



Service Definition

G-Cloud 15

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Why Tellos?

Tellos is the engagement platform built to reach the right people with the right message via the right channels.

The average council has 8 strategic priorities along with a myriad of statutory duties that require ongoing communication with residents. Communications are organised into campaigns with unreliable ways of targeting audiences and little effective measurement of engagement with those campaigns, until now...

Tellos acts as a hub between content, citizens and channels. Content can be created in the form of articles, notices, events and questions. That content can then be targeted based on demographics, tracked behaviours or location.

Tellos then intelligently promotes that content to the target audience via an omnichannel engagement engine.

“The consultation on local government has been a lost opportunity, and a waste of time. We need to turn decision-making on its head.”

Quote from a council leader, following a 0.3% response to a consultation on local services.

About us

Public sector pedigree

Forfront has been providing solutions and software to the public sector for over 20 years. We work closely with councils throughout the UK to improve the effectiveness of and engagement with council communications.

Service

We proactively help councils to improve resident engagement whilst making sure we are always available to help when needed – our median support response time is under two minutes! We also provide full and comprehensive training to help councils get the best out of the platform.

Security

Our commitment to security is reflected in strict policies and standards such as ISO 27001 and Cyber Essentials Plus. Every member of the team has passed security. We use official identities to send messages and host content – this ensures communications from the platform are highly trusted

Simplicity

Tellos takes what was once complex and disjointed and bring blissful simplicity to engaging residents and staff at scale. Our tools have been designed to efficiently enable users to do both the basics and brilliantly sophisticated campaigns in one, comprehensive platform. We put a strong emphasis on accessibility and user experience in everything we do.

Procurement via G-Cloud

Organisations that procure e-shot via G-Cloud 15 can look forward to a range of additional benefits offered as added value to our regular solution and service.

Best price guarantee

G-Cloud represents the easiest way to procure our platform and therefore also the best value way. We guarantee the best available price via the G-Cloud framework. If you have bespoke requirements, we are happy to participate in tenders and other forms of procurement exercise, but our G-Cloud offering usually accommodates most use cases.

Scoping and quotes

If you would like a formal quote based on the G-Cloud pricing, then get in touch and we will be happy to provide proposal, quote or pro-forma to help you with the procurement process. If you would like to discuss the specifics of your requirements, then we offer complimentary pre-scoping services to work out exactly what you need. We can also help with data protection and security questionnaires and provide any documentation that you require including accreditations and insurances.

Versions

Simple, straightforward subscription editions

We make it simple from a features perspective. The only limits are the number of staff records for internal communications, and the resident population of your authority for external communications.*

We offer three different editions of the Tellos platform:

Tellos for resident engagement platform

Engage residents with general and targeted content and notifications that drive awareness and behaviour change whilst also tracking engagement and sentiment.

Deliver highly targeted content via channels with unrivalled reach.

Tellos for staff engagement platform

Engage staff with general and targeted communications that drive awareness and behaviour change whilst also tracking engagement and sentiment.

Maximise staff awareness and improve engagement in corporate updates.

Tellos total engagement platform

Engage residents, staff and other stakeholder groups with a complete solution that caters for all content types and all channels. Articles and other content types can be shared between audience groups or tailored to each audience.

*Resident population based on latest ONS data.



Features matrix

Edition	Resident	Staff	Total
CONTENT:			
Articles	Yes	Yes	Yes
Notifications	Yes	Yes	Yes
Events	Yes	No	Yes
Questions	Yes	Yes	Yes
CHANNELS:			
Website intergration	Yes	No	Yes
Landing pages	Yes	Yes	Yes
Intranet	No	Yes	Yes
WhatsApp	Yes	No	Yes
SMS & RCS	Yes	Yes	Yes
Microsoft Teams	No	Yes	Yes
Email (with e-shot)	Yes	Yes	Yes
ADMINISTRATION:			
Users	Unlimited	Unlimited	Unlimited
Targeting engine	Yes	Yes	Yes
Campaign engine	Yes	Yes	Yes

Articles

An article in its simplest form is an introduction to a piece of content - a headline, body copy, link and picture. Tellos maintains an article library that represents all of the information that can be exposed to your residents or staff at present.

Articles can be created automatically from web pages, via feeds, via API integration or manually created and amended in the platform.

You can categorise and tag articles and set publishing dates and times to prevent articles being used before a certain point and after a certain point.

A rich article library can then be used to drive targeted communication with different audiences.

Engagement data in each article gives you insight into the demographics and channels that are engaging with the content.

AI content tools help you to improve headlines and copy.

Notifications

A notification is sometimes generic and sometimes very specific. They can be used to send reminders or alerts based on council-wide issues or on a contact centric basis. They can be scheduled in advance or triggered automatically.

