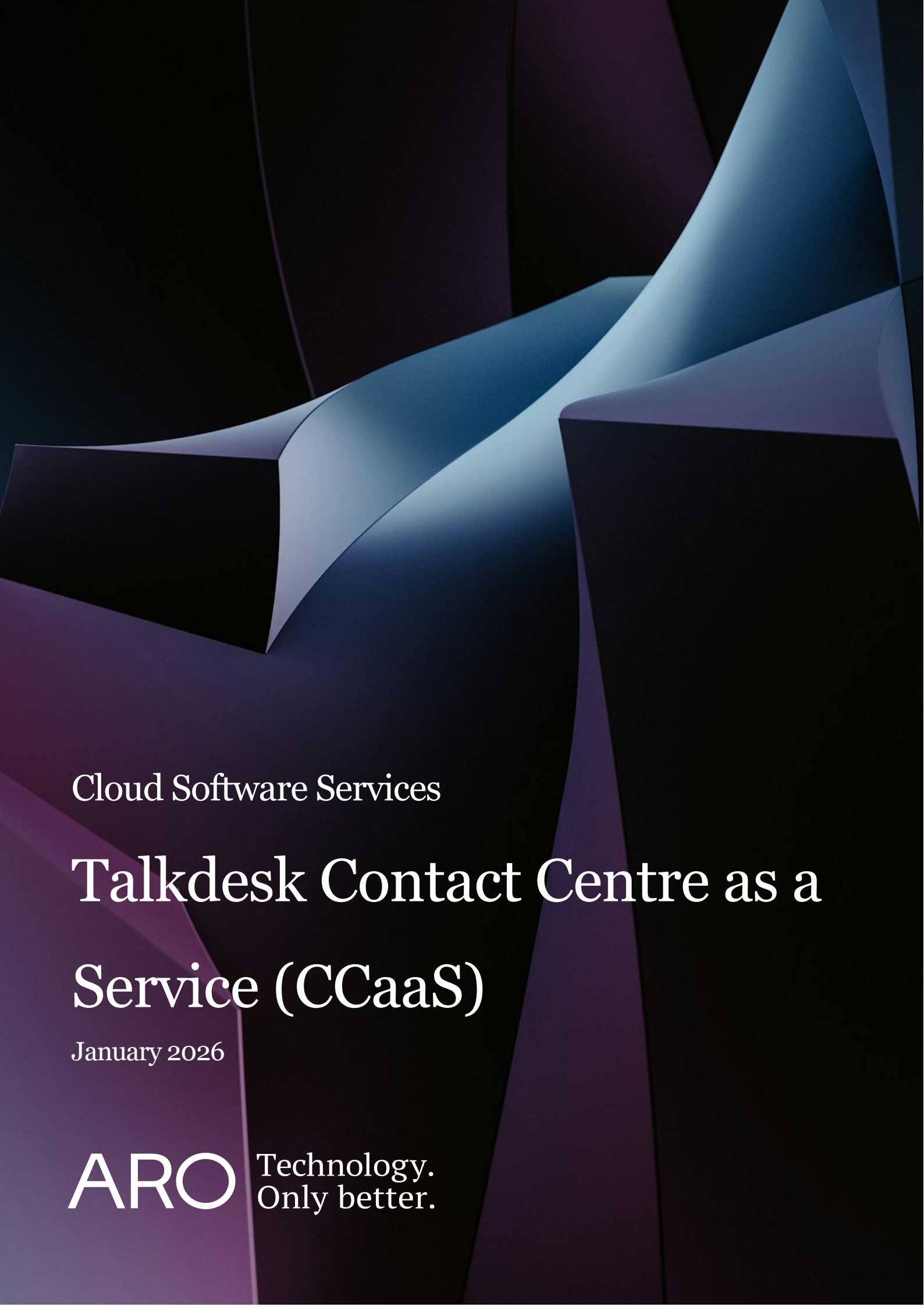




Cloud Software Services

Talkdesk Contact Centre as a Service (CCaaS)

