

Vocoll – communication and software platform

Service Definition Document

VerseOne Group Ltd

Date: 6/5/2024

Version: 1.0

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1. Introduction

VerseOne delivers transformative experiences that change the way the public sector interacts with its customers and engages with its employees. Founded in 2004, we have over two decades of innovation heritage, working in the social housing, NHS and local government sectors.

The team at VerseOne is passionate about solving problems that help our customers to meet the needs of their service users, and we take great pride in the work we do to help in mission-critical environments.

We have an in-house product development team that leverages our key pillars of Integration, Automation and Personalisation to create digital solutions that people love to use. By integrating to back-office systems and a familiar Microsoft environment, along with automating processes and enabling self-service, we enable 24/7 working practices, drive efficiencies, and improve outcomes.

2. About Vocoll

Vocoll is a secure digital communication and software platform, designed for the needs of your organisation.

Vocoll is a productivity tool that can be integrated with the applications that you use every day, whether that is Office365 or your business-critical systems – designed by people with a deep knowledge of the public sector.

Access on any device

Live Support for digital interactions with your customers

Connected Team to enhance staff collaboration and to assist in managing Live Support interactions

AI-Driven Knowledge Bot – provides intelligent responses to customer enquiries, while learning the most relevant answers and giving you the ability to ‘be in while you’re out’ and offer out of office digital support.

Experience Manager - to enhance your teams’ and customers’ experience by delivering Vocoll through a native Android or iOS mobile application, enabling true on-the-go interactions via push notifications, biometric authentication, and more.

2.1.Key Features

Vocoll has been designed to help you get things done. Vocoll is a modular, integrated suite of applications that can make your teams more productive and provide your customers with even better service

Live Support – Secure, fluid communication for collaborative work.

Vocoll enables productive interactions through 1-2-1s and private project groups, helping you to get things done.

Vocoll enables you to connect to your internal teams and provides a direct channel to your customers through its Live Support functionality.

With the ability to share images, documents, videos, and other rich media from your library, Vocoll is the ultimate in transactional conversations. You have the control to craft templated responses that allow you to maintain brand voice and save time.

Knowledge Bot - Be in when you're out with the AI-driven Knowledge Bot

Vocoll's AI-driven Knowledge Bot is your first line of support - 24/7.

Building your knowledge base is easy, with automated tagging that allows your customers to ask their questions in plain English.

And do not worry, you can view and take on a conversation at any time. Or, if their query is out of hours, your customer can simply arrange a callback.

Features

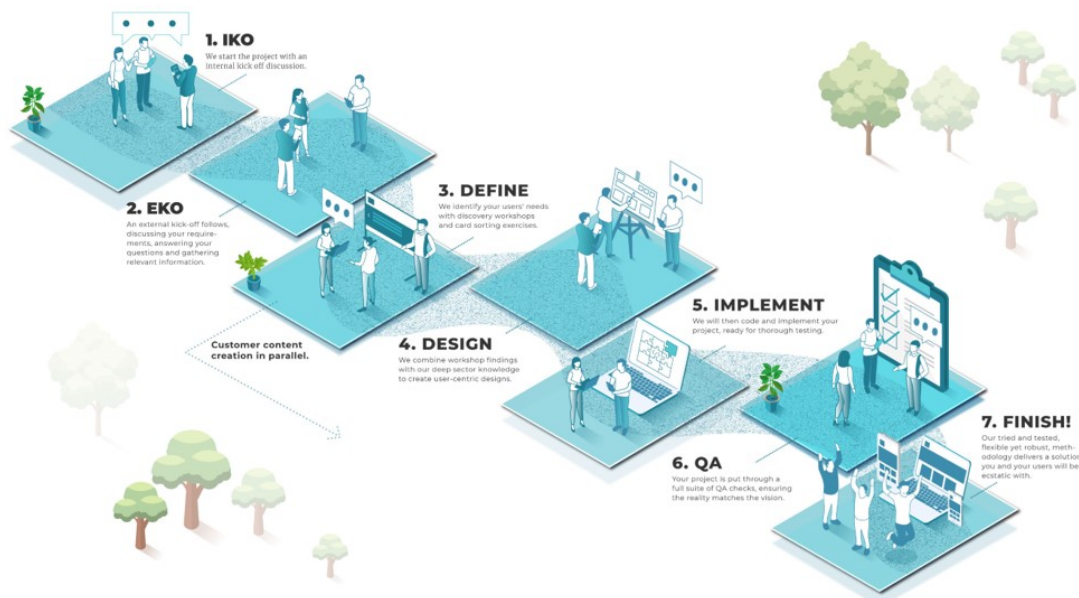
- **Streams** – Give your teams the ability to handle multiple chat streams at once
- **Groups** – Create groups of people and set privacy to keep communications secure
- **Teams** – Create and customise as many teams as you require.
- **Media Library** – Share rich media from a secure shared library. Add to your library simply by dragging and dropping images onto your Live interactions.
- **Omni-device** - Any device, anywhere. Your visitors and teams are mobile, so your Live Interactions should too. Accessible on desktop, tablet, or smartphone —and omni-device synchronisation means conversations are never lost.
- **Security & Privacy** - Conversations are securely encrypted with the same security protocol as online banks—and all data is stored within the UK.
- **Reports** - Create reports on how your teams and staff are doing. View stats on timeouts, abandoned calls, resolutions, closure times, closed interactions, interactions by category and more.
- **Categories** - Create and set categories for calls so that you can understand what people are calling for in reports. Re-organise mid-call, or at the end if required.
- **Always on** - Knowledge Bot will auto-activate when outside of available hours or if no one is available, making sure service users can always get what they

