



G-Cloud 15 Professional Services Definition Catalogue

Table of Contents

1.	<i>Introduction.....</i>	2
a.	How to use the Ciptex Service Definition Document	2
2.	<i>Ciptex Security Assurance</i>	2
a.	ISO 27001 Certification	2
b.	GDPR and processing of Personal Data	2
3.	<i>CX Business Transformation</i>	3
a.	Service Overview	3
b.	Service Features.....	3
c.	Service Benefits	4
4.	<i>Twilio Solution and Service Support</i>	5
a.	Service overview.....	5
b.	Service features	5
c.	Service benefits.....	5
5.	<i>Twilio Solution, Training and Support</i>	7
a.	Service Overview	7
b.	Service Features.....	7
c.	Service benefits.....	7
6.	<i>Twilio Professional Services Consultancy.....</i>	9
a.	Service overview.....	9
b.	Service features	9
c.	Service benefits.....	10

1. Introduction

This document provides service definitions for Ciptex 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 combined sets of Service Definition Documents that describe 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 dependent 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. CX Business Transformation

a. Service Overview

Ciptex delivers comprehensive Customer Experience (CX) business transformation services using cloud-native, data-driven, and automation-led approaches. We help organisations fundamentally redesign customer journeys, modernise contact centres, embed artificial intelligence and advanced analytics, and strategically align people, processes, and technology to drive efficiency, generate actionable insights, and deliver measurable customer outcomes.

Our transformation methodology combines strategic capability analysis, enterprise architecture expertise, and cloud migration planning to create scalable, future-ready customer engagement ecosystems. We work with organisations across government, financial services, and regulated sectors to bridge capability gaps, design optimal architecture solutions, and develop realistic delivery roadmaps that balance ambition with practical implementation considerations.

b. Service Features

- **End-to-End Customer Journey Mapping:** Comprehensive analysis and redesign of customer journeys across all touchpoints, identifying pain points, opportunities for improvement, and moments that matter in the customer experience
- **Cloud-Native Modernisation:** Customer journey modernisation leveraging cloud-native architectures, microservices, and scalable infrastructure to enable agile, flexible, and cost-effective customer engagement platforms
- **AI-Driven Insights & Automation:** Artificial intelligence and machine learning integration to deliver actionable insights, predictive analytics, intelligent routing, automated responses, and continuous learning capabilities
- **Omnichannel Engagement Design:** Seamless omnichannel customer engagement architecture spanning voice, digital, messaging, video, and emerging channels with consistent experiences and unified customer context
- **Data-Led Decision Frameworks:** Real-time analytics, reporting dashboards, and data-driven decision frameworks that provide visibility into customer behaviour, operational performance, and business outcomes
- **Scalable & Secure Architecture:** Enterprise-grade cloud architecture designed for scalability, resilience, and security, meeting the demanding requirements of government and regulated sectors
- **CRM & Platform Integration:** Comprehensive integration strategies connecting customer engagement platforms with CRM systems, back-office applications, and enterprise data sources for unified operations
- **Workforce & Process Optimisation:** Workforce management, process reengineering, skills development, and organisational change management to maximise agent productivity and operational efficiency
- **Real-Time Analytics & Reporting:** Live dashboards, performance monitoring, trend analysis, and predictive insights that enable proactive management and rapid response to emerging issues
- **Continuous Improvement Frameworks:** Structured methodologies for ongoing optimisation, A/B testing, feedback loops, and iterative enhancement ensuring sustained performance improvement over time