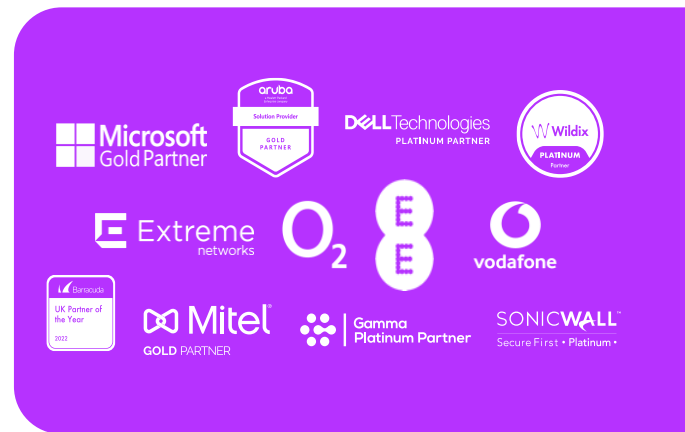
January 2026

ARO Technology.
Only better.



1. Trusted advisors in the Private Sector

Over 25 years of experience provided through 400 engaged employees. Delivering 24/7 support through a network of 9 local offices throughout the UK.



Collaboration

Unified Communications
Contact Centre
Business Mobiles
Connectivity
SIP and Business Voice
AV and Meeting Room Solutions

Data Centre Services

Public and Private Sector
Hybrid / Private Cloud
IaaS / PaaS
Trusted Research Environment
DRaaS / BUaaS
Managed Connectivity
24/7 Operations Centre (OC)
WAN Design / Implementation

Cloud

Microsoft and Cloud Services
Hybrid Cloud Infrastructure
Next Generation Networking
Backup and Protection
Cyber Security

Sustainability

Net Zero Journey
Energy Procurement and Tenders
Energy Optimisation
Energy Compliance
Total Account Management
POD Energy and Carbon Management



20

Social Housing
organisations
supported

220

Universities,
Academies and
Schools

350

NHS establishments
from Acute hospitals
to GP surgeries

15

Regional
Councils

999

Services

Design, build and
operate command
and control networks

100

Charities across
the UK



2. Trusted advisors in Public Sector

Join hundreds of public sector clients who trust us with their critical infrastructure. Processes and services.

Everything from providing resilient networks for 999/111 command and control centres to delivering highly secure data safe havens for the NHS. Our experience and expertise is accredited and certified to help you deliver service excellence.



The
data centre
trade association



EU
CLOUD
COC



HEALTH &
SOCIAL CARE
NETWORK
COMPLIANT

Contents

1. Introduction	4
Talkdesk CX Cloud	4
Talkdesk Experience Cloud	4
2. Benefits	5
1. Enhanced Customer Experience (CX)	5
2. Increased Agent Productivity and Efficiency	5
3. Business and Operational Excellence	5
3. Solution Overview	6
Talkdesk CX Cloud Editions	6
CX Cloud Digital Essentials	7
CX Cloud Voice Essentials	7
Features included in Essential editions	7
CX Cloud Elite	9
Customer Experience Automations	10
Add-on Products	11
4. Experience Cloud	12
5. Reliability and Availability	13
6. Security and Compliance	13
7. Implementation	13
8. Support and service levels	14
24 Hour Service desk	14
100% Uptime SLA	15
Online resources	15

1. Introduction

Talkdesk CX Cloud

Talkdesk CX Cloud is offered in three primary editions—Voice Essentials, Digital Essentials, and Elite to provide a flexible and scalable contact centre solution for businesses of all sizes. The **Voice Essentials** edition is the foundational plan, offering core voice communication and intelligent call routing for businesses focused on inbound and outbound calls. The **Digital Essentials** edition focuses on digital channels, such as email, chat, SMS and social messaging, for a unified, omnichannel experience without voice. Finally, the **Elite** edition is the most comprehensive, enterprise-grade solution, bundling all the features of both Essential tiers with advanced tools for custom reporting, workforce management, and more, all backed by a 100% uptime service level agreement.

