



G-Cloud 15 Twilio Communications & Data Service Definition

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1. Introduction

This document provides service definitions for Twilio Communications & Data 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 Flex (Programmable Contact Centre SDK)

a. Service overview

Twilio Flex is a digital engagement centre that offers a real-time data layer and AI capabilities so you can individually tailor every interaction, whether it be a sales or service interaction.

Twilio Flex provides a single user interface and native channels to manage personalised, omnichannel customer experiences. It enables you to deploy the exact customer experience your business needs by simplifying the orchestration of data, channels, and integrations in a single pane of glass. You can customise every layer of your deployment, including the call flow, routing, queue assignment, pre-agent experience, agents' skills and capacities, UI layout, and more. Flex consists of a set of back-end services that are hosted on Twilio's cloud, and a React-based frontend that can be hosted on your own infrastructure and used to augment existing on-premises technology with cloud-based functionality.

b. Service features

Flex has built-in support for inbound (or customer-initiated) voice calls and messaging communication channels (SMS, Facebook Messenger, WhatsApp, and Web Chat). Flex also supports custom channels that you can implement, such as custom in-app chat, email, and video. While outbound messaging requires additional work, outbound (or agent-initiated) domestic and international calls are now possible using the Flex Dialpad.

One key feature of Flex is its programmability, enabling use cases like:

- Adding your own custom channels, and managing, routing, and reporting all of them through Flex
- Customising the UI as you like. Add custom widgets, configure the look and feel, or apply your brand to it
- Integrating data from your own custom sources (like CRMs) to provide contextual intelligence to agents
- Integrating contextual information from your own data sources to build custom routing logic
- Controlling the call flow programmatically with the Studio drag-and-drop interface
- Defining custom logic that triggers conditionally before or after an agent handles a task

c. Service benefits

- Provide personalised, data-driven customer service
- Connect customers with any customer-facing employee
- Choose the channels that remove friction for customers and encourage dialogue
- Personalise interactions with detailed customer profiles that pull in first-party data from any source
- Integrate data from any system, including Zendesk, Salesforce, billing systems, ERPs, inventory management, and more
- Augment your existing call centre solution by deploying a rapid proof-of-concept—no commitment required

d. Pricing overview

Please see the Ciptex Race CX – AI-Powered Customer Experience for Twilio Flex 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/flex>

f. Technical requirements

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

4. Twilio Segment CDP (Customer Data Platform)

a. Service overview

Twilio Segment is a cloud-based customer data platform (CDP) that enables public-sector organisations to collect, manage, and route customer and service-user data across digital services in a consistent and governed manner. The service provides tools to standardise data from multiple sources, create unified profiles, and securely share data with authorised systems to support service delivery, analytics, and digital engagement. Delivered as a scalable cloud service, Twilio Segment supports improved data quality, reduced system integration complexity, and compliance with data protection and governance requirements.

b. Service features

- Collection of customer and service-user data from web, mobile, and server-side sources
- Data standardisation and validation using defined event schemas
- Creation of unified customer or service-user profiles
- Secure routing of data to authorised downstream systems
- Support for real-time and batch data processing
- Integration with analytics, communications, and service platforms
- Role-based access control and permissions management
- Audit logging and monitoring to support governance
- API-based integration with existing public-sector systems

c. Service benefits

- Improves data consistency across digital services
- Reduces the complexity and cost of point-to-point integrations
- Enables more informed and timely service delivery
- Supports data governance and oversight requirements
- Scales to support increasing volumes of digital interactions

d. Pricing overview

Please see the Twilio Segment - Customer Data Platform 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/segment>

f. Technical requirements

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

5. 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.

6. 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.

7. Twilio Messaging

a. Service overview

Twilio Messaging Services provide a unified, cloud-based communications platform that enables organisations to engage customers reliably and at scale across multiple messaging channels.

The service supports global **SMS** and **MMS** for transactional and notification messaging, **RCS** for rich, interactive mobile experiences, and leading over-the-top channels including **WhatsApp** and **Facebook Messenger** for secure, two-way conversations. **Twilio's Conversational Chat** capabilities allow enterprises to manage omnichannel customer interactions through a single API, enabling seamless handoff between automated workflows and live agents. Built with carrier-grade reliability, global reach, and enterprise-level security, Twilio Messaging supports compliance, message delivery analytics, and scalability, making it suitable for high-volume customer communications, alerts, and conversational engagement across regions and devices.

Powered by an intelligent network that monitors over 900 million data points daily, Messaging enables unrivalled reliability at any scale.

SMS

The SMS Messaging service enables public-sector organisations to send and receive text messages to and from UK and international mobile networks. It supports one-way and two-way messaging for notifications, reminders, alerts, and verification purposes. The service is designed to operate at scale, with delivery reporting, sender identity management, and resilience suitable for high-volume public communications. It supports compliance with UK telecommunications requirements and integrates via secure APIs.

