cloud public in Europe" & "Next Gen Private & Hybrid Cloud" (ISG)
- Leader "Cloud Infra Brokerage" (NelsonHall)
- Best in Class "Azure" & "SAP" & "Service Now" (PAC Radar)
- Leader "Cloud Native Application" & "Application Transformation Services" (Quadrant)
- Major Contender "Cloud Services" & "Cloud Native Applications" & "Services on AWS Azure & CGP" (Everest)

Key partners



Main market recognitions

2nd in IT Services in France and 10th in EMEA*

Cybersecurity	Digital	AI	IT for Green	Cloud			
• Leader "Cyber resiliency services" (NelsonHall) • Leader "cybersecurity" in France & Germany (ISG) • Top 5 "cybersecurity" in France (Markess)	• Leader "Application Transformation Services" (Quadrant) • Leader "Digital Banking" (NelsonHall) • Leader "Digital Banking Services" (ISG) • Major Contender "Digital twin Services" (Everest) • Innovator "Digital Manufacturing" (NelsonHall)	• Leader AI Services & Gen AI (PAC Innovation Radar) • Leader AI Services (Quadrant) • Leader "Intelligence Process Automation" (Quadrant) • Major player "European Professional Services for Data-Drive" (IDC) • Major contenders "AI services" & "Intelligent Process Automation services" (Everest)	• Leader "ESG for Banking Services" (NelsonHall) • Best in class "consulting and digital services for sustainable development" (PAC Innovation Radar) • Major Contender "NetZero Consulting Services" (Everest)	• Large account (best category>\$250m) in the "Public Sector Industry Cloud Landscape" (Forrester) • Leader "Cloud Infra Brokerage" (NelsonHall) • Best in Class "Azure" & "SAP" & "Service Now" (PAC Radar) • Leader "Cloud Native Application" & "Application Transformation Services" (Quadrant) • Leader "Cloud public in Europe" & "Next Gen Private & Hybrid Cloud" (ISG) • Major Contender "Cloud Services" & "Cloud Native Applications" & "Services on AWS Azure & CGP" (Everest)			
							

* Source PAC 2024

PAC

Sopra Steria is formally recognised by **PAC** as one of **Europe’s leading providers of AI and Generative AI services**. In the **2024 PAC Innovation Radar for AI related Services in Europe**, Sopra Steria achieved a **"BestinClass" overall rating**, the highest classification awarded and achieved by only a small number of providers assessed. PAC evaluated 28 organisations across portfolio strength, vision, strategy, and client delivery.

PAC rated Sopra Steria **BestinClass** in several specialist AI domains, including **Generative AI, back office AI, and digital customer engagement**, and identified Sopra Steria as the **top rated provider in Europe for AI related services in Human Capital Management**. PAC further highlighted Sopra Steria’s commitment to **sovereign and trusted AI**, including data transparency, opensource approaches, regional hosting, and strong public sector delivery credentials across Europe.

TechMarketView

Sopra Steria is recognised by **TechMarketView** as a **Disruptor and Innovator** in the application of Artificial Intelligence to enterprise and backoffice operations. In its **AI Impact: Back Office Operations** research, TechMarketView identifies Sopra Steria among the suppliers using AI to **differentiate their value proposition and drive material change** across traditionally manual and process heavy functions.

TechMarketView research highlights Sopra Steria's use of **AI enabled automation, Generative AI, and industry specific solutions** to transform back office services, including HR, finance, and business process services. This recognition reflects Sopra Steria's ability to combine **deep industry knowledge, AI engineering capability, and partner ecosystems** to deliver tangible productivity gains and operational outcomes for clients.

By being named a **Disruptor and Innovator**, Sopra Steria is recognised by TechMarketView as a provider that is actively reshaping how organisations adopt and realise value from AI, rather than incrementally enhancing legacy service models.

NelsonHall

Sopra Steria is recognised as a **Leader** by **NelsonHall** in its **2025 NEAT assessment for "GenAI-Enabled Operational Transformation"**, including a Leader position in the **Overall** category. NelsonHall identifies Sopra Steria as a Leader for its ability to **industrialise Generative AI**, moving beyond pilots to deliver **secure, scalable, production ready GenAI solutions** that generate measurable operational outcomes. Sopra Steria is rated as a Leader across multiple categories, including:

- GenAI-Enabled Operational Transformation (Overall)
- Development of custom GenAI solutions
- GenAI support for Business Process Services
- Understanding and aligning GenAI to operational requirements

NelsonHall highlights Sopra Steria's **impact driven AI strategy**, including the establishment of AI factories for largescale deployment, integration of industry specific GenAI solutions, and the rapid delivery of operational value for public and private sector clients.

2 Service Overview

2.1 Service Description

AI-powered conversational service for customers and employees. It understands natural language, answers questions, completes tasks, and provides seamless handover to human agents when needed. It uses Large Language Models (LLMs), Retrieval Augmented Generation (RAG) and agentic orchestration to engage in complex dialogs, delivering contextual, accurate, safe and efficient support.