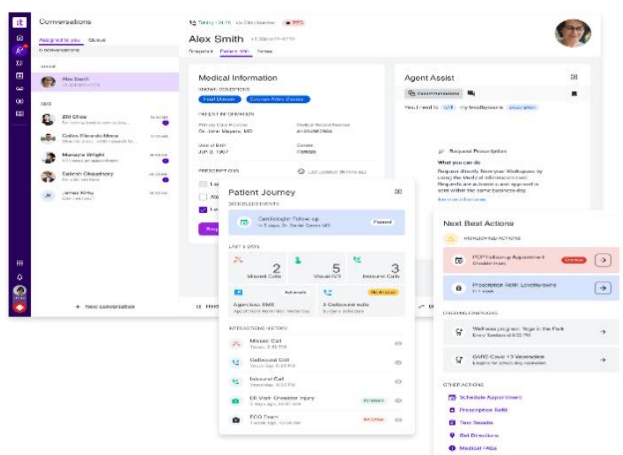
All editions include a full suite of AI-powered capabilities with Talkdesk Customer Experience Automations.



Talkdesk Experience Cloud

Talkdesk Experience Clouds are specialised versions of their CX Cloud platform, tailored for specific industries. They come pre-configured with the unique workflows and integrations needed for sectors like government and healthcare, allowing businesses to deploy a solution perfectly suited to their needs from the start.

Example Healthcare Workspace:



2. Benefits

Talkdesk CX Cloud offers a wide range of benefits for government and healthcare organisations looking to modernise their customer service operations. These benefits can be categorised into several key areas:

1. Enhanced Customer Experience (CX)

- **Omnichannel Consistency:** It provides a unified platform for managing interactions across voice, email, chat, SMS, and social messaging, ensuring a consistent and seamless customer experience regardless of the channel they choose.
- **Personalised Service:** By integrating with CRMs and other business applications, agents have a "single pane of glass" view of the customer's history and context. This allows for more personalised and effective interactions.
- **AI-Powered Self-Service:** Features like AI-powered virtual agents and chatbots allow customers to resolve issues on their own, reducing wait times and freeing up human agents for more complex inquiries.

2. Increased Agent Productivity and Efficiency

- **Intuitive Agent Workspace:** The user-friendly interface simplifies workflows, making it easier for agents to manage calls, access information, and handle multiple channels without constantly switching between applications.
- **AI-Driven Agent Assistance:** AI tools like Talkdesk Autopilot and Copilot provide real-time guidance, call summaries, and knowledge base suggestions, helping agents resolve issues faster and more accurately.
- **Workforce Engagement Management (WEM):** Tools for forecasting, scheduling, and performance tracking help optimise staffing levels, improve agent performance, and ensure service quality.

3. Business and Operational Excellence

- **Deep Analytics and Reporting:** Talkdesk offers robust real-time and historical analytics, including AI-driven sentiment and intent analysis. This provides managers with actionable insights to optimise operations, improve agent coaching, and understand customer trends.
- **Reliability and Security:** The platform is built on a secure, cloud-native architecture with a 100% uptime SLA for its Elite edition. It also holds numerous security certifications (e.g., SOC 2, ISO 27001, PCI-DSS), ensuring data protection and business continuity.
- **Flexibility and Scalability:** As a cloud-based solution, it can easily scale up or down to meet a business's changing needs. The platform's open APIs and extensive AppConnect marketplace allow for deep customisation and integration with existing technology stacks.
- **Industry Specialisation:** With its Experience Clouds, Talkdesk provides pre-configured solutions for specific industries like Government and healthcare, which include tailored workflows and integrations, enabling a faster time to value.

3. Solution Overview

Talkdesk CX Cloud Editions

Talkdesk CX Cloud is available in one of three feature Editions:

CX CLOUD DIGITAL ESSENTIALS	CX CLOUD VOICE ESSENTIALS	CX CLOUD ELITE
Talkdesk CXA ⓘ	Talkdesk CXA ⓘ	EVERYTHING IN DIGITAL AND VOICE ESSENTIALS, PLUS
Digital Engagement (Email, Chat, SMS, Social Messaging) ⓘ	Voice Engagement ⓘ	Custom Reporting with Live & Explore ⓘ
Studio & Routing ⓘ	Studio & Routing ⓘ	Performance Management ⓘ
Connections ⓘ	Studio Functions ⓘ	Screen Recording ⓘ
API Access ⓘ	Connections ⓘ	Automated Notifications ⓘ
Real-time Dashboards (Live) ⓘ	API Access ⓘ	Workforce Management ⓘ
Business Intelligence (Explore) ⓘ	Real-time Dashboards (Live) ⓘ	Proactive Outbound Engagement ⓘ
Conversations Mobile App ⓘ	Business Intelligence (Explore) ⓘ	
Quality Management ⓘ	Conversations Mobile App ⓘ	
Feedback ⓘ	Quality Management ⓘ	
Guardian ⓘ	Feedback ⓘ	
	Guardian ⓘ	
	Workspace Designer ⓘ	
	Automation Designer ⓘ	
	ALSO AVAILABLE:	
	Digital Access for Essentials ⓘ	
	70+ out-of-the-box integrations ⓘ	
	100+ AppConnect marketplace ⓘ	