need. If they cannot, then it sends a callback request and logs to the team to pick up when they are next available.

- **Forwarding** - If Knowledge Bot cannot answer the question, it will either send the call to a support agent or send a callback request to the support team.
- **Intelligent response** - When a customer asks a question the Knowledge Bot retrieves the relevant answers. If those are not quite right, it will deliver new answers and will never repeat itself. It learns which answers are the best and uses those.
- **Interject** - When a customer asks a question the Knowledge Bot retrieves the relevant answers. If those are not quite right, it will deliver new answers and will never repeat itself. It learns which answers are the best and uses those.

2.2.The Stages of the Project

The diagram below shows the key steps in the process we follow to bring a digital project to life, using ISO9001 and ISO27001 principles.



2.2.1. Internal Kick Off

For the IKO, we bring together the whole bid team (which includes four people who are board members and part of our senior management team).

The objective of the IKO is to prepare for the rest of the process, brief any new members of the project team, and to start brainstorming ideas of how to deliver the project.

2.2.2.External Kick Off

The EKO is as it sounds. It's the beginning of the formal project management process (described in detail in the next section), where we outline the overall approach, answer questions, and gain key insights from the virtual team at the customer's end. This includes "must do" and "must not do" items.

2.2.3.Define, Design and Implement (or Deploy)

During the execution phase your project will be managed by a dedicated Project Manager from our Project Management Office (PMO). The following are the key elements of our approach:

Agreed Definition and Milestones: the PMO works with your project team to define the project's scope, objective and deliverables. The teams establish key milestones or checkpoints to track progress.

Project Communications: from the External Project Kick off to the Project Closure meeting, the PMO is in regular contact with your project team. These weekly updates include the project status, delivery against key milestones, and issues and risks. Communication between the two project teams is imperative to a project's success, highlighting concerns as soon as they arise, along with proposed solutions or mitigation strategies.

Project Documentation: all relevant materials – the initial requirements, project plans and progress, weekly minutes, etc – are sent to the project team and available through MyVerseOne.

The PMO will work with the customer to create the Vocoll project timeline. As part of the on-boarding activities, the PMO will:

- Review the end user journey
- Set-up and configuration of your Vocoll installation including aesthetics to reflect the organisations brand.
- Solution training to cover all aspects from set-up, usage, through to export and administration.

VerseOne is committed to championing accessible web solutions and adheres to the W3C WCAG 2.2 AA standards as a minimum. This demonstrates a strong commitment to ensuring that sites are usable by a wide range of users, including those with disabilities.

2.2.4. Quality Assurance

At QA, we go through both internal tests as well as user acceptance testing and/or any equivalent steps with your team to ensure that the solution meets your needs at a functional level as well as for usability, accessibility and more.

