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Service Definition: Booking & Membership Accelerator

Lot 3 Cloud Support

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Summary

The Booking & Membership Accelerator is a configurable, API-first booking and membership platform for organisations that manage scheduled access to services, facilities, or events. It supports complex booking rules, membership models, pricing policies, and integrations across ferry services, education, training, clinics, leisure, and other access-controlled services.

The accelerator combines reusable Talk Think Do platform components with tailored configuration and integration, enabling faster delivery and reduced risk compared to fully bespoke builds. Where appropriate, AI-assisted configuration and policy logic can be applied to support complex rules and operational scenarios, with appropriate governance and human oversight.

1. Scope of Service

This service delivers a booking and membership platform using reusable Talk Think Do capability, configured and extended to meet buyer needs. Typical scope includes:

- Member management: registration and onboarding, member profiles, lifecycle management (activation, suspension, freeze, cancellation), plan changes, eligibility checks, document management, notes and interaction history
- Booking and scheduling: facility and class booking, resource management, recurring bookings, booking policies, waitlists, calendar integration, check-in and attendance tracking
- Pricing and commercial rules: membership plans, discounts and promotions, add-ons, joining fees, scheduled price changes, tax/VAT configuration
- Payments and finance workflows: billing cycles, payment processing, failed payment handling, refunds, payment history and revenue reporting, debt tracking
- Multi-site operation: site configuration, cross-site access, site-specific pricing, centralised reporting
- Operations: support case handling, notifications, reporting and analytics, audit logging, data export
- Integration: REST APIs, webhooks, single sign-on, payment provider integration, access control integration, data import/migration tooling
- Security and compliance controls: role-based access control, encryption, GDPR support, accessibility support and governance

The service supports both customer-facing and administrative users and can be delivered as a phased rollout.

2. Deliverables

Depending on scope, deliverables may include:

- Configured booking and membership platform aligned to buyer rules and policies
- Configured membership plans, pricing, eligibility and booking policies
- Administrative tooling for configuration, operations and reporting
- API and integration connectors to agreed third-party systems
- Authentication and access controls (e.g., SSO) and audit logging
- Data migration approach and executed imports (where required)
- Testing support and go-live readiness activities
- Documentation, runbooks and handover materials

3. How the Service is Delivered

Delivery is typically iterative and structured around configuration-first implementation:

- Discovery and configuration design: confirm user journeys, operational policies, pricing rules, integrations, and reporting needs
- Platform setup and configuration: configure membership models, booking rules, pricing, notifications and operational workflows
- Integration and extension: connect payment providers, identity/SSO, access control and operational systems; extend platform where required
- Testing and validation: UAT support, rule validation, operational rehearsals and cutover planning
- Deployment and go-live: release management, monitoring setup, and controlled rollout

We work closely with buyer stakeholders to validate rules and policies early, reducing rework and improving readiness.

4. Project Initiation

Each engagement begins with an initiation phase to confirm:

- Objectives and success criteria
- Scope, assumptions and constraints
- Delivery plan and milestones
- Integration and data migration approach
- Roles and responsibilities
- Risks, dependencies and governance

5. Service Levels

This is a delivery service. Progress is managed against agreed milestones, scope and outcomes rather than operational SLAs.

Where ongoing operational support is required after go-live, this is provided via a separate G-Cloud support service.

6. Post Go-Live and Hypercare

A defined hypercare period is included following go-live to support early operation, resolve defects, and tune configuration and policies based on real usage.

7. Technical Approach

The accelerator is delivered as an API-first, cloud-native platform and typically includes:

- Microsoft Azure hosting and deployment patterns
- Secure APIs (REST) and eventing (webhooks) for integrations
- CI/CD pipelines and infrastructure-as-code where required
- Role-based access control, encryption in transit and at rest, and audit logging
- Support for modern web and mobile user experiences

AI-assisted configuration and policy logic (where appropriate)

Where complexity warrants it, AI-assisted techniques can be used to support configuration, search, and policy interpretation. AI is applied selectively, with governance, auditability, and human oversight.

1. Onboarding and Offboarding

Onboarding

Onboarding includes confirming rules and policies, integration points, data sources, and access requirements, followed by configuration planning and delivery mobilisation.

Offboarding

Offboarding includes documentation and knowledge transfer, plus export/handover of agreed data and configuration artefacts.

2. Team and Delivery Model

We provide a dedicated, agile delivery team composed of:

- Solutions Architect
- Business Analyst
- Frontend and Backend Engineers
- QA Engineer
- Delivery Manager

All engineers are Microsoft-certified and experienced in delivering production booking and membership platforms.

3. Roles and Responsibilities

Responsibility	Talk Think Do	Buyer
Platform delivery and configuration	☒	
Integration and extension development	☒	

Provide policies, pricing rules and eligibility criteria		☒
Provide access to third-party systems		☒
User acceptance testing and approvals		☒
Operational readiness and business change		☒

4. Security, Privacy, and Standards

We are ISO 27001 certified and Cyber Essentials Plus accredited. We follow Privacy by Design principles and ensure our systems comply with UK GDPR. We use threat modelling and secure-by-default architectures.

5. Accessibility

User-facing components are designed to support WCAG 2.2 AA accessibility standards, and we support accessibility testing and remediation where required.

6. Dependencies

Delivery depends on timely access to stakeholders, third-party systems, agreed booking and membership rules, and (where applicable) legacy data for migration. External supplier dependencies may affect timelines.

7. Service Constraints

This service delivers a configurable accelerator rather than a fully bespoke platform. Delivery is primarily remote; on-site workshops can be included where agreed. Ongoing operational support is provided via a separate G-Cloud support service unless explicitly included in the Order Form.

8. Exit Planning

We support structured exit planning, including documentation and knowledge transfer, to ensure continuity of service.

9. Pricing

Pricing is provided in the associated Pricing Document and is based on Agile delivery using SFIA-aligned day rates. Total cost depends on configuration complexity, integrations, and data migration requirements.

10. Ordering and Invoicing

This service can be ordered via the G-Cloud framework. Commercial terms are documented in the Order Form and Call-Off Contract.

11. Case Studies

Our AI-accelerated, quality-focused approach has delivered results across industries. We are trusted by award-winning organisations ranging from global enterprises to government agencies. Here are a few examples of what we've achieved:

Explore Learning (Education & Assessment):

Talk Think Do delivered a configurable booking and membership platform to support Explore Learning's nationwide network of education centres. The platform supports complex membership models, recurring bookings, class scheduling, payments, and operational reporting across multiple locations. The solution was delivered using reusable booking and membership capability, configured to Explore Learning's operating model and integrated with existing systems. The platform supports high volumes of concurrent bookings, flexible pricing rules, and efficient centre operations, providing a scalable foundation for continued growth.

The Third Space Group (Luxury Fitness Clubs):

Talk Think Do delivered a modern booking and membership platform for Third Space, supporting premium fitness clubs with complex access rules, memberships, pricing structures, and high customer expectations.

The platform supports facility and class booking (340k bookings per month), membership management, payments, and operational workflows across multiple sites. Delivered using configurable accelerator components, the solution enables rapid iteration, reliable peak-time performance, and seamless member experiences, while providing staff with a single operational view of bookings, memberships, and interactions.

12. Accreditations and Technology Partnerships

- ISO 27001 Certified

- Cyber Essentials Plus
- Microsoft Solutions Partner
- GitHub Enterprise Partner
- Learnosity Partner