RCS

The RCS Messaging service provides enhanced, interactive messaging delivered through supported mobile device messaging applications. It enables organisations to send rich content such as images, action buttons, and structured messages to improve usability and accessibility of digital communications. The service is suitable for guided interactions, service updates, and citizen engagement, and is delivered through a managed platform designed for reliability, scalability, and secure integration.

WhatsApp

The WhatsApp Messaging service enables secure, two-way messaging between public-sector organisations and users via the WhatsApp channel. It supports templated notifications, conversational messaging, and integration with automated workflows or contact centre systems. The service is suitable for service updates, enquiries, and case-related communications, with controls to support auditability, data protection, and regulatory compliance.

Facebook Messenger

The Facebook Messenger service allows public-sector organisations to communicate with users through the Facebook Messenger channel using a managed messaging platform. It supports real-time two-way messaging, automated responses, and escalation to human agents where

required. The service is suitable for handling enquiries and providing information, and includes monitoring, logging, and security features to support operational governance.

Conversational Chat

The Conversational Chat service enables public-sector organisations to manage conversations across multiple messaging channels, including SMS, RCS, WhatsApp, and Facebook Messenger, within a single interaction context. It supports automated messaging, conversation continuity across channels, and handover to live agents. The service is designed to improve consistency and efficiency in citizen communications while supporting auditability, security, and integration with existing systems.

b. SMS Messaging

i. Service features

- One-way and two-way SMS messaging to UK and international mobile networks
- Support for transactional, notification, reminder, and alert messaging
- Sender ID, long code, and short code support (subject to network availability)
- Message delivery receipts and status tracking
- High-volume and burst messaging capability
- Secure API-based integration with public-sector systems
- Support for automated messaging workflows
- Monitoring and logging for audit and operational oversight

ii. Service benefits

- Enables timely delivery of critical public communications
- Works on all standard mobile devices without additional applications
- Scales to support large citizen populations
- Simple integration with existing digital services

c. RCS (Rich Communication Services)

i. Service features

- Rich, interactive messaging within supported native messaging applications
- Support for images, buttons, suggested replies, and structured content
- Branded sender presentation (where supported)
- Two-way conversational messaging
- Support for guided user journeys and automation
- Delivery reporting and message status visibility
- Secure API-based integration
- Automatic fallback to alternative channels when RCS is unavailable

ii. Service benefits

- Enhances accessibility and usability of digital communications
- Reduces user effort through guided interactions
- Improves engagement compared to traditional SMS

d. WhatsApp Messaging

i. Service features

- Two-way messaging via the WhatsApp channel
- Support for approved message templates for outbound notifications
- Conversational messaging for enquiries and case updates
- Integration with automation and live agent systems
- Message delivery and read receipts
- Support for media content, including images and documents
- Audit logging and compliance controls
- Secure API-based integration

ii. Service benefits

- Enables communication through a widely used messaging platform
- Supports secure, conversational engagement
- Improves response rates for service communications

e. Facebook Messenger

i. Service features

- Two-way messaging via Facebook Messenger
- Real-time conversational messaging
- Automated responses and chatbot support
- Escalation to human agents
- Conversation history and message tracking
- Secure API-based integration
- Monitoring and logging

ii. Service benefits

- Enables engagement through a familiar digital channel
- Supports responsive handling of enquiries
- Can be integrated with automation to reduce manual workload

f. Conversational Chat (Omnichannel Messaging)

i. Service features

- Unified conversation management across multiple messaging channels
- Single conversation view across SMS, RCS, WhatsApp, and Facebook Messenger
- Conversation continuity when users change channels
- Automated messaging and chatbot support
- Handover to live agents
- Integration with case management and contact centre systems
- Conversation logging and audit support
- Secure, scalable API-based architecture

ii. Service benefits

- Improves consistency of citizen communications
- Reduces operational complexity by unifying channels
- Supports efficient service delivery and case handling

g. Pricing overview

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

h. Service constraints

Information on service features and constraints is available online here:

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

i. Technical requirements

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

8. Twilio Voice (Cloud Voice Communications Services)

a. Service overview

Twilio Voice is a cloud-based voice communications service that enables public-sector organisations to deliver inbound and outbound voice interactions without the need for on-premises telephony infrastructure. The service supports programmable call control, interactive voice response (IVR), and SIP-based connectivity, allowing organisations to modernise contact centre and telephony services while integrating voice communications with existing digital platforms. Twilio Voice is delivered via a scalable and resilient cloud architecture and is suitable for public-sector use cases requiring reliability, flexibility, and integration with existing systems.

