



Patient Voice v1.2

VerseOne Feedback Solution for NHS

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1. Introduction to VerseOne

VerseOne is a UK-based technology company focused on Homes, Health, and Communities, serving Social Housing, the NHS, and Local Government. We deliver digital transformation through a strong emphasis on Integration, Automation, and Personalisation, enabling public sector organisations to modernise services, improve efficiency, and enhance outcomes for citizens and service users.

At the heart of all solutions is the powerful VerseOne Digital Experience Platform (DXP). This platform provides a secure, scalable foundation that unifies content, data, and services across channels, integrates with legacy and third-party systems, and supports automated workflows and personalised user journeys.

Security is designed in from the outset, with architecture, testing, and compliance aligned to UK public sector standards, and all platform development carried out in the UK — as is all customer data management and storage.

Around this core platform, VerseOne integrates best-of-breed specialist services in areas such as creative design, animations, data, analytics, communications, and identity.

By orchestrating these capabilities into cohesive, end-to-end solutions, VerseOne delivers rapid time to value, reduced operational cost, and demonstrable return on investment. This approach ensures technology directly supports improved access to services, more efficient operations, and positive social impact across the communities served.

2. VerseOne Patient Voice

Patient Voice has been designed to fit the wide array of communications channels and procedures by coupling digital forms with a flexible workflow engine and AI assistance. Workflow projects can vary hugely in extent, and are often conducted in stages in order to allow for better alignment of processes, people, and platforms.

As such, and in line with its founding principle of social good, VerseOne has created a pricing system that reflects the flexible and decoupled nature of VerseOne Patient Voice projects, i.e that enables customers to scale up or down, or to amend and rebuild processes as needed.

2.1. Patient Voice Platform & Processes

In order to undertake an integration project, the VerseOne Patient Voice platform needs to be licensed and installed.

2.1.1. Patient Voice Universal Step Functions

VerseOne Patient Voice Processes are built by chaining functional Steps together into a sequence template.

VerseOne Patient Voice Steps have a number of functionalities that are universal across all Steps:

Step Function	Description
Name	The name of the Step
Description	An internal description of what the Step does
Admin / Internal	If the Step needs to be completed by the Process Admins, and whether it is visible to the customer, or invisible (Internal).
Notify	Who needs to be notified when the Step has been completed
Timer (SLA)	A timer indicating if the Step needs to be completed within a certain time, e.g. 20 working days for an FoI request. Timers can be set from the start of the Process or from the completion of the previous Step. Email reminders can be configured.

2.1.2. Patient Voice Standard Step Types

Patient Voice has a large number of out of the box Steps, including (but not limited to):

Step Type	Description
Apply Button	A button that starts the Process, and can be placed in any WYSIWYG Text within VerseOne DXP.
Form	Complete an electronic Form built with the Online Forms Module: can be used to start a Process, or within a process.
Transfer Groups	Enables the automatic switching of the customer to different Access Groups, e.g. at the end of a Digital Tenancy Onboarding Process, switch the user into the Validated Tenant Portal Group.
Decision	Administrators can make a go / no go / pause decision based on customer information.
Branch Decision	Start a Process Branch, to allow for sub-processes that enables a user to complete extra Steps, based on an administrators decision.
Email Template	Send an email to specified stakeholders, based on a standard Email Template (created by the Process Administrators).
Upload Files	Securely upload files into the Process, such as documentation, photos, etc.
AI Service Steps	AI Service Steps that enable summarisation of Form data, previous Step data, and more...
Custom	A method for calling Custom Steps built using the Patient Voice Software Development Kit (SDK).

2.1.3. Patient Voice Advanced Step Types

VerseOne Patient Voice provides a range of steps to allow the building of fast and functional processes out of the box. However, VerseOne has also created a range of more advanced or specialist Step Types — including VerseOne Autevo Steps for integration with line of business systems — that provide additional functionality.