CX Cloud Digital Essentials

Digital-only CCaaS bundle. Revolutionise your customer engagement with Talkdesk Digital Essentials, a digital-first call centre solution that amplifies efficiency and satisfaction for small to medium businesses eager to excel in the modern marketplace. (Excludes voice)

CX CLOUD Digital Essentials

Digital Engagement

Reach out and respond to your customers using their preferred communication channel with Talkdesk Digital Engagement, an all-in-one digital customer engagement solution that includes customer interactions across digital channels. Includes chat, email, SMS, Facebook Messenger and WhatsApp.

CX Cloud Voice Essentials

Voice-only CCaaS bundle. Streamline your customer service with Talkdesk Essentials, a user-friendly cloud call centre solution offering essential features for small to medium-sized businesses seeking efficiency and reliability.

CX CLOUD Voice Essentials

Voice Engagement

Delivers enterprise-grade voice capabilities.

Voice Recording (Unlimited Storage)

Talkdesk Voice Recording enables comprehensive audio capture of all inbound, outbound, and consultation calls, supporting pause/resume functionality, segmented recording legs, and dual-channel MP3 format. Administrators can control agent-side or full conversation recording, manage retention policies (default 6 months), and configure permissions for downloading recordings.

Features included in Essential editions

The following features are available in both Essential editions:

CX CLOUD Essential Features

Customer Experience Automations

Suite of AI services (CX-Automations)

Studio & Routing

Talkdesk Studio is a powerful, no-code visual flow builder for designing and orchestrating omnichannel customer journeys—handling voice calls, digital messages, API-triggered flows, and more—all within a unified interface.

API Access & Connections

Talkdesk provides extensive API access and low-code integration options to enable seamless connectivity with third-party systems and custom workflows. Using OAuth 2.0 authentication, customers and partners can access REST APIs covering operations, reporting, workforce

	management, and security. Talkdesk Connections complements this by offering a low-code tool to build real-time API integrations directly into Studio flows without developer resources. Together, these tools allow organisations to automate processes, enrich customer journeys, and integrate Talkdesk into broader IT ecosystems.
Workspace Designer	Talkdesk Workspace Designer is a no-code tool that allows organisations to customise the agent interface within Talkdesk CX Cloud. Admins can easily tailor layouts, tabs, and widgets to match workflows, integrate third-party systems, and display key data—all without developer support. This enables a personalised, streamlined agent experience that boosts efficiency, simplifies navigation, and aligns the desktop with business processes.
Automation Designer	Talkdesk Automation Designer is a no-code tool that enables organisations to build automated workflows across customer interactions and internal processes. Using a visual drag-and-drop interface, users can define triggers, conditions, and actions to automate tasks like ticket creation, notifications, data updates, and escalations. This streamlines operations, reduces manual effort, and ensures consistent handling of routine processes without the need for coding.
Real-time Dashboards	A supervisor-focused tool providing live KPI widgets that refresh every few seconds with up-to-the-minute queue and agent data.
Business Intelligence	Historical & Custom Analytics with advanced BI tools offering deep insights into operational trends and KPIs.
Conversations Mobile	The Talkdesk Conversations Mobile App empowers agents to manage customer interactions on the go, providing full access to voice calls, both inbound and outbound, as well as SMS and chat conversations from their mobile device. Designed for flexibility and productivity, the app features contact queues, call controls, voicemail playback, and interaction history, all synced in real time with the agent's desktop environment. Ideal for remote staff or field agents, it ensures consistent, secure, and efficient customer engagement wherever agents are working.
Quality Management	Talkdesk Quality Management (QM) is a unified tool for evaluating customer interactions—voice, chat, SMS, and email—using customisable evaluation forms, AI-assisted scoring, and synchronised screen/audio playback. It empowers supervisors to measure agent performance, provide time-stamped feedback, and conduct calibration sessions, all within a modern interface. With built-in reporting, gamification, and analytics, QM drives continuous coaching and performance improvement across your contact centre.
Feedback	Talkdesk Feedback is a built-in, multichannel survey tool that seamlessly integrates with CX interactions to capture customer sentiment (such as CSAT and NPS) right after engagements. It uses intuitive Flow Builder templates and event triggers to automate post-call, post-chat, or SMS surveys.
Guardian	Talkdesk Guardian is an AI-powered, cloud-native compliance and security solution designed to monitor both agent behaviour and system performance within hybrid or remote contact centre environments. It continually analyses user activity—such as session patterns, network