2.2.5. Finish

Once you have signed off on the project and the content has been uploaded, the project is finished, and the solution goes live for your users.

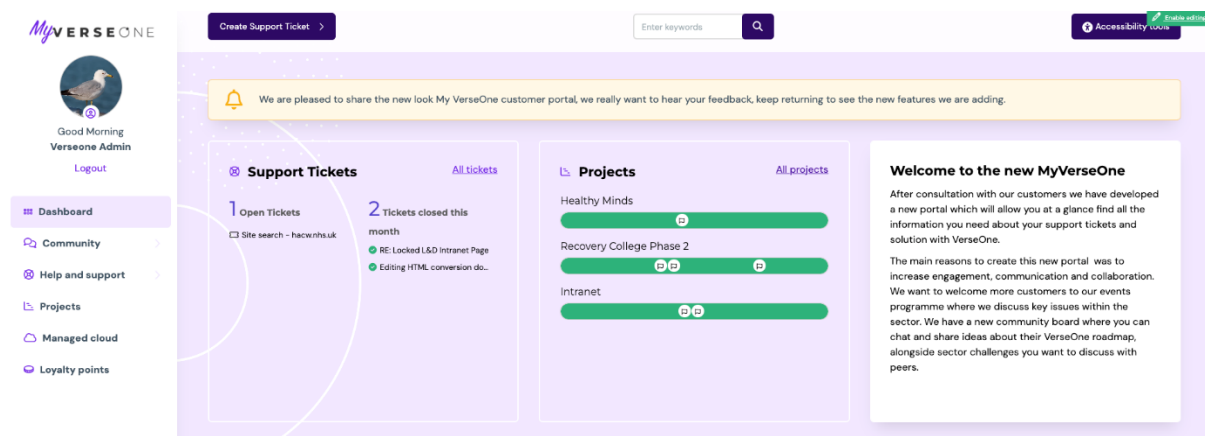
2.3. MyVerseOne Portal

At VerseOne, we use open standards and open-source software to build our own customer self-service portal solution.:

As a snapshot, it provides the following key features to users:

- Raise and manage support requests
- View project management timelines, milestones and documentation
- Reach community discussions and newsfeeds (for you to interact with your peers and fellow VerseOne customers)
- Access our knowledge hub and e-learning
- See current utilisation levels of bandwidth and storage

This is the portal homepage:



We provide utilisation graphs, such as the one below for Managed Cloud Services:

Managed Cloud Service

All our solutions are hosted and stored in Microsoft Azure UK Tenant, managed, and architected by our internal team of cloud experts, constantly monitoring, and improving the infrastructure keeping sites safe, available, and responsive, maintaining our target of 99.99% uptime across our whole network. VerseOne are ISO27001, ISO9001, Cyber Essentials and NHS England Data Security and Protection Toolkit compliant.

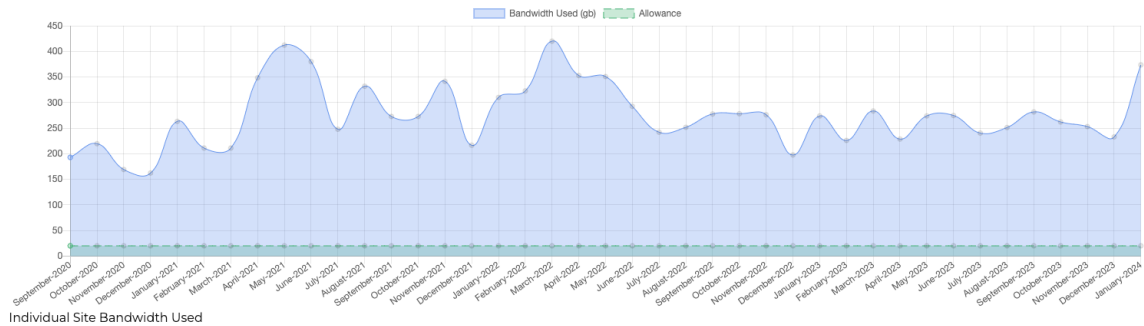
We understand that our customers have different usage and patterns in terms of storage, bandwidth etc, to ensure that every customer receives the best value and most flexible service, we have three tiers of Managed Cloud service; Gold, Platinum and Platinum Plus. We make sure to match each customer to the tier to match their needs.