These can be swiftly enabled, or configured and enabled using the Patient Voice Software Development Kit (SDK), with price range based on complexity or demand.

2.2. Patient Voice AI Assistance

Patient Voice can be enhanced by the addition of AI Assistance at various steps, these fall into two main categories, Summaries and Content Generation.

2.2.1. AI Summaries and Sentiment Analysis

AI can be used to provide summaries of content submitted as part of a Patient Voice interactions at various stages of the process. It can be asked to summarise any submission entered into the system be that the initial enquiry or a report by an internal department whilst always keeping the original submission available for review.

These summaries can provide:

- **Abstract** – Short description of the content for quick review
- **Key Facts** – Bullet pointed list of the key items mentioned
- **Requested Actions** – Any actions requested in the submission
- **Category** – As assessment of the category of the enquiry for example Official Complaint
- **Priority** – An assessment of the relative priority of the enquiry based upon its content
- **Keywords** – List of the keywords contained for review and reporting
- **Confidence** – A confidence value the AI has in the information being returned, so you can know when to view the original submission
- **Sentiment** – An assessment of the tone of the submission as well as a score to indicate the positive/negative mood of the content

2.2.2. AI Content Generation

By providing a LLM model with access to the content of an enquiry chain it can generate responses based upon the full available context. It

can then provide this to the human processing that step for review and editing prior to submission. Improving the speed and the consistency of your communications.

2.3. Patient Voice Reporting

One of the key value propositions of VerseOne Patient Voice is the ability to track the progress of Processes, at whatever stage they are currently at, and review progress through audit trails.

This allows service administrators to see where processes might be getting stuck, or to identify how long particular users take to admin a process to better identify training needs.

2.4. VerseOne Patient Voice Solution Services

The pricing schedules outline the licence ranges for Patient Voice solutions: depending on the exact nature of the project, VerseOne Services will also be required.

The rate card for the services is outlined in VerseOne's Services lot, and indicative pricing will be provided after initial scoping of the project.

3. VerseOne Digital Experience Platform

VerseOne Digital Experience Platform (DXP) is the foundational technology that powers all of VerseOne's solutions. Built to support modern public service delivery, the DXP unifies content, data, and digital services across channels, enabling organisations to deliver seamless, context-aware experiences to users.

At its core, the VerseOne DXP facilitates integration between legacy systems, third-party applications, and emerging services, breaking down silos that typically hinder performance and user satisfaction. Its automation capabilities streamline complex workflows and routine tasks, freeing staff to focus on high-value activities and improving operational efficiency. The platform's personalisation engine allows agencies to tailor digital interactions to the needs and preferences of individual users, resulting in more intuitive, relevant, and inclusive experiences.

VerseOne DXP is highly configurable and flexible, enabling organisations to tailor it precisely to suit their needs. Its modular architecture allows it to underpin a wide range of digital solutions — from public-facing websites to internal intranets and specialised portals — while maintaining a single, secure, and integrated platform. This adaptability ensures that every deployment leverages the same robust foundation, supporting consistent workflows, automation, and personalisation.