connectivity, and unusual behaviour—against historical baselines, raises alerts for anomalies, and automates mitigation actions like call rerouting or supervisor notifications. With real-time dashboards displaying critical cases, risky agents, and connectivity issues, Guardian empowers teams to proactively enforce security, maintain compliance, prevent insider threats, and ensure optimal service performance, especially for distributed workforces.

CX Cloud Elite

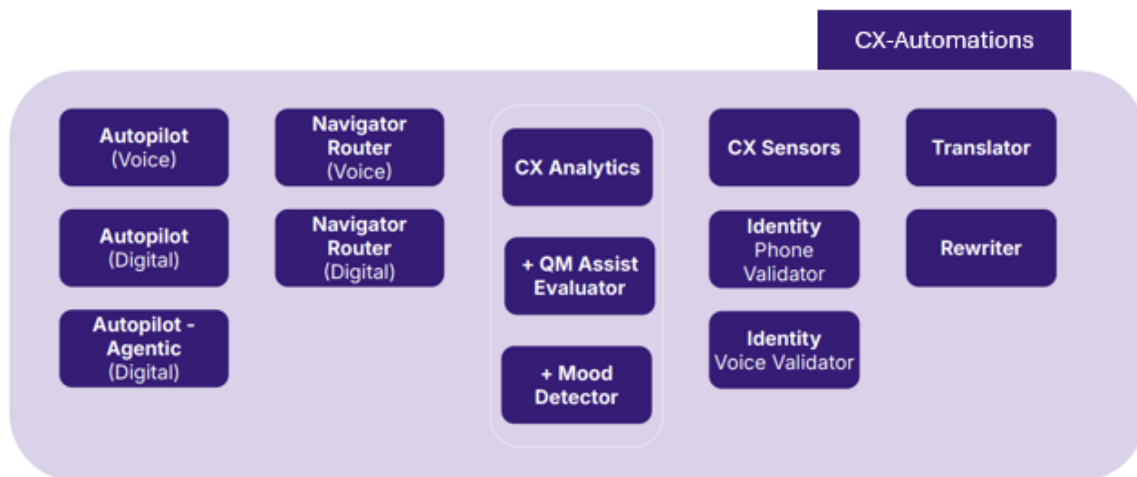
Omnichannel CCaaS bundle. Transform your enterprise's customer experience with Talkdesk Elite, a premium, AI-enhanced platform providing omnichannel support and customisable solutions for complex, large-scale call centre operations.

Everything in Digital and Voice Essentials, plus the following features.

CX CLOUD Elite	
Custom Reporting with Live & Explore	Adds custom reporting capability to Live & Explore.
Screen Recording	Let's supervisors view and record agents' desktop activity during calls, providing invaluable context alongside voice interactions for enhanced quality monitoring and compliance.
Performance Management	A data-driven agent engagement and coaching tool within Talkdesk Workforce Engagement Management. It enhances individual and team performance through metrics, leaderboards, gamification, and coaching.
Workforce Management	An AI-powered suite within Talkdesk Workforce Engagement Management designed to forecast demand, automate scheduling, manage adherence, and boost agent engagement, resulting in optimised staffing, reduced costs, and improved agent experiences.
Proactive Outbound Engagement	An AI-powered suite built on the Talkdesk CX Cloud that streamlines outbound campaigns across voice, SMS, email, and digital channels, without tying up agents unless a live contact is required.
Automated Notifications	Enables organisations to configure rules-based, agentless messages across channels using event triggers. Once enabled, admins can define messages that deploy automatically based on specific events, such as appointments, payments, and order updates, without needing agent involvement.