🔗 Your Organisations site stats with VerseOne

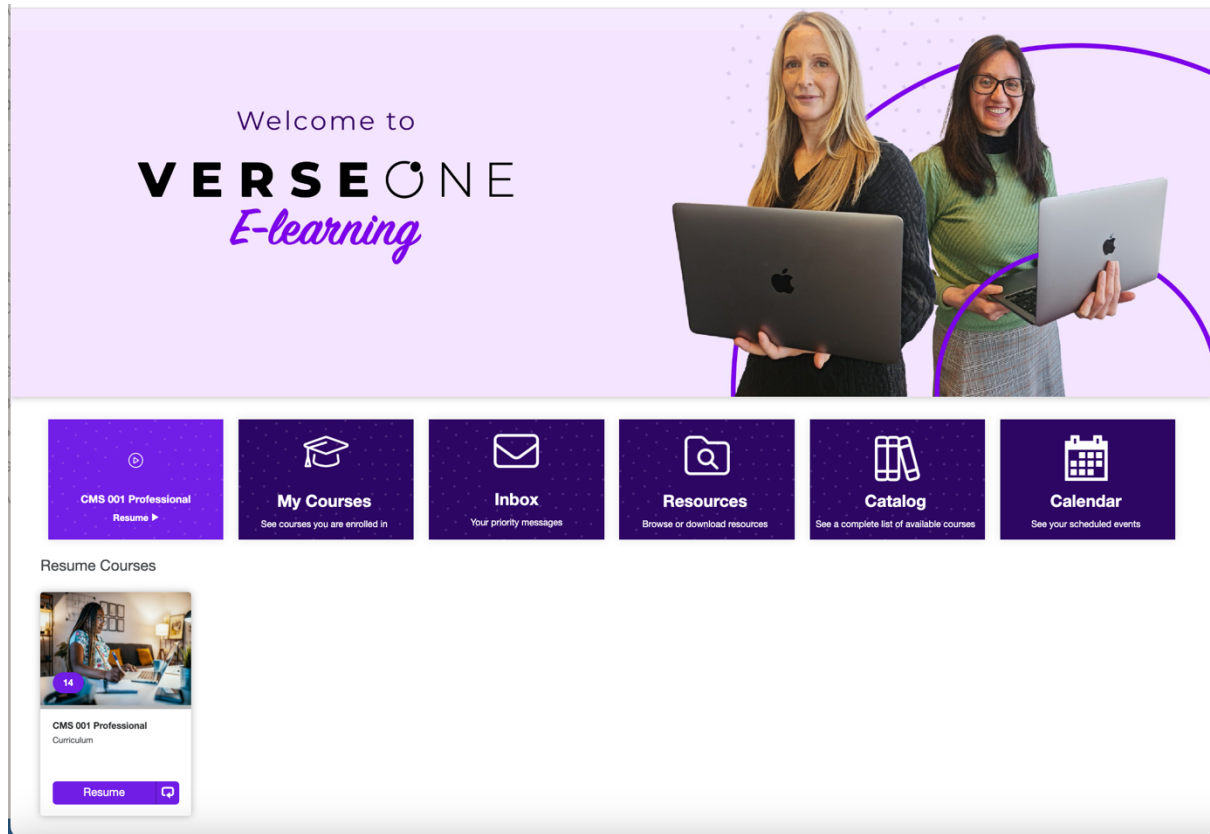
Worcestershire Health And Care NHS Trust

