

Avoira (Xdroid) Speech & Text Analytics by ArvatoConnect G-Cloud 15 (RM1557.15)

Service Definition - ArvatoConnect

Company overview

ArvatoConnect is 100% owned by Bertelsmann SE & Co. KGaA, the ultimate parent company of Bertelsmann Group a global, financially stable company. In 2024 the group's businesses, with over 145k employees, generated revenues of €18.7 billion and €3.2 billion EBITDA globally. Bertelsmann, provide the business with long term stability, investment and also global partnership opportunities. This enables ArvatoConnect to support the UK BPO and Outsourced Services market. Bertelsmann's strategic focus is on a fast-growing and high-earning digital, international and diversified Group portfolio. Businesses in which Bertelsmann invests have long-term stable growth, global reach, sustainable business models, high market-entry barriers and scalability.

Within UK public sector we are recognised for providing high quality, complex and compliance heavy solutions, not only as a current and proven provider within both central and local government, but also as part of all of the key frameworks, the mandated route through which the public sector procures BPO and CRM services.

ArvatoConnect is a clear leader in several vertical markets, supporting a number of the world's leading brands, including the challenging and highly competitive automotive space, where we are engaged delivering FCA regulated services.

Our technology partnerships, combined with our deep domain industry expertise have enabled ArvatoConnect to successfully deliver business transformation and digital enablement for our clients, resulting in improved efficiency, reduced cost to serve and, importantly, improved customer satisfaction.

With an embedded culture of partnership supported by a strong, highly experienced leadership team, ArvatoConnect is recognised as one of the leading outsource providers in the outsourcing market. The scope of our services includes –

- BPO and Shared Services.
- Contact Centre Solutions.
- Customer Experience Management.
- Digital Communication Solutions.
- Automation and AI Consultancy and Implementation.
- Financial Services Management (FCA Accredited).

The UK HQ is situated in Datchet (Windsor) Berkshire with sites in Newcastle, East Yorkshire and Swansea. The Swansea site is our principal BPO and Shared Services facility.

Service Description

Avoira (Xdroid) Speech Analytics, delivered by ArvatoConnect, is an advanced AI-driven speech and text analytics platform that automatically analyses 100% of your customer interactions across voice and digital channels. Designed for public-sector environments, Avoira Xdroid turns unstructured conversations into clear, real-time insight — helping organisations enhance service quality, improve operational performance, and proactively identify risks.

The platform combines real-time transcription, language-independent emotion analytics, and automated quality management to give service leaders a complete and immediate understanding of customer sentiment, agent behaviour, compliance issues, emerging trends, and root causes.

Intelligent Autonomy: The AVA Agentic AI Enhancement

Building on this foundation of deep insight, Avoira Xdroid now empowers organisations with AVA, our Agentic AI agent. Unlike traditional chatbots, these autonomous agents are designed to execute complex tasks and solve problems independently.

- **Hyper-Focused Training:** These agents are trained directly on your organisation's unique customer conversations. By leveraging the specific findings from the Avoira Xdroid Speech Analytics QA solution, the AI is fine-tuned to handle your most frequent or complex enquiries with surgical precision.
- **Secure Guardrails:** We understand that public-sector trust is paramount. Our Agentic AI operates within strict, pre-defined guardrails based on your specific policy and compliance requirements, ensuring every interaction remains safe, accurate, and ethical.
- **Industry-Leading Performance:** Efficiency is driven by some of the lowest latencies on the market, ensuring seamless, natural conversations without frustrating delays. To further enhance customer engagement, the platform offers a wide variety of regional accents, allowing the AI to mirror the local community it serves.

Built for environments where accuracy, speed, and compliance matter, Avoira Xdroid helps public-sector organisations deliver better outcomes for customers while reducing operational effort and cost.

