



G-Cloud 15 AI Conversation Analysis Service Definition

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1. Introduction

This document provides service definitions for AI Conversation Analysis services included in the G-Cloud 15 framework catalogue.

a. How to use the Ciptex Service Definition Document

To make it easier for customers to review our listings on the Digital Marketplace, Ciptex has grouped the descriptions from its listed services into a single Service Definition Document that describes the features of each of our services.

2. Ciptex Security Assurance

At the heart of our offering is our commitment to provide safe, secure and resilient services to our clients. Our solutions include components from different third-party providers, so specific details may vary depending on the services you procure. In parallel with our individual service listings, we have summarised our commitment to security with this section of the service document.

a. ISO 27001 Certification

Ciptex holds ISO 27001 certification, an internationally recognised framework for information security management. This certification demonstrates our implementation of a structured methodology for safeguarding both organisational and client data through regular risk evaluation processes. Maintaining this accreditation requires us to evidence continuous, methodical practices for addressing information security threats that could impact the confidentiality, integrity, or availability of data assets under our stewardship.

b. GDPR and processing of Personal Data

Ciptex offers a GDPR-compliant Data Processing Addendum (DPA). More information can be found at the following links:

- Ciptex DPA - <https://www.ciptex.com/legal/data-processing-agreement>
- To find out more about our sub-processors, please refer to <https://www.ciptex.com/legal/sub-processors>

3. Twilio Conversational Intelligence (CX Insights)

a. Service overview

Twilio Conversational Intelligence is a cloud-based analytics service that enables public-sector organisations to analyse voice and digital conversations to gain operational and service delivery insights. The service processes conversation data to identify trends, outcomes, and interaction quality, supporting service improvement, workforce optimisation, and governance. Delivered through a scalable cloud platform, Twilio Conversational Intelligence integrates with contact centre and communications services to provide structured insight into citizen interactions while supporting public-sector security and data protection requirements.

b. Service features

- Analysis of voice and digital conversations from supported communication channels
- Automated transcription of voice interactions (subject to configuration)
- Identification of conversation outcomes, topics, and interaction patterns
- Search and filtering of conversation data and transcripts
- Dashboards and reporting to support operational oversight
- Integration with contact centre and communications platforms
- API-based access to conversation insights and metadata
- Role-based access control for analytics and reporting
- Scalable processing to support high interaction volumes

c. Service benefits

- Improves understanding of citizen interactions and service demand
- Supports quality assurance and performance monitoring
- Enables data-driven service improvement
- Reduces manual effort in reviewing and analysing interactions
- Supports governance, assurance, and audit activities

d. Pricing overview

Please see the AI Conversation Analysis for Voice, Message, WhatsApp, Email G-Cloud 15 Pricing Document accompanying this service in the Digital Marketplace.

e. Service constraints

Information on service features and constraints is available online here:

- **Service documentation:** <https://www.twilio.com/docs/conversational-intelligence>

f. Technical requirements

Please refer to <https://www.twilio.com/docs/conversational-intelligence> and the following links for comprehensive technical documentation regarding this service.

4. Twilio ConversationRelay (Real-Time Conversational Streaming)

a. Service overview

Twilio ConversationRelay is a cloud-based service that enables real-time streaming of live voice conversations between callers and external systems for processing, automation, and assistance. The service allows public-sector organisations to integrate voice interactions with automated services such as conversational AI, decision-support tools, or real-time guidance systems, while maintaining human-in-the-loop control. Delivered through a scalable and resilient cloud platform, Twilio ConversationRelay supports modern voice-enabled services that require low-latency interaction, oversight, and integration with existing digital platforms.