4. Total Engagement Programme

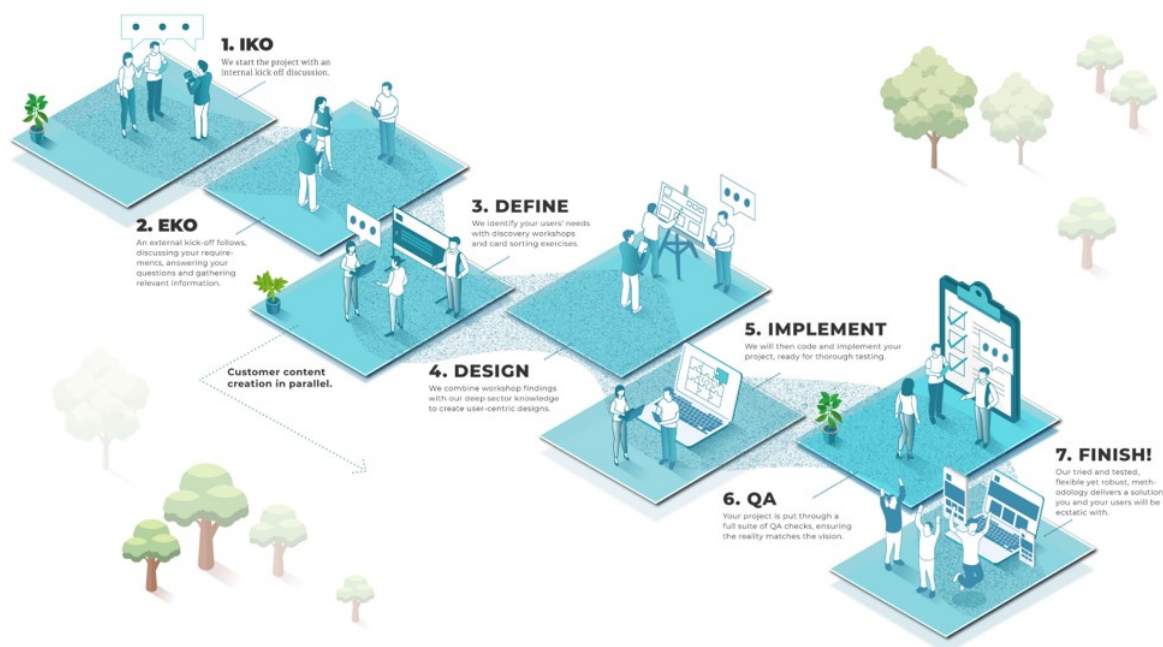
VerseOne has developed our own Total Engagement Programme (TEP) as our full lifecycle initiative for looking after customers. TEP covers all the elements of our customer experience, from support to account management and much more.

The diagram below shows the elements of our TEP:



5. Design & Deployment Process

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



5.1. 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.

5.2. External Kick Off

The EKO is as it sounds. It's the beginning of the formal project management process, 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.

5.3. Define

Our User-Centred Design approach helps VerseOne to gain insights into how the solution will contribute to your project objectives, meet the needs of your stakeholders, and promote the organisation's brand and identity.

5.4. Design

Definition of a site specification document which serves as foundational information for the entire project, ensuring that everyone involved has a clear understanding of the project's objectives and requirements.

5.5. Deploy (Implementation) Phase

Our Front-End Development (FED) team build iteratively, ensuring that it meets the project objectives and the site design. Direct collaboration between our designers and your team is essential as digital process transformation requires all learn as we go.

5.6. 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.

5.7. 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.

5.8. Analyse and Advise

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.

5.9. Benefits Realisation

The final stage of TEP is Benefits Realisation. Your Customer Success Manager takes ownership of this by defining (with you) what good looks like, allocating KPIs and reviewing performance against them.

6. Support and Maintenance

VerseOne aims to resolve support requests quickly, although resolution may depend on third party SLAs, particularly with hosting partners such as Microsoft. Customers are kept informed whenever an issue is escalated externally. Each support ticket is assigned a priority based on urgency and user impact, and all tickets are monitored to ensure they meet agreed response times. Hosting infrastructure benefits from 24/7/365 support through the Managed Cloud Service, while standard solution support is available Monday to Friday, 09:00–17:30.

6.1. MyVerseOne Portal

Our bespoke customer portal — MyVerseOne provides the following key features to users:

- Raise and manage tickets
- View project management timelines
- 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
- 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 handy hints and tips:

6.2. Escalation Process

Escalation paths follow the detailed SLA but can be summarised as progressing from the Support Team Leader to the Chief Solutions Officer (a board member), and then, if required, to VerseOne's Founder and Executive Chairman.