Service Features

- Real-time call transcription and analysis
- Sentiment detection across all customer interactions
- Automated quality management for every interaction
- Agent Assist with live in-call coaching
- Call categorisation with intent identification
- Auto-summarisation of conversations
- Language-independent emotion analytics
- NPS prediction using AI insights
- Omnichannel analytics for chat, email, social media
- Predictive alerts highlighting at-risk customers

Service Benefits

- Improve agent performance using real-time coaching insights.
- Reduce handling time through automated compliance checking.
- Identify dissatisfied customers before churn increases.
- Enhance decision-making with AI-driven predictive insights.
- Boost customer satisfaction using sentiment-based insights.
- Accelerate quality assurance by analysing 100% interactions automatically.
- Optimise workflows using real-time interaction summaries.
- Increase operational efficiency with automated categorisation.
- Strengthen compliance through continuous monitoring and alerts.
- Improve customer understanding using omnichannel behaviour analysis.

Onboarding and Offboarding

ArvatoConnect is your flexible and dependable delivery partner for cloud support projects. Our team work closely with you to deliver initiatives that directly support your transformation goals. We tailor our approach around your organisation's needs, reducing the effort required for mobilisation and ensuring a smooth, efficient start.

From day one of onboarding, our teams focus on establishing a clear and agreed project scope, measurable outcomes, strong governance, defined responsibilities, and the right resources. We also prioritise knowledge transfer so your teams are empowered long after the project is complete.

The typical stages we follow are:

Project Initiation & Discovery

- Initial introductions and review of the project brief
- Understand existing systems & infrastructure – assessing current IT, telephony, CRM, and communication systems.
- Technical audit & security assessment – verifying integration points, data flow constraints, security model, and regulatory requirements
- Define scope, KPIs, and success criteria aligned to business and compliance outcome.
- Identify stakeholders and governance for approvals, sign-offs, and decision-making structure.

Planning & Solution Design

- Roadmap design with milestones – including pilot, phased rollout, and dependencies
- Resource allocation & defined responsibilities across ArvatoConnect and the client team.
- Risk assessment & mitigation planning for operational, technical, and compliance risks

Data Integration & Environment Setup

- Connect internal/external datasets for analytics and model enrichment.
- Integrate predictive models where required, ensuring alignment with explainability and audit requirements.
- Validate data accuracy, explainability requirements, and auditability settings.

Integration with Business Systems

Xdroid must connect seamlessly with other platforms:

- CRM, case management and workflow system integration via APIs.
- Validation of real-time decision orchestration across multiple processes

Build, Test & Pilot

This is where functionality is configured and proven in a controlled environment:

- Pilot deployment to test Xdroid with selected users, queues, channels, or departments.
- Configure rules, thresholds, AI insights, categories, scoring models.
- Validate data flows, integrations, and security controls before full rollout.
- Scenario-based and edge-case testing, including regulatory tests (complaints, vulnerability indicators, compliance scoring).

User Training & Knowledge Transfer

- Admin and analyst training on the no-code platform.
- Agent and team leader enablement for features such as:
 - Real time Agent Assist
 - Automated QA workflows
 - Contact summarisation
 - Sentiment and intent analytics
- Best practice governance sessions covering rules maintenance, audit controls, model monitoring, and versioning.

Full Rollout & Go-Live

Once validated, Xdroid is deployed into production:

- Phased rollout across departments after successful pilot approval.
- Monitor early usage, refine rules or AI models as live data reveals optimisation opportunities.
- Ongoing coordination with stakeholders to address operational issues.

Monitoring, Continuous Improvement & Governance

- Performance tracking (accuracy, adoption, compliance, sentiment trends)
- Quarterly roadmap reviews to incorporate enhancements, new datasets or automation opportunities.
- Model tuning & recalibration based on new patterns in customer interactions.

Offboarding and Exit Planning

ArvatoConnect ensures a smooth, risk-free transition at the end of your project. From the outset, we work with you to define a clear offboarding approach that protects continuity and empowers your team. This includes an agreed plan for knowledge transfer, plus a comprehensive handover pack covering delivery outcomes, full project documentation, and guidance for future phases.

Our structured exit planning process includes a full risk review and a detailed action plan with clearly assigned responsibilities. This reduces the risk of service disruption, provides absolute clarity on who does what, and ensures a confident, well-managed transition at every stage.