2.2 Features

- Accelerate your platform design leveraging cloud or private services
- Integration across multiple channels including chat, voice and social platforms
- Quickly implement Modular RAG capability grounded by approved business knowledge
- Remain compliant with information security, privacy and GDPR
- Manage complex dialogues in natural language processing (NLP)
- Continuous evolution through analytics, monitoring, content updates, and prompt tuning
- Seamless escalation to Human-in-the-loop with context transfer
- Secure API integration enabling automation across enterprise business systems
- Orchestration of multi-step workflows using Agents and Agentic stages
- Multi-lingual with advanced accessibility tools including sign language

2.3 Benefits

- Automate repetitive customer interactions reducing query handling time
- Digital service desk using powerful voice and chat agents
- Enhance user experience with natural language and sentiment aware responses
- Reduce customer waiting times and resolve their query faster
- Provide extended 24x7 support without adding headcount.
- Protect customer data privacy with a GDPR compliant solution
- Inclusive contact centre service, multilingual and accessible by design
- Transfer to accessible channels and human operators per customer need
- AI assisted noise reduction to enhance call quality and satisfaction
- Ethical, compliant, auditable and secure

2.4 Our Approach

Typically, our approach is based around an agile delivery model where each engagement is planned and tailored to the specific needs of the customer. Through our experience of delivering digital assistants, we have found adopting an agile approach allows flexibility in establishing the correct team to deliver the requirements through a phased approach from initial business case, requirements and design discovery, proof of concept or Alpha, and finally beta to live. This approach lends itself to creating one team, blended between customer and our subject matter experts, across key roles to evolve the solution from inception to fully formed service.

During discovery we work with the business stakeholders to understand the optimal service design to meet the business objectives. An understanding of the business processes and high-volume interactions is key to focus activities on the processes that will provide the highest return on investment. The priority use cases, based on business benefit, are analysed to determine the requirements and optimal user experience design. The data and system interfaces required to deliver the digital assistant are analysed to produce a high-level design. We focus on the data required to train the digital assistant to ensure that it is sufficient to meet the requirement and user needs. Interfaces into back-office systems are researched to ensure that the digital assistant can either access the customer information required to meet the needs and that it can automate any business process associated with fulfilling the customer need. A project plan is developed to detail the subsequent phases of the delivery of the digital assistant. The benefits, requirements, plan and high-level design inform the business case for investment and support the governance associated with proceeding to the next delivery phases.

To prove the technology can deliver the expected outcome and benefits, we typically undertake an Alpha or proof of concept (PoC). During this phase we undertake a detailed design to inform the development and delivery of key feature required to deliver the digital assistant. The cloud services, which could include our nAIxus digital assistant solution, are deployed. We have deployed PolyAI with Amazon Connect/Lex to provide voice assisted telephonic support. Data is used to train the digital assistant, both as a knowledge base to understand the problem areas it can help with and to enable the generation of context specific assistance. Key interfaces are produced, or in some cases stubbed, to retrieve required data or integrate into business processes to allow the digital assistant to action the users request. The PoC allows the business and users to interact with the solution to gain confidence in the solution and to further refine detailed requirements.

The solution is then fully developed against all the requirements, including the non-functional requirements required to allow the digital assistant to operate in the production environment at the correct scale. Typically, this beta phase would progress through a public beta where end users can interact with the service to provide feedback on its usability and effectiveness. Upon the success of the public beta, the service would be deployed fully into the live environment.

Training and support are provided to users through the process to ensure the solution is successfully adopted and the business benefits are realised.

Through the delivery we consider the ethical, sustainability and compliance aspects of the solution. Our ethics consulting teams can assess the requirements and solutions to ensure the use of AI is undertaken in a fair and transparent manner removing bias across the solution user base. The accessibility of the solution is paramount and, where required, we can introduce specific technology to provide accessibility options for users. For example, within our nAIxus product we offer a sign language based digital assistant that can interact with users using AI enabled translation. The expertise required to deliver advanced accessibility features such as sign language is available on demand. Current UK AI legislation is being developed, and we anticipate it will evolve through the lifecycle of this G-Cloud offering. We will work with our customers as required to ensure that the solution is compatible with UK legislation at the time of delivery or compliant with the EU AI Act, perhaps for extra-territorial purposes, Cross-Industry Standard Process for Machine Learning with Quality Assurance (CRISP-ML(Q)).

2.5 Inputs

We would expect the following inputs from you as part of this service:

- Service Volumes - Contact centre and web analytics demonstrating volumes, statistics, and metrics
- Data - Corporate knowledge base for standard process, products, and services
- Vision - Desired customer journeys
- Insight - Availability of users of the service to undertake user research and service design
- Application landscape - Services and APIs for any integrated applications

This is a high-level list and is not exhaustive.

2.6 Outputs & Deliverables

Some of the outputs and deliverables generated from the service are identified below:

- Prioritise user journeys with detailed requirements captured within user stories
- Operational digital assistant service deployed and integrated within the customer estate
- Digital assistant trained with customer data to understand and automate the response to prioritised user journeys
- Integrated into back-office systems to automate the user action
- Call and chat routing configuration
- Analytics and reporting setup to measure ongoing digital assistant performance
- Security and compliance configuration
- Training materials
- Testing and validation
- Post-Deployment support
- Go-Live support

This is a high-level list and is not exhaustive.

2.7 Certifications & Skills

Some of our certifications and skills related to this service are identified below:

- AWS and Azure certified partner with individual certifications across architecture, development, AI and security
- Cyber Essentials Plus certified
- Cloud Architecture
- Cloud Solution Engineering
- Application Architecture
- Application Development
- AI Architecture, development, training and prompt engineering
- Data science
- DevSecOps
- Scrum, Kanban and Prince2 practitioner certification
- Business Advisory
- Business & Data analysts
- Business Change
- User experience and service design

This is a high-level list and is not exhaustive.

3 Pricing

Please refer to the Pricing Document for this Service.

4 Next Steps

4.1 Contact

Please contact us if you would like to know more about any of our listings on G-Cloud.

Email: sector-support@soprasteria.com

As all of our G-Cloud enquiries initially come into a single contact, please remember to tell us:

- Your name, your organisation name and contact details
- Which service you are enquiring about
- A brief summary of your requirements or problem statements that you would like support to address.

4.2 More Information

More information about our services and capabilities can be found on our website [here](#).