Gold - 20 gigabytes

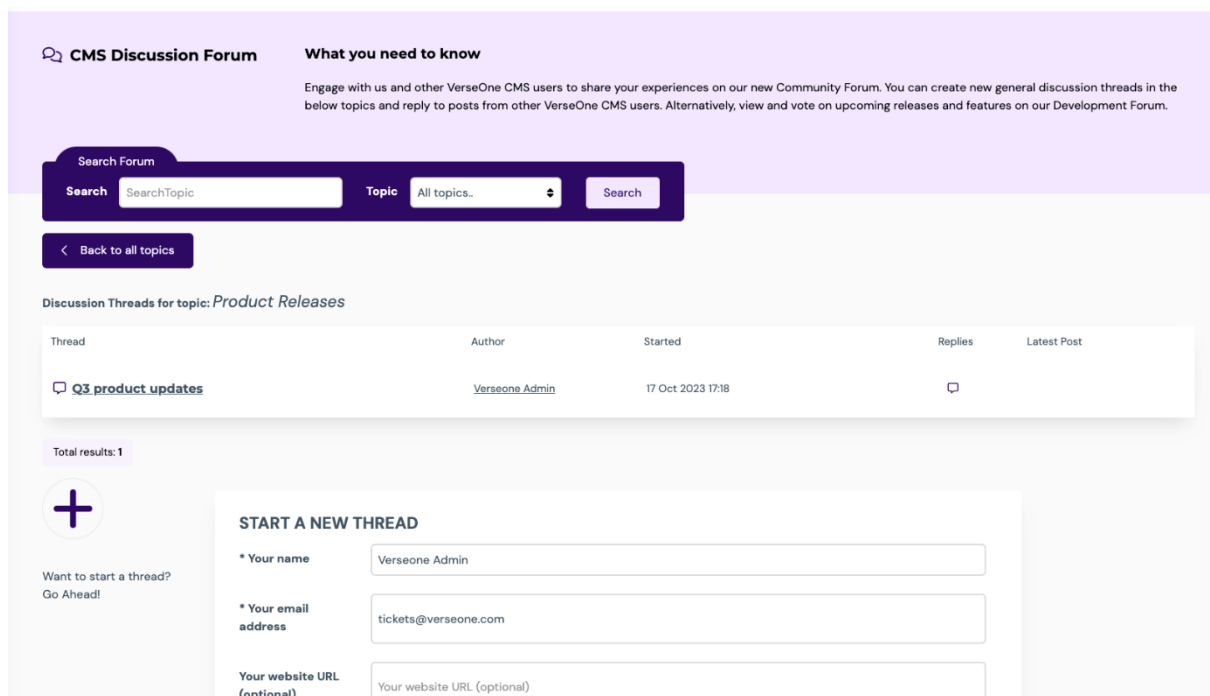
Total Installation Bandwidth Statistics



We have a comprehensive Knowledge Centre, where VerseOne users can go to find a wealth of information about how to make the most out of our CMS, as well as access to the VerseOne E-learning Academy:



Users can also share help with their peers in the interactive forums:



3. Total Engagement Programme

VerseOne has developed our Total Engagement Programme (TEP) as our full lifecycle initiative for looking after customers. TEP covers all the elements of our customer experience, from support to account management and much more.

The diagram below shows the elements of our TEP:



The initial stages of engagement are Define – Design – Deploy, and these have already been discussed above.

Analyse and Advise are crucial stages where we help customers to understand the art of the possible with the solutions we provide you, as well as keeping you up-to-date with the latest digital industry developments. This includes regular events (even weekly webinars) where you can meet useful and interesting people, learn about best practices, and network with your peers.

The final stage of TEP is Benefits Realisation. Our Customer Success team takes ownership of this by defining (with you) what good looks like for each project, allocating KPIs and measurement tools (e.g. Google Analytics). At an appropriate time – and ongoing – your Customer Success Manager will sit down with your team and go through the expected benefits and whether they have been realised, using the metrics and tools we have agreed.

3.1. Advisory Boards and User Groups

As part of our commitment to the social housing and NHS sectors, we run half-yearly advisory boards and user groups. The former are aimed at senior management, with topics that discuss the issues of the day, featuring speakers and leading thinkers from within the housing sector and outside experts too.

The latter are for the communications, marketing, IT and HR managers who are the day-to-day users of our solutions. Here, you have the opportunity to mingle with your peers, learn about getting more from our portfolio, hear about our roadmap and strategy, as well as having input on our future developments, including bespoke feature requests.