Customer Experience Automations

CX-Automations are included as usage-based Pay-As-You-Go AI products, with the option to purchase through an annual commitment.



CX-Automations	
CX Analytics	Turn every conversation into customer intelligence you can act on with powerful speech and text analytics that automatically identifies the issues causing customers to contact customer service: Transcribe and analyse each customer interaction and identify key conversation topics and sentiment to uncover trends and provide actionable insights to the business.
QM Assist Evaluator	Analyse agent behaviour and identify the insights needed to coach more effectively, engage the workforce, and retain top talent.
Mood Detector	Analyse customer mood and identify the insights to improve customer experience.
CX Sensors	Always stay on top of customer issues by defining a set of keywords to be monitored and fine-tune them by setting parameters based on the number of hits, time range, and frequency. Does not work on Digital Essentials.
Identity - Number Validator	Phone Validation checks incoming caller numbers in real-time to detect fraud, spoofing, or carrier anomalies—even before the call is answered—delivering insights instantly to agents and supervisors.
Identity - Voice Validator	Empowers call centres to authenticate callers via voice biometrics, either active (passphrase-based) or passive ("on-call"), adding a secure, seamless layer of identity verification.
Translator	Scale international digital engagement through automated language translation.

Rewriter	Improve digital engagement through automated response and content authoring.
Autopilot Voice & Digital	Harness the power of generative AI to provide highly contextual and natural conversational responses to customer inquiries in real time. Talkdesk Autopilot is a virtual agent that intelligently searches, reviews, and extracts accurate information from Talkdesk Knowledge Management and third-party systems to deliver an unparalleled autonomous customer experience.
Autopilot - Agentic AI	Multi-agent AI orchestration enables seamless customer experiences by deploying specialised AI agents to handle tasks like dispute resolution, lead qualification, and complex workflows. It continuously identifies and automates high-impact moments to improve service, reduce costs, and boost loyalty.
Navigator Router	Talkdesk Navigator is a generative AI-driven routing solution embedded in Talkdesk Studio. It automatically understands customer intent and context, across voice and digital channels, and routes them to the ideal path or agent without rigid IVR menus.

Add-on Products

The following add-on products are available. This is not an exhaustive list but highlights the most frequently deployed license add-ons.

Add-on Products	
Annual Commit	A prepaid, contractually committed credit applied toward usage-based services (like CXA, Autopilot, Analytics, etc.).
Bring Your Own Carrier	BYOC lets you connect your existing carrier to Talkdesk CX Cloud via SIP trunking.
Copilot	Make every agent your best agent by providing real-time assistance for voice and digital channel engagement with Talkdesk Copilot. Talkdesk Copilot utilises AI and machine learning to deliver contextualised, quick answers, next-best action recommendations, and automated pre-call, on-call, and post-call tasks.
Digital Engagement for Essentials	A digital upgrade add-on designed for Voice Essentials customers that empowers your agents to handle customer interactions across email, chat, SMS, Facebook, and WhatsApp.
Talkdesk Cases	A fully integrated omnichannel ticketing system designed for handling complex customer inquiries that require organised, multi-step follow-ups.

Talkdesk CRM Connector	A selection of CRM Connectors is available.
Talkdesk Microsoft Teams Connector	Talkdesk Integration with Microsoft Teams Directory & Presence Direct Routing Agent Status Sync (EA).
PCI Pal Assisted Payments	Payment Security Compliance

4. Experience Cloud

Empower your contact centre with purpose-built industry products designed to meet the unique needs of specific industries and deliver business value from day one.

Industry Experience Cloud- Healthcare: An end-to-end solution for delivering great patient, member, and caregiver experiences.

Industry Experience Cloud- Government: A secure, citizen-focused solution that helps public sector organizations modernize service delivery, improve accessibility, and build trust through personalized, compliant, and efficient engagement.