b. Service features

- Real-time streaming of live voice conversations
- Bi-directional audio relay between callers and external processing systems
- Low-latency interaction suitable for real-time assistance and automation
- Support for human-in-the-loop conversational workflows
- Integration with voice applications and contact centre platforms
- Secure API-based connectivity for external systems
- Session control and event signalling during live calls
- Compatibility with automated services such as conversational AI or decision-support tools
- Scalable service architecture to support concurrent interactions

c. Service benefits

- Enables real-time assistance during live voice interactions
- Supports integration of automation while retaining agent oversight
- Improves responsiveness and quality of voice-based services
- Reduces manual handling through intelligent, real-time support
- Enables innovation in voice-enabled public services

d. Pricing overview

Please see the Twilio Communications & Data Services G-Cloud 15 Pricing Document accompanying this service in the Digital Marketplace.

e. Service constraints

Information on service features and constraints is available online here:

- **Service documentation:** <https://www.twilio.com/docs/voice/conversationrelay>

f. Technical requirements

Please refer to <https://www.twilio.com/docs/voice/conversationrelay> and the following links for comprehensive technical documentation regarding this service.

5. Spoke Enlighten (Conversation Intelligence Platform)

a. Service overview

Spoke Enlighten is an advanced AI-powered conversation intelligence platform designed to provide comprehensive oversight and continuous improvement of customer communications. The solution monitors all customer calls, providing automated analysis, real-time alerts, and actionable insights to help managers identify risks, uncover opportunities, and improve team performance without the burden of manual call review.

Unlike traditional conversation intelligence tools that require extensive training data and ongoing tuning, Enlighten creates bespoke AI models tailored specifically to each organisation's unique business processes, culture, and values, delivering consistent and reliable insights from day one. The platform supports voice calls, meetings, and transcribed conversations, with SMS and email support planned for future releases.

Spoke Enlighten is particularly well-suited for organisations with medium to large contact centre operations handling significant call volumes, where comprehensive quality assurance, compliance monitoring, and data-driven coaching are essential requirements. The solution dramatically reduces the time managers spend on manual call reviews (typically from 15+ hours weekly to minutes) whilst providing complete visibility across all customer interactions.

b. Service features

- Automated AI-generated call summaries for every customer interaction
- Sentiment analysis across all conversations with trend tracking
- Comprehensive dashboards showing real-time performance metrics
- Support for human-in-the-loop conversational workflows
- Pattern recognition across multiple calls to identify systemic issues or opportunities
- Multi-channel support for voice calls, meetings, and transcribed conversations
- Identification of best-practice behaviours from top performers
- Automated coaching recommendations tailored to individual team members
- Performance scoring with instant feedback after each call
- Pattern-based coaching insights showing trends across multiple interactions
- Positive reinforcement by highlighting successful interactions alongside improvement areas
- Instant alerts for compliance issues requiring immediate attention
- Identification of missed revenue opportunities during customer interactions
- Integration of company-specific processes, terminology, culture, and values
- Compatible with most telephony systems, contact centre platforms, and voice providers
- No training data required from the customer
- API access available for custom integrations with existing workflow and case management systems

c. Service benefits

- Dramatic reduction in time spent on manual call reviews, from 15+ hours weekly to minutes
- Complete visibility across all customer interactions, eliminating the limitations of call sampling
- Confidence that critical issues are identified and flagged automatically
- Data-driven insights for strategic decision-making and resource allocation
- Evidence-based coaching with specific examples and patterns to reference
- Ability to recognise and celebrate best-practice behaviours across the team
- Consistent evaluation criteria applied to 100% of calls, not just samples
- Quantifiable ROI through identification of cost-saving opportunities and efficiency gains
- Potential savings of £10,000 or more from identifying even a single complaint before it escalates
- Reduction in time required to investigate customer issues from hours to seconds
- Elimination of the need to listen to multiple calls to understand team performance patterns
- Consistent AI summaries that accurately attribute quotes and maintain context
- Ability to trace customer journeys across multiple touchpoints and interactions

d. Pricing overview

Please see the AI Conversation Analysis Services G-Cloud 15 Pricing Document accompanying this service in the Digital Marketplace.

e. Service constraints

Information on service features and constraints is available online here:

- **Service documentation:** <https://ciptex.com/g-cloud/enlighten>

f. Technical requirements

Please refer to <https://www.ciptex.com/docs/enlighten/requirements> and the following links for comprehensive technical documentation regarding this service.