c. Service Benefits

- **Improved Customer Satisfaction & Loyalty:** Enhanced customer experiences drive measurable improvements in satisfaction scores (CSAT), Net Promoter Score (NPS), and customer retention through seamless, personalised interactions
- **Reduced Operational Costs:** Automation, process optimisation, and cloud-native efficiency deliver significant cost reductions in contact centre operations, infrastructure management, and agent handling time
- **Faster Service Delivery:** Streamlined customer journeys, intelligent routing, and automated resolution capabilities dramatically reduce response times and accelerate service delivery across all channels
- **Increased Agent Productivity:** Modern tools, AI-assisted workflows, unified desktop interfaces, and process optimisation enable agents to handle more interactions with higher quality and improved Employee Net Promoter Score (eNPS)
- **Better Business Insight & Visibility:** Real-time analytics and comprehensive reporting provide unprecedented visibility into customer behaviour, operational performance, and business trends enabling data-driven strategic decisions
- **Consistent Omnichannel Experiences:** Unified customer context across all touchpoints ensures consistent, seamless experiences whether customers engage via voice, web, mobile, messaging, or emerging channels
- **Scalable Future-Ready Operations:** Cloud-native architecture and modern design patterns ensure operations can scale elastically to meet demand fluctuations and adapt rapidly to changing business requirements
- **Higher First-Contact Resolution:** Intelligent routing, comprehensive customer context, and empowered agents equipped with right-time information drive significant improvements in First Contact Resolution (FCR) rates
- **Data-Driven Strategic Decisions:** Evidence-based insights, predictive analytics, and trend identification enable leadership to make informed strategic decisions grounded in customer behaviour and operational reality
- **Measurable Return on Investment:** Clear metrics, defined KPIs, and quantifiable outcomes demonstrate tangible ROI through reduced costs, improved efficiency, increased revenue, and enhanced customer lifetime value

4. Twilio Solution and Service Support

a. Service overview

Ciptex is a Gold Consulting and Support Partner for Twilio solutions and services, delivering comprehensive cloud support for customer engagement platforms. Our UK-based specialists provide end-to-end expertise across the complete Twilio ecosystem, including Flex contact centre solutions, programmable communications (messaging, voice, video), and AI-powered customer experience tools.

As a trusted Twilio partner, we combine deep technical knowledge with proven success management methodologies to support organisations in deploying, operating, and optimising their Twilio-powered customer engagement platforms. Our service ensures secure, reliable, and high-performing solutions that meet the demanding requirements of government, financial services, and regulated sectors.

b. Service features

- **Expert Twilio Partnership:** Gold-tier consulting partner status with certified UK-based Twilio specialists, delivering full solution support capabilities using industry best practice success management models
- **Custom Development & Integration:** Proprietary RACE platform and middleware support for custom applications, integrations, and enhancements, including bespoke development to meet specific customer requirements
- **Strategic Consulting:** Customer experience strategy, contact centre maturity assessment, benchmarking, business case preparation and digital transformation planning to maximise business value from Twilio investments
- **Adoption & Enablement:** Comprehensive planning and delivery assistance for solution adoption, configuration enhancements, and user enablement programmes including on-site and remote training, self-service resources, roadmap planning and business transformation support
- **Ongoing Support Services:** Cloud contact centre early-life support, proactive monitoring, configuration management, and continuous service improvement aligned to ITIL best practices
- **Ciptex Accelerators:** Proprietary tools and frameworks to accelerate automation deployments, feature enablement, and in-life enhancements, reducing time-to-value for new capabilities
- **Enterprise-Grade Support:** Prioritised incident management with defined response times (P1: 2 hours, P2: 4 hours, P3: 8 hours, P4: 16 hours), online ticketing, phone support availability 24/7, and WCAG 2.2 AA accessible support portal

c. Service benefits

- **Enhanced Customer & Employee Experience:** Transform agent, employee, and customer experiences through improved customer journeys, innovative thinking, and customer experience management that goes beyond conventional approaches
- **Improved Operational Performance:** Drive measurable improvements in key performance indicators including First Contact Resolution (FCR), Customer Satisfaction (CSAT), Net Promoter Score (NPS), Average Handle Time (AHT), and Employee Net Promoter Score (eNPS)