Product related issues may instead be escalated to the Chief Product and Compliance Officer. This ensures that priority issues or SLA breaches quickly receive executive level oversight. Performance, security incidents, SLA exceptions, and P1 issues are reviewed monthly at Board Meetings, giving leadership continuous visibility of service quality.

6.3. Upgrades and Software Maintenance

Upgrades are included at no extra cost, ensuring customers always access the latest functionality and security improvements. VerseOne operates a fast release cycle with monthly minor releases, though customers can choose when to adopt updates to align with internal communications planning. The platform is built using open-source principles and open standards while avoiding reliance on third party plug ins. This approach eliminates risks such as unsupported components, security vulnerabilities, or forced lift and shift upgrades. All customers remain on a supported and secure product version.

6.3.1. Maintenance Patches

Maintenance Patches address defects that pose operational, compliance, or legal risks. These patches typically involve small code changes and minimal database adjustments. VerseOne decides whether a patch is required based on impact and risk level, with compliance related defects fixed as soon as tested solutions are available.

6.3.2. Maintenance Releases

Maintenance Releases deliver minor enhancements, functional changes, and new modules. Customers receive full details of improvements, and VerseOne works with them to schedule installation. Releases are deployed using industry best practice by the Technical Services Team.

6.3.3. Upgrade Process

Customers are typically upgraded three to four times annually, despite VerseOne's monthly release cadence. Upgrades occur within VerseOne's secure Microsoft Azure Managed Cloud environment, which handles over a billion monthly hits and blocks over a million attacks. Automated tooling ensures efficient, reliable upgrades, with CMS admin access briefly paused—usually for under a hour and rarely more than ten minutes.

7. Managed Cloud Services and Cyber Security

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	YTD 2025	Δ Prior Year
Total Hits	7.25 billion	15.7%
Total Bandwidth	431.07 TB	24.6%
Total Storage	14.08 TB	8.1%
Malicious Attacks Blocked	135.12 million	36.6%
Average Uptime	99.99%	0.00%

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.

7.1. Supporting Secure Authentication

VerseOne supports a wide range of secure Identity Providers in order to keep your data safe. Primarily, VerseOne enables organisations to use all of the flavours of Microsoft's Active Directory (AD), connecting via ADFS and OIDC — as well as being able to leverage NHS-specific configurations such as the National Tenant and NHS Mail.

VerseOne's secure front-ends can use Single Sign-On (SSO) to seamlessly authenticate intranet or portal users. This enables organisations to control their own roll-out of security measures — such as Multi-Factor Authentication (MFA) — in line with their compliance obligations, and in a controlled manner.

8. 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.

8.1. 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.

8.2. 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.

8.3. 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.

8.4. Autevo Intelligent Integration Platform to Connect to Back-office 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.

8.5. 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.

8.6. 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.

8.7. 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.

8.8. 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.

8.9. Life Stories Therapeutic Communication Tool for Cognitive Impairment, Memory Loss and Dementia

Communication and collaboration solution helping people connect and communicate through creating and sharing their life stories, memories, and experiences securely and confidentially. Each story is unique enabling users, families, and clinicians to explore the past, present and future creating a personalised user centric solutions within a therapeutic or non-therapeutic setting.

8.10. 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 Heat-mapping, Google Analytics, SEO, and more.

8.11. Microsoft Integration to Products like Active Directory, M365, SharePoint, etc.

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.

8.12. 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.

8.13. 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.

8.14. 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.

8.15. 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.

8.16. 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.

9. Our Heritage

VerseOne was founded in 2004 by our Executive Chairman 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.

10. Social Value (ESG)

VerseOne's mission 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 is inherently compassionate, with social value being core to our existence. It has, for 20+ years, also defined our corporate culture, behaviours and our 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.



VerseOne PatientVoice

Service Description

VerseOne Group Ltd

T: 01483 751 827 | E: info@verseone.com | W: verseone.com