Examples of generic notifications include:

- School closure notifications
- Updates on public consultations

Examples of targeted notifications include:

- Appointment reminders
 - Billing notifications
 - Confirmation messages
-

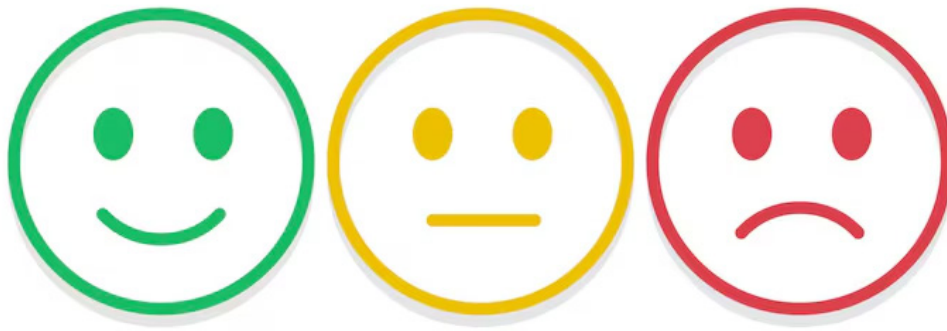
Events

Simplify promoting, organising and following up on events. Set a date, time, venue and capacity and then automatically expose your targeted audience to articles and notifications about the event.

Updates to the event detail automatically trigger notifications to anyone who has booked.

Manually add bookings in the platform or set up landing pages to promote registration.

Calendar invitations can be automatically created and then available to download or added to confirmation notifications.



Questions

A different approach to surveying residents and staff is to utilise Questions. These quick polling tools can be used to accelerate feedback capture for time-sensitive decisions.

Your Question can be exposed to audiences through different channels until you have a sufficiently large response to analyse response.

Options for Questions:

- Open-ended response
- Boolean choice
- Multiple choice
- Likert scale
- NPS / CSAT



Targeting engine

The link between your content and your channels is the targeting engine.

For residents, automatically consume demographic data and address details from other systems or via registration forms.

For staff, synchronise the data from Entra or HR systems.

With comprehensive and automatically updated records, you can then define audiences for your communications.

Audiences can be defined on a static or dynamic basis with compound logic used to create highly targeted audiences based on a range of data points.

Additional audiences can be automatically created and updated from responses to events and questions or via integrations.



Campaign engine

It is rare that a single piece of communication achieves the response needed, so the campaign engine helps you to build campaigns that repeatedly push the same content with different articles or via different channels until the desired response level is achieved.

The campaign engine can also be used to build journeys that tailor content depending on interactions with previous steps.

It does this via an AI-driven command prompt where you can explain what you're seeking to achieve and who is your target audience. Tellos will then make recommendations for a campaign programme including, content suggestions from your library, campaign cadence and behavioural signals to track.

WhatsApp

WhatsApp has exceptional reach. 96% of UK adults use WhatsApp on a weekly basis. It also has exceptional engagement levels meaning you can be confident your content gets read and reacted to.

The rich media nature of WhatsApp messages mean you are able to deliver video content, events and questions as well as more simple notifications to WhatsApp recipients.

Your Tello subscription comes with a monthly allocation of free WhatsApp messages. Additional message credits are available in bundles.

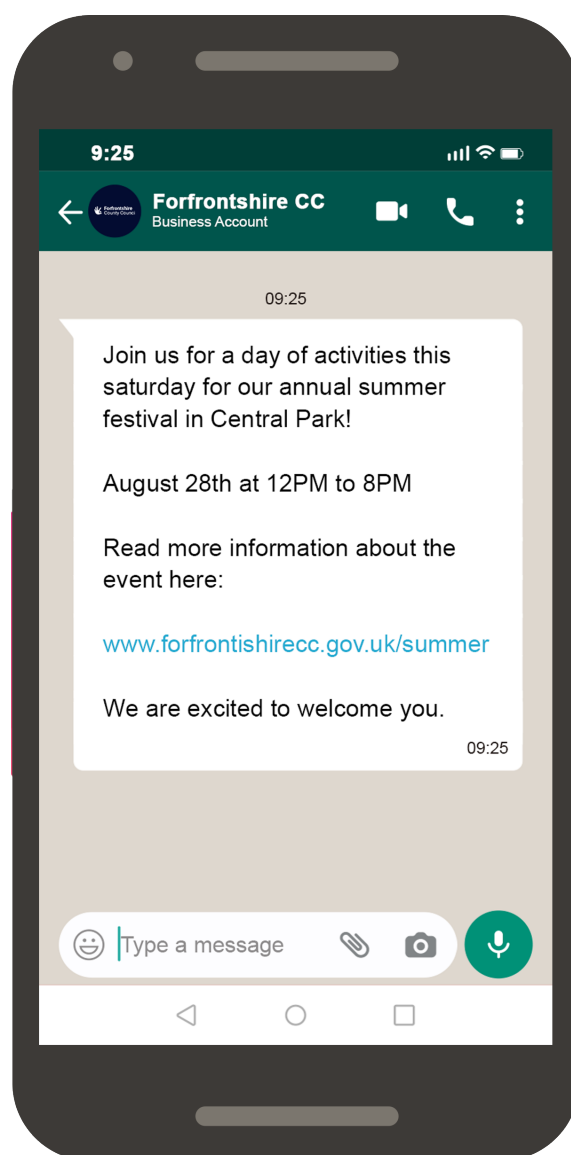
SMS & RCS

SMS has long been the tried and tested way to reach people, but it is evolving with more widespread support of RCS. This not only introduces richer content experiences, but improves security, with a verified identity needed to send RCS messages.