Service Management

ArvatoConnect provides Support Services between the hours of 9am and 5pm on Working Days (“Hours of Service”).

We also provide an email address to enable the Customer to report Issues. Email is available 24 x 7 x 365 (although the Service is only available during the Hours of Service).

Service Levels

The Service Level Agreement priorities are:

Class	Issue	Response Time
Priority 1	Critical / Business Down	1 business hour
Priority 2	Major Issue	2 business hours
Priority 3	Minor Impact	8 business hours
Priority 4	Low Priority / Routine Changes	Not explicitly defined beyond being lower priority and handled accordingly.

We do offer extended support up to 24/7/365, but only if your organisation has purchased an Out-of-Hours Maintenance Contract.

Information Security

ArvatoConnect delivers Intelligent Automation services in a way that aligns fully with UK public-sector security, governance and regulatory expectations. Our security model prioritises the protection, confidentiality and integrity of government data, ensuring compliance with all relevant national frameworks, including those required by central government departments, local authorities, and arms-length bodies

Certifications and Assurance

Our services operate within a robust Information Security Management System that is certified to ISO/IEC 27001:2022, providing a formally audited framework for managing and protecting sensitive public-sector information. ArvatoConnect also holds:

- Cyber Essentials & Cyber Essentials Plus — required for handling UK public-sector data securely.
- PCI DSS – applied only where needed (e.g., revenue and benefits, payments) but governed under the same security controls across our operations.
- ISO 9001:2015 – ensuring consistent quality processes across all engagements.
- TISAX and BSI Customer Service Kitemark (applied where relevant), with the same underlying security governance applied across all client work.
- We also undergo regular IT Health Checks (ITHCs) and vulnerability scanning, supporting wider UK government expectations for annual assurance activity.
- We are regulated by the FCA for our work with an automotive financial Services client, however, where we are certified or regulated in one client area only, we always apply the same principles across our entire business.

We are progressing additional public-sector-relevant certifications including:

- ISO 14001:2015 - Environmental Management
- BSI Kitemark for Inclusive Service
- ISO/IEC 27017:2015 - Information Technology - Cloud Security
- ISO/IEC 42001:2023 - Information Technology - Artificial Intelligence

Security Controls for Public Sector Data

Our security model ensures that all Intelligent Automation solutions meet the stringent requirements typically set by government buyers, including:

- Strong access control and identity management aligned to least-privilege principles
- Full audit trails of digital worker activity
- Segregation of development, test and production environments
- UK-based service delivery and data handling (unless otherwise approved by the buyer)
- Alignment with the security requirements set out in the Government Security Classifications (GSC)
- Compliance with relevant departmental and local-authority security policies
- Annual policy reviews and threat-monitoring via our Security Operations Centre (SOC)

Public-Sector-Aligned Incident & Risk Management

ArvatoConnect maintains mature incident-response processes that support public-sector transparency obligations, including early reporting, impact assessment and documented response procedures. All incidents are managed through our ISO 27001-aligned ISMS, and our teams conduct audits, spot checks, and mandatory annual staff training to maintain ongoing security maturity.

Business Continuity

Our Business Continuity Management System (BCMS) complies with ISO 22301 and is aligned with public-sector continuity expectations, ensuring government services remain operational during disruptions. Each operational site, function and client account has a dedicated Business Continuity Plan (BCP) and Incident Response Plan (IRP), designed to support the specific regulatory and operational needs of public-sector bodies. This includes:

- Validated recovery procedures
- Annual testing
- Multi-site redundancy
- Cross-trained personnel
- Secure access to systems and knowledge bases
- Communications plans suited to public-sector escalation structures

These measures collectively ensure that our Intelligent Automation services remain secure, resilient and fully compliant with the standards expected across central government, local authorities, and regulated public-sector organisations.

Service Pricing

The Skills for the Information Age (SFIA) Definitions and rate card will be used to determine the project cost based on its agreed scope. The SFIA Definitions and rate card document is available within the pricing document section.

Further Information

For further information about this or any of our G-Cloud services, please contact us:

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