HEALTHCARE EXPERIENCE CLOUD™ FOR PROVIDERS EDITION	CX CLOUD™ GOVERNMENT EDITION
Elite edition capabilities, plus ⓘ	Voice Engagement ⓘ
Talkdesk CXA ⓘ	Studio & Routing ⓘ
Industry Workspace ⓘ	Real-time Dashboards (Live) ⓘ
Electronic Health Record Integration ⓘ	Business Intelligence (Explore) ⓘ
Industry Workflows ⓘ	Quality Management ⓘ
99.999% Uptime SLA ⓘ	Workforce Management ⓘ
	Connections ⓘ
	API Access ⓘ
	BYOC (Bring Your Own Carrier) ⓘ
	Enhanced Security ⓘ

5. Reliability and Availability

Talkdesk CX Cloud is built on a modern, API-first microservices architecture, Talkdesk CX Cloud's individual components can be deployed independently, enabling continuous innovation and faster delivery without ever compromising application integrity. This design is what allows for **zero-downtime maintenance** and exceptional scalability. We guarantee this reliability with a **100% uptime SLA** and publish our real-time platform status at <https://status.talkdesk.com/>

To ensure superior call quality, our global, low-latency network routes each call through the most direct path, minimising dropped packets, jitter, and delay. The platform also has an **ISO 22301 certification** for Business Continuity Management, and a 24/7 Infrastructure and Operations team is always on hand to oversee our automated backup plan.

6. Security and Compliance

Talkdesk understands that organisations, particularly in highly regulated sectors, require an exceptionally high standard of security, privacy, and business continuity. The confidentiality, integrity, and availability of our customers' data are paramount to our operations. Talkdesk maintains a holistic approach to security, privacy, and business continuity, continuously monitoring and improving our application, systems, and processes to meet the demands of an evolving threat landscape.

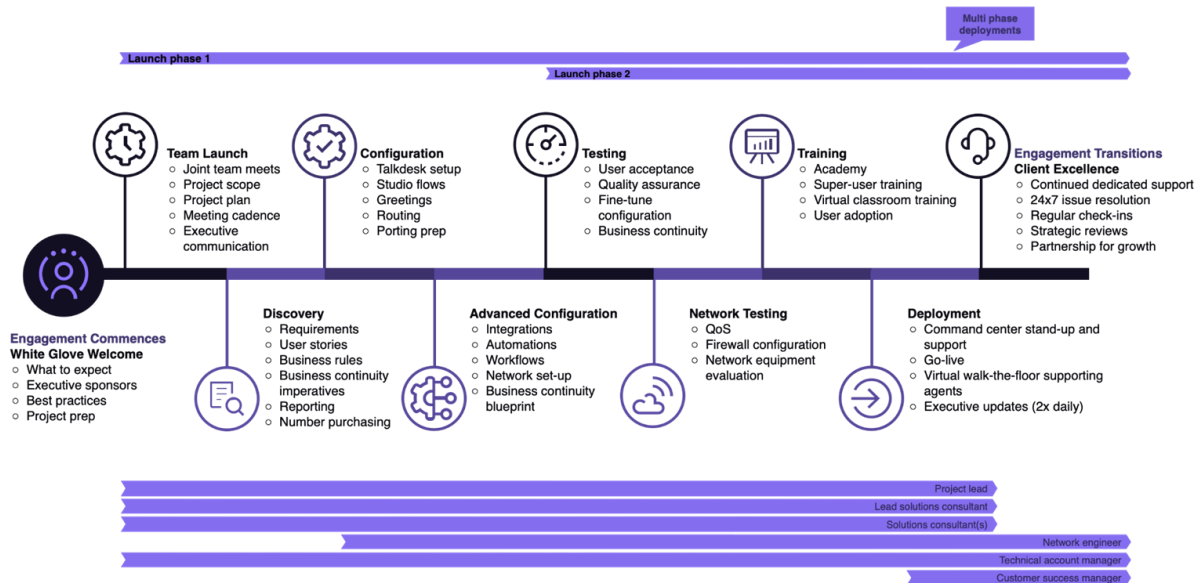
To provide the most secure, reliable, and best customer experience, Talkdesk has implemented and achieved over 30 international and industry-specific certifications and frameworks. Our comprehensive list includes:

- SOC2 Type II and SOC3
- PCI-DSS Level 1
- GDPR
- ISO 27001 for Information Security Management Systems (ISMS).
- ISO 27701 for Privacy Information Management Systems (PIMS).
- ISO 22301 for Business Continuity Management Systems (BCMS).
- CSA Star Level 1.
- Cyber Essentials (UK Cyber Security Centre)
- Privacy Shield
- FedRAMP (for Talkdesk CX Cloud Government Edition)

Talkdesk has a dedicated, global security team that works tirelessly to ensure proper measures are in place to keep your data safe. In addition to continuous threat monitoring, they conduct regular audits of our systems and processes to ensure compliance and a robust security posture.