Tellos will try to send RCS first, but will then fallback to SMS if the recipient's device does not support it.

SMS can also be used for staff notifications as long as you have valid mobile numbers for them and provides a useful way of reaching staff who normally do not have access to a computer in the workplace of more generally in the event that normal organisation systems are unavailable.

Your Tello subscription comes with a monthly allocation of free SMS messages. Additional message credits are available in bundles.



Landing pages

Customise content appearance through template selection, colour schemes, logos, and domain configuration, then publish it to landing pages.

Rich media support accommodates embedding images and videos whilst offering interactive elements using the Events and Questions content types.

Access to them can be restricted to specific audiences and the content of the page can be set to automatically update based on data from your content section.

The landing page builder offers templates designed to focus attention on your content and away from distractions commonly found on websites.

The landing pages are automatically responsive and have inbuilt tools to check accessibility. If a landing page is associated with an article with an embargo date, it will not appear until that date has come.

Use landing pages to present:

- News articles
- Events
- Consultations
- Surveys

Website integration

Tellos can automatically build content from updates to your website. A blog feed can automatically create articles.

Tellos can also push articles and notifications back to your website in the form of popups and lightboxes.

Targeting options let you control when a popup is shown, which pages it is shown on and how often a visitor is exposed to the popup.

Intranet

For internal communications deployments, the active landing pages can automatically be indexed into a searchable site with access control and tracking capabilities.

Article categories can also be used to dynamically build navigation whilst Questions can be added to any landing page to collect responses.



Microsoft Teams

For internal communications, content can be published to Microsoft Teams channels or chats. This provides a highly effective way of driving engagement at scale or on a targeted basis.

Staff can interact with published content and provide feedback directly from Teams.



Integration with e-shot

Use Tellos and e-shot together to leverage the power of email engagement. The article library in Tellos can be used to automate email newsletter creation and dispatch in e-shot.

Articles are also available to be manually added to email designs and engagement data produced via email is then reported at a contact, campaign and channel level in Tellos.

Event invitations and reminders can also be sent via email using e-shot.

Landing pages can also be presented in emails and tracked as links.

Accreditations

Forfront is a software development house and a privately owned SME. Since 1998, operating from the heart of Surrey, we have been working to deliver cutting-edge solutions to both public and private sector clients.

Forfront is a Crown Commercial Services supplier and is listed on the Digital Outcomes and Specialists framework. Our platform solutions are available via the G-Cloud framework.

Forfront Ltd has been awarded ISO 27001:2013, the international standard for information security management systems (ISMS).

Forfront is certified for the Government-backed Cyber Essentials Plus scheme and our operation is entirely UK-based.

Forfront is registered with the ICO on the Data protection register since 27th March 2003 - Registration number: Z7752995

Forfront is a member of the Data and Marketing Association and a holder of the DataSeal Accreditation.

Developed in conjunction with BSI, DataSeal is the only data security standard for data-owning and data-handling companies.

Onboarding

Tellos is quick to set up and you can start building your article library within a couple of days of signing up.

We recommend allowing a month to use in a production capacity as we get the following items set up with you:

Audience data and integration

Landing page templates

e-shot integration (if required)

A dedicated project manager will oversee the implementation and consult with you to agree configuration options.

Free and unlimited training is provided as part of your subscription. We also offer an extensive self-service library of video tutorials, help articles, and interactive guides, with content regularly updated to reflect new features and best practice.



Customer Success

Tellos is a versatile and powerful platform, but the technology is only half of the puzzle. Our Customer Success team are here to ensure you have a great experience from day one.

As we learn more about your organisation and your objectives, you can expect lots of help and advice. Our team are highly experienced in working with local authorities and continually seek to add value.

Support

Our Customer Success team will respond promptly via live chat, email and phone during standard support hours. Monday - Friday, 08:30am - 18:00pm (GMT).

Out of office hours support is also available for critical issues. Our technical and security teams proactively monitor our systems 24/7.

Account management

A dedicated account manager is assigned to your organisation to ensure you achieve your strategic objectives. They will conduct quarterly and annual reviews, proactively introduce new features, and provide best-practice advice to continually add value.

Thank you...

We would welcome the opportunity to discuss your needs and can help with pre-scoping your requirements including strategic and technical consultancy.

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