- **Risk Reduction & Quality Assurance:** Increase quality and reduce operational risk through automation tools, proven best practices, and compliance-focused support services that meet the requirements of regulated sectors
- **Accelerated Time to Value:** Efficient enablement, adoption, enhancement, and optimisation programmes ensure rapid business value realisation from Twilio services, with reduced dependency on internal IT resources
- **Resource Optimisation:** Reduce demand on internal teams by leveraging Ciptex expertise, allowing your organisation to focus on core business objectives while maintaining high service levels and compliance requirements
- **Compliance & Service Level Assurance:** Increase compliance confidence and maintain agreed service levels through dedicated support services, with staff security screening conforming to BS7858:2019 and clearances up to Developed Vetting (DV) available

5. Twilio Solution, Training and Support

a. Service Overview

Ciptex is a Gold Consulting and Support Partner for Twilio solutions and services, providing comprehensive training and enablement programmes for cloud-based customer engagement platforms. Our UK-based specialists deliver tailored training across the complete Twilio ecosystem, including Flex contact centre solutions, programmable communications (messaging, voice, video), and AI-powered customer experience tools.

Our training and enablement services are designed to maximise user competency, accelerate solution adoption, and drive sustainable business value from Twilio investments. We deliver flexible training programmes spanning basic user skills through to advanced troubleshooting and optimisation capabilities, supporting organisations across government, financial services, and regulated sectors in building confident, capable teams.

b. Service Features

- **Comprehensive Training Portfolio:** Multi-level training programmes covering basic user skills for cloud-based services, super user capabilities, basic and advanced troubleshooting, function/service optimisation, and specialist topics tailored to organisational needs
- **Expert Twilio Partnership:** Gold-tier consulting partner status with certified UK-based Twilio specialists, delivering training using industry best practice success management models and proven enablement methodologies
- **Flexible Delivery Models:** Customer-specific training delivered on-site, remotely, or through self-service platforms, with business transformation support to embed new capabilities and drive behavioural change across the organisation
- **Solution Adoption Support:** Planning and delivery assistance for solution adoption programmes, configuration enhancements, and enablement initiatives that ensure teams can fully leverage Twilio capabilities from day one
- **Strategic Enablement Consulting:** Customer experience strategy, contact centre maturity assessment, benchmarking, and transformation planning to align training initiatives with business objectives and maximise return on investment
- **Custom Content Development:** Bespoke training materials for custom applications, integrations, enhancements, and proprietary IP, including middleware support and management training specific to your implementation
- **Ciptex Accelerator Tools:** Proprietary tools and frameworks to accelerate in-life automation deployments, feature enablement, and enhancement rollouts, with accompanying training to ensure effective utilisation
- **Ongoing Support Integration:** Training programmes integrated with early-life support, proactive monitoring, configuration management, and continuous service improvement to ensure sustained competency development

c. Service benefits

- **Accelerated User Competency:** Build confident, capable teams quickly through structured training programmes that progress users from basic skills through to advanced troubleshooting and optimisation capabilities

- **Enhanced Experience Transformation:** Transform agent, employee, and customer experiences through effective training that enables teams to fully leverage Twilio capabilities, driving customer journey improvements and operational excellence
- **Improved Operational Performance:** Drive measurable improvements in key performance indicators including First Contact Resolution (FCR), Customer Satisfaction (CSAT), Net Promoter Score (NPS), Average Handle Time (AHT), and Employee Net Promoter Score (eNPS) through skilled platform utilisation
- **Risk Reduction Through Knowledge:** Increase quality and reduce operational risk by ensuring teams understand best practices, automation tools, troubleshooting techniques, and compliance requirements relevant to regulated sectors
- **Maximised Investment Value:** Efficient enablement, adoption, and optimisation programmes ensure rapid business value realisation from Twilio services, with teams equipped to exploit advanced features and capabilities
- **Reduced Support Dependency:** Reduce demand on internal IT teams and external support through comprehensive training that empowers users to troubleshoot issues, optimise configurations, and manage routine tasks independently
- **Innovation Enablement:** Customer experience management training that encourages innovation, imagination, and thinking outside the box, enabling teams to continuously improve customer journeys and service delivery
- **Compliance & Standards Assurance:** Increase compliance confidence and maintain service levels through training delivered by staff with security screening conforming to BS7858:2019, with clearances up to Developed Vetting (DV) available