4. Support, Maintenance and Managed Cloud Services

4.1. Support and maintenance

We aim to resolve your call to VerseOne Support as swiftly as possible. Sometimes our ability to serve you may be partly dictated to by third-party service level agreements, e.g. with our managed hosting partners. In the event that we have escalated an issue to a partner like Microsoft, we will endeavour to keep you as informed as possible on a regular basis whilst letting you know the status of the ticket(s) raised with those partners.

Each of your requests is assigned a priority level determined by the nature of the request and the number of users affected by the problem (full details are in our SLA document, available on request). The progress of each call is closely monitored to ensure it is resolved within the agreed target time. All target times relate to hours of cover only (see above).

As a snapshot view (further detail below), we offer 24/7/365 support on the infrastructure (our Managed Cloud Service) that hosts our customers' solution. Standard support on the solution is Monday to Friday, 09:00-17:30.

4.2. Escalation Process

Escalation paths are fully described in our SLA document. The summary position is that any support issues are escalated from the Support Team Leader to, Chief Solutions Officer (VerseOne board member), and ultimately to VerseOne Founder and Executive Chairman.

Very rarely, if the issue is product-related, the escalation is to Chief Product and Compliance Officer (also a VerseOne board member). We believe these escalation paths should be very comforting for customers as any breach of SLA or P1 issue (see table below) is very quickly in the hands of at least one Executive Board Director.

In addition, hosting and solution performance is reported on at the monthly Board Meetings, with any security incidents also reported at that forum, along with any tickets that fall outside of SLA and any P1 incidents.

4.3. Upgrades and Software Maintenance

VerseOne provides free of charge (in-version) upgrades as part of its standard Support and Maintenance contract. This is not only to give our customers the best value from their investment, but also because it is advantageous for us to ensure that our customers have all the latest security fixes and new features.

4.3.1. Maintenance Patches

Fixes to software defects (broadly defined as a feature that is not working substantially in accordance with the specification; deliberate changes to the way in which a feature works are not classified as defects) may be applied via a Maintenance Patch, especially where the defect is causing operating, compliance, or legal issues. This may be a minor change to code but will not usually include a database modification. Where a database modification is required, it will be limited to a few tables or table metadata.

Whether a defect requires a Maintenance Patch or not is decided by VerseOne in terms of its risk level and impact; most product defects will not fall into the Maintenance Patch category and will instead be resolved in succeeding Maintenance Releases. Defects that lead to defined compliance or legal issues will normally be resolved via a Maintenance Patch as soon as a fix has been identified and tested satisfactorily. Maintenance Patches are issued to customers as part of the Product License and Maintenance Agreement. When a fix to the defect has been identified and tested, VerseOne's Technical Services Team will install the Maintenance Patch, in accordance with current industry best practice.

4.3.2. Maintenance Releases

As part of your Product Licence and Maintenance Agreement, you are entitled to receive copies of all fault corrections and minor enhancements implemented by VerseOne as part of its regular maintenance release programme. Maintenance Releases — in contrast to maintenance patches — may include changes to the way in which features work (rather than fault corrections), and major functional enhancements such as new modules.

We will provide details of improvements and fixes addressed by the Maintenance Release and will liaise with you where needed to establish a schedule for applying the Maintenance Release. Our Technical Services

Team will then install the Maintenance Release, in accordance with current industry best practice.

4.4.Managed Hosting Services

VerseOne’s performance and support standards are tightly – and deliberately – aligned with the expectations of our public sector customers, who often deal with life and death or hazardous situations. We are acutely aware that the services you provide are essential to your customers and that any impact on your ability to deliver services can have dire consequences.

Therefore, we know that your solutions need to be fast and operational 24/7/365, and we have created a secure, high-availability environment for running our customers’ solutions with maximum reliability. We have several monitoring tools in place across our Azure Managed Cloud Services estate, which are owned and managed by our Managed Cloud Services (MCS) team. The MCS team proactively monitors the health of the various elements within the environment — including the load-balanced and clustered VMs, live databases, and Web Application Firewalls – to keep your solution performing well and safely.

VerseOne also uses Uptime Robot, a ping application that continuously checks that frontends are available, and monitors solutions for responsiveness. All these monitors have alerting thresholds that proactively alert all team members to any anomalies – on both work and personal devices – so that remedial action can be taken if required, whether in hours or out of normal office hours.