7. Implementation

With over 1,800 customers, Talkdesk has a proven implementation methodology that accelerates the time to value. Talkdesk Enablement Services can achieve go-live in a few weeks, and typically within two months. Our implementation milestones have defined sub-tasks and can launch in multiple phases:



8. Support and service levels

Talkdesk offers customers a range of support options to ensure high customer satisfaction and quick response to reported issues. Support is included in Talkdesk license packaging and delivers timely and effective assistance to customers.

24 Hour Service desk

Talkdesk shall use commercially reasonable efforts to respond to support requests within the time frames described in the following table:

Case Severity	Definition	Initial response time goal	Relief time goal	Escalation	Delivery of Resolution
1	The problem causes an outage (client or backend) to a service (client or back-end) so that it is completely unavailable	15 minutes	2 hours	Will begin as soon as possible and in any event within 2 hours, allocated resources will communicate action plan to the Customer. Action plan will include estimated delivery time of resolution	Talkdesk will use continual 24x7 efforts to resolve Severity 1 Problems.
2	The problem causes a disruption of service (client or back-end) but does	60 minutes	4 hours	Will begin as soon as possible and in any event within 4 hours, allocated	Talkdesk will use continual 24x7 efforts to resolve

	not disrupt critical functions. No acceptable workaround is available.			resource will communicate action plan to the Customer. Action plan will include estimated delivery time of resolution	Severity 2 Problems.
3	The problem causes degradation to a service (client or back-end) but does not disrupt critical functions. An acceptable (by the client) workaround is available until the problem is corrected.	1 business day	Next Maintenance or Full Release	Talkdesk will begin as soon as possible and in any event within 2 business days, allocated resource will communicate action plan to Customer. Action Plan will include estimated delivery time of resolution	Will be resolved in the next scheduled version.
4	This includes any other non-critical or non-serious problem to a service (client or back-end) or workflow.	2 business days	Next Maintenance or Full Release	N/A	Will be resolved in the next scheduled version if possible.

100% Uptime SLA

This premium SLA is offered with Talkdesk's specialised Experience Cloud Editions (including Government and Healthcare.).

Talkdesk's other CX Cloud Editions, Voice Essentials, Digital Essentials, CX Elite are offered with a high uptime guarantee of 99.99%.

Talkdesk's real-time and historical availability status for all its services is publicly available on its status page: <https://status.talkdesk.com/>.

Online resources

Talkdesk provides online resources to support onboarding and continuous knowledge transfer:

- Talkdesk Knowledge Base including product release notes, user, configuration, reporting and troubleshooting guides: <https://support.talkdesk.com/hc/en-us>
- Talkdesk Academy certified online training for agents, supervisors and administrators: <https://academy.talkdesk.com/>

- Talkdesk Community - learn from your peers and share best practices:
<https://www.talkdesk.com/customer-community/>
- Talkdesk Case Studies: <https://www.talkdesk.com/customers/>

Talkdesk Developer Resources: <https://www.talkdesk.com/developers/>

ARO Technology. Only better.

Your enterprise performance partner for Cloud, Collaboration, Data Centre Services and Sustainability

aro.tech

0333 240 9880

info@aro.tech

 **Microsoft**
Solutions Partner
Business Applications

 **Microsoft**
Solutions Partner
Infrastructure
Azure

 **Microsoft**
Solutions Partner
Digital & App Innovation
Azure

 **Microsoft**
Solutions Partner
Modern Work

 **Microsoft**
Solutions Partner
Security



Kilby House, Liverpool Innovation Park, Liverpool, Merseyside, L7 9NJ

All rights reserved. All trademarks and registered trademarks are acknowledged. We reserve the right to amend the contents of this document at any time