6. Twilio Professional Services Consultancy

a. Service overview

Ciptex provides expert Twilio professional services, consultancy, and support to help organisations to design, build, and optimise enterprise class scalable communications solutions. Our UK-based specialists deliver comprehensive architecture design, implementation, integration, and ongoing support across the complete Twilio ecosystem, including Flex contact centre solutions, programmable communications (messaging, voice, video), and AI-powered customer experience services.

As a trusted Twilio Gold Partner, we provide a suite of professional services covering strategic planning, solution design, technical delivery, and service optimisation. Our consultancy approach ensures secure, reliable, and high-performing customer engagement platforms that meet the demanding requirements of government, financial services, and regulated sectors. We accelerate time to deployment, reduce implementation risk, and maximise return on Twilio investments through proven methodologies along with deep platform and domain expertise.

b. Service features

- **Strategic Consultancy & Planning:** Customer experience strategy, contact centre maturity assessment, benchmarking, business case preparation and digital transformation planning using industry best-practice success management models
- **Data & Information Architecture:** Comprehensive data structure design, information architecture planning, integration mapping, and data migration strategies to ensure robust, scalable foundations
- **Project Management & Governance:** End-to-end project delivery including mobilisation coordination, stakeholder engagement, communication planning, risk management, and governance frameworks aligned to organisational standards
- **Solution Design & Architecture:** Expert architecture design for Twilio solutions, including custom applications, integrations, enhancements, and proprietary IP development with middleware support and management
- **Accelerated Deployment Services:** Rapid deployment methodologies and Ciptex accelerator tools to reduce time-to-market for Twilio services, ensuring faster business value realisation
- **Service Optimisation & Right-Sizing:** Comprehensive performance analysis, capacity planning, cost optimisation, and right-sizing recommendations to ensure efficient resource utilisation and optimal service delivery
- **Adoption & Change Management:** Planning and delivery assistance for solution adoption, configuration enhancements, enablement programmes, and business transformation initiatives including customer-specific training
- **Post-Implementation Support:** Cloud contact centre early-life support, proactive monitoring, configuration management, and continuous service improvement to ensure sustained performance excellence

c. Service benefits

- **Reduced Implementation Risk:** Leverage proven methodologies, industry best practices, and deep Twilio expertise to minimise technical risk, avoid common pitfalls, and ensure successful deployments first time
- **Accelerated Time to Value:** Fast-track deployment timelines through accelerated delivery services, pre-built components, and automation tools and accelerators that reduce time-to-market and enable rapid business value realisation
- **Enhanced Customer & Employee Experience:** Transform agent, employee, and customer experiences through innovative solution design, customer journey improvements, and customer experience management that drives competitive differentiation
- **Improved Operational Performance:** Drive measurable improvements in key performance indicators including First Contact Resolution (FCR), Customer Satisfaction (CSAT), Net Promoter Score (NPS), Average Handle Time (AHT), and Employee Net Promoter Score (eNPS)
- **Optimised Total Cost of Ownership:** Maximise investment efficiency through service optimisation, right-sizing, and best-practice implementations that reduce operational costs and improve resource utilisation
- **Quality Assurance & Compliance:** Increase quality and reduce risk through automation tools, robust governance frameworks, and compliance-focused delivery that meets the requirements of regulated sectors
- **Resource Liberation:** Reduce demand on internal IT teams by leveraging Ciptex expertise for complex implementations, allowing your organisation to focus on core business objectives while maintaining service excellence
- **Innovation & Future-Proofing:** Access cutting-edge capabilities through consultancy that encourages innovation, imagination, and thinking outside the box, ensuring solutions remain competitive and adaptable to future requirements