We are very proud of the performance levels achieved by our MCS team, as shown in the table below:

KPI (full year 2023)	Metric
Total Hits	4.53 billion
Total Bandwidth	210.6 Terabytes
Total Storage	9.18 Terabytes
Malicious Attacks Blocked	24.1 million
Average uptime	99.99%

Security and uptime are underrated aspects of supplier selection for projects like new intranets. However, you can be assured that we will keep you safe.

5. Additional VerseOne Services on G-Cloud

The service described in this document is just one of many services that can be procured from VerseOne via G-Cloud. The full portfolio, with summary, is below.

Accessible Documents Creator to Convert Inaccessible PDFs into HTML for WCAG Compliance

From board papers to policy documents, many organisations are still heavily reliant on PDFs that are inaccessible and hard-to-read on mobiles, whilst being slow and heavy to store. Our Accessible Documents Creator converts PDFs into lightweight HTML and adds accessibility tools so that your content meets WCAG 2.2 AA standards.

AI-driven Content Management System (CMS) for NHS Organisations

This is a custom, healthcare package for the VerseOne CMS, a powerful, design-led content management platform. VerseOne CMS is the foundation for accessible and responsive websites, intranets, portals. VerseOne is a market-leading online digital transformation solution for housing associations and NHS organisations.

AI-driven Content Management System (CMS) for Social Housing

This is a custom, housing association package for the VerseOne CMS, a powerful, design-led content management platform. VerseOne CMS is the foundation for accessible and responsive websites, intranets, portals and channel shift systems. VerseOne is a market-leading online digital transformation solution for housing associations and NHS organisations.

Autevo Intelligent Integration Platform to Connect to Backoffice Systems

This is a custom, digital transformation solution for VerseOne Autevo, a powerful data integration layer that gathers information from business-critical systems via APIs. Autevo's intelligent mapping configurations normalises and personalises these data streams, enabling seamless integration for portals, mobile clients and other integrated solutions — especially in VerseOne CMS.

Business Process Automator for Intelligent Data-driven Service Delivery and Improved Efficiency

VerseOne Business Process Automator (BPA) is a highly flexible process-building platform to leverage the power of customer's existing content and user profiles. BPA enables customers to translate their processes into defined actions, and then to simply build them as process templates within BPA, streamlining and digitising previously cumbersome workflows.

Clinical Service Portal for NHS for Automated Courses, Bookings, Information and More

Our portal capabilities can be used by clinical services including maternity, mental health, pathology, drop-in clinics, and more. We enable functionality like e-learning (videos and other self-service content), training, information delivery, booking for online and face-to-face courses, payment collection, and more.

DataSure for Social Housing to Automate Data Collection, Decision-making and Regulatory Compliance

DataSure works in conjunction with your data lake software to identify missing or inaccurate data, uses crowdsourcing to allow residents to keep their own data clean, and gives your workforce the ability to update records too. DataSure allows you to make data-driven decisions and achieve regulatory and legal compliance.

Employee Experience Suite for Intranets and Collaboration Portals for Greater Efficiencies and Employee Retention

Our Employee Experience (EX) Suite turns an intranet into a true employee engagement tool. With strong Microsoft integration – including Active Directory and SharePoint – we help your workforce get personalised access to the people, policies, information and applications they need to do their job, and to collaborate in real-time.

Managed Cloud Hosting Services, Creative Services and Digital Services

We have a suite of services to augment our software offerings, including: Managed Cloud Services, featuring 99.99% uptime and repelling 100 million cyber-attacks per annum; Creative Services including Brand Development, UI/UX Design, User Journey Mapping, etc; and Digital Services, including Heatmapping, Google Analytics, SEO, and more.

Microsoft Integration to Products like Active Directory, M365, SharePoint

We are a Microsoft preferred Independent Software Vendor (ISV) and AI Cloud Partner. We integrate with Active Directory for user permissions, Single Sign ON (SSO) logins via Open ID Connect (OIDC), staff directories and more. Our SharePoint, OneDrive, Outlook, M365, PowerBI and Teams integrations power collaboration.