b. Twilio Programmable Voice

i. Service features

- Inbound and outbound voice calling to UK and international fixed and mobile numbers
- Programmable call control using secure APIs
- Call recording and playback (subject to configuration and policy)
- Real-time call status and event reporting
- Support for call queuing, forwarding, and conferencing
- Integration with CRM, case management, and workflow systems
- Support for automated and agent-assisted call handling
- High availability and scalable call capacity

ii. Service benefits

- Enables flexible voice services without on-premises PBX infrastructure
- Supports integration of voice into digital service workflows
- Scales to meet fluctuating call volumes
- Improves visibility and control over voice interactions

c. Twilio IVR

i. Service features

- Configurable IVR menus and call flows
- Support for DTMF input and speech recognition (where configured)
- Automated call handling and routing
- Integration with back-end systems for data-driven routing
- Support for call queuing and escalation to live agents
- Multilingual IVR support (subject to configuration)
- Real-time call flow control and reporting

ii. Service benefits

- Reduces call handling time and manual workload
- Enables self-service for routine enquiries
- Improves call routing accuracy
- Supports a consistent caller experience

d. Twilio SIP Trunking

i. Service features

- SIP-based connectivity between existing telephony systems and the public switched telephone network (PSTN)
- Support for inbound and outbound voice traffic
- Elastic scaling of call capacity
- Geographic and non-geographic number support
- Failover and redundancy configuration options
- Call detail records and usage reporting
- Secure SIP connectivity and authentication

ii. Service benefits

- Modernises legacy telephony without full system replacement
- Reduces reliance on physical trunks and fixed capacity
- Improves resilience and scalability
- Enables gradual migration to cloud-based voice services

e. Pricing overview

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

f. Service constraints

Information on service features and constraints is available online here:

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

g. Technical requirements

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

9. Twilio Verify (User Verification and Authentication)

a. Service overview

Twilio Verify is a cloud-based verification service that enables public-sector organisations to confirm the identity of users through secure, multi-channel authentication. The service supports one-time passcodes (OTPs) and verification workflows delivered via SMS, voice, email, and supported messaging channels. Twilio Verify helps organisations reduce fraud, protect access to digital services, and meet security and assurance requirements, while providing a consistent and user-friendly verification experience. The service is delivered through a scalable, resilient cloud platform and integrates with existing identity and access management systems.

b. Service features

- Delivery of one-time passcodes (OTPs) for user verification
- Support for multiple delivery channels, including SMS, voice, email, and messaging
- Configurable verification workflows and code validity periods
- Automatic retry and fallback between verification channels
- Fraud mitigation features, such as rate limiting and verification attempt controls
- Real-time verification status and reporting
- Secure API-based integration with existing digital services
- Support for automated verification journeys
- Scalable service to support high-volume verification requests

c. Service benefits

- Strengthens security for access to public-sector digital services
- Reduces fraud and unauthorised access
- Improves user experience through multiple verification channel options
- Simplifies the implementation of consistent verification controls
- Scales to support large user populations and peak demand

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>

f. Technical requirements

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

10. Twilio Video (Real-Time Video Communication)

a. Service overview

Twilio Video is a cloud-based, real-time video communications service that enables public-sector organisations to embed secure video interactions into digital services and assisted-access solutions. The service supports one-to-one and multi-party video calls and can be integrated into web-based, mobile, and kiosk-based environments. Twilio Video is used within the Ciptex Kiosk solution, including deployments supporting Debt Free Advice London, to enable secure remote video appointments between service users and advisors in supervised or assisted settings. Delivered via a scalable and resilient cloud platform, the service supports remote service delivery while meeting public-sector security and governance requirements.

b. Service features

- Real-time video and audio communications
- Support for one-to-one and multi-party video calls
- Web-based and device-integrated video sessions suitable for kiosk deployments
- Integration with the Ciptex Kiosk solution for assisted digital access
- Secure session initiation and participant authentication
- Configurable virtual rooms and participant roles
- Screen sharing and content presentation (subject to configuration)
- API and SDK-based integration with existing digital services
- Real-time session monitoring and management
- Scalable infrastructure to support concurrent appointments

c. Service benefits

- Enables secure remote advice and support sessions in assisted-access locations
- Supports inclusion by enabling access for users without personal devices
- Reduces the need for face-to-face appointments
- Improves reach and efficiency of public advice services
- Supports consistent service delivery across digital and physical touchpoints

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/video>

f. Technical requirements

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

11. Twilio SendGrid (Email Delivery and Management)

a. Service overview

Twilio SendGrid is a cloud-based email delivery and management service that enables public-sector organisations to send reliable, secure, and scalable email communications. The service supports transactional and notification emails such as account updates, service alerts, and user communications, and provides tools to manage deliverability, monitoring, and integration with existing digital services. Delivered via a resilient cloud platform, Twilio SendGrid helps organisations ensure timely delivery of email while maintaining governance, security, and compliance with public-sector requirements.

b. Service features

- Delivery of transactional and notification emails at scale
- Support for templated and dynamic email content
- Secure API and SMTP-based integration options
- Email delivery monitoring and event tracking
- Management of sender authentication (including domain and sender validation)
- Suppression management for bounces and unsubscribes
- Support for attachment delivery (subject to configuration)
- Role-based access control for service administration
- Scalable infrastructure to support variable email volumes

c. Service benefits

- Enables reliable delivery of critical public-sector email communications
- Improves visibility into email delivery and engagement
- Reduces operational overhead for email infrastructure management
- Supports integration with existing digital and case management systems
- Scales to meet peak demand and large user populations

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/sendgrid>

f. Technical requirements

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