Prodigy for AI-Powered Content/Image Creation and Management and More

Prodigy is a growing suite of AI tools designed to assist with: content creation, e.g. through integration with Large Language Modules (LLMs) like ChatGPT; content management, e.g. through automatic deletion of out-of-date announcements; image selection and alt-tagging, e.g. through Azure Computer Vision; governance and compliance, and more.

Research and Innovation Portal for NHS to Manage Clinical Trials, Share Outcomes and More

Our Research and Innovation Portal helps NHS Trusts and other healthcare providers to raise public sector funding (e.g. through the Clinical Research Network) or private sector investment (e.g. through pharmaceutical companies). The portal automatically matches institutions, would-be researchers, potential participants, etc, to automate the programme management process.

Self-service Portal with Integrated Repairs Diagnostics and more for Social Housing Providers

Our self-service portal for social housing providers allows residents to serve themselves, pay their bills, log repairs and manage their account via a mobile-first browser or via a mobile app. This reduces call centre traffic and allows your customer service staff to provide higher levels of care to others.

Staff Recognition Solution for Automated and Peer-to-Peer Rewards Schemes

“Everyday recognition” is one of three categories in the NHS England Staff Recognition Framework. Our Staff Recognition Solution enables a fully automated, peer-to-peer scheme where users send recognition tokens to their colleagues, and once a predefined number of tokens are received, they’re eligible for a reward.

Vocoll Communication and Collaboration Tool and Intelligent Chatbot for Customer Service

Easily collaborate through frictionless digital interactions. Vocoll drives productivity through empowering collaboration between internal teams and external customers, through Live Support/Chat, Knowledge bot. Vocoll customer experience is further enhanced through a native Android or iOS mobile application, enabling true on-the-go interactions via push notifications. (44 words)

6. Transacting with VerseOne

Transacting with VerseOne is easy, customers can purchase solutions directly through the Digital Marketplace. The uploaded documents within the digital marketplace detail the service scope, costs, invoicing profile plus, VerseOne Terms and Conditions. However, VerseOne employ dedicated sector sales teams who can work with customers to help define the product and services required to deliver their specific requirements.

This team also work with both the customer project team, procurement, and Information Governance teams to ensure that our customers have all the information needed to make informed decisions.

Our pricing document is available through the digital marketplace and details indicative costs for VerseOne software as a service, professional services (including onboarding and offboarding services). Volume discounts are available for public sector organisations, depending on the product and line items within – these are discussed and agreed as part of the sales process. Additional discounts are inversely applied depending on the size of the organisation.

7. Our Heritage

VerseOne was founded in 2004 by Alan Neilson (who remains our Executive Chairman and Owner to this day) to bring digital transformation solutions to the Social Housing sector. Very shortly thereafter, we moved into the NHS too, and those remain our focus today, along with local authorities.

Accessibility was a key founding principle too, and remains critical to our philosophy and approach. We are proud to be leading the UK public sector digital transformation market in building accessible sites and solutions.

We are committed to being good citizens and we are always conscious of the need to provide quality and value to the tax-payer funded organisations that are our customers. As such, we are committed to giving a lot of value for free, particularly through our weekly webinar schedule, our six-monthly advisory boards and user groups, and our annual face-to-face conference.

The team at VerseOne is passionate about the power of technology for good and of helping our customers to achieve their purpose through the creation of transformative experiences.

8. Social Value

Environmental, Social, and Governance (ESG)

VerseOne was founded with a single vision to empower and improve the lives of individuals who rely on the NHS, Social Housing and other Care providers through the innovative use of technology. This compassionate mission combined with our deep sector knowledge through understanding the needs of our Social Housing and the NHS customers for twenty years have defined our corporate culture and governance frameworks.

Environmental, Social and Governance (ESG) principles are fundamental at VerseOne and by prioritising environmental stewardship, social equity, and robust governance standards, we aim not only to mitigate risks but also to seize opportunities for innovation and growth for the benefit of our stakeholders. Our corporate culture and ESG policies underpin all our decision making and our long-term commitment to sustainable, equitable and responsible business practices. We continue our commitment to operate with integrity, respect diverse perspectives, and contribute positively to the lives of our customers, our staff and our community as well as the sustainability of our environment.

