



SMART: FRONT DOOR EMERGENCY SERVICES

SERVICE DEFINITION DOCUMENT

G-Cloud 15 Framework | Lot 2b: Cloud Software

SERVICE OVERVIEW

SMART: Front Door for Emergency Services provides AI-powered digital access for the public and partner organisations to self-serve non-emergency enquiries 24/7. **Built on the ICS.AI SMART: Platform**, the service uses ICS.AI's OLM (Organisational Language Model) to deliver accurate, consistent answers grounded in approved emergency service knowledge, with governed escalation to staff and comprehensive audit trails.

The service is designed to support **non-emergency, non-dispatch interactions**, including general enquiries, service information, reporting pathways, and follow-up queries. It reduces avoidable demand on control rooms and contact teams while maintaining the high assurance, resilience, and governance standards required in emergency service environments.

SERVICE TIERS

Tier	Description
Foundation	AI-powered engagement via web. OLM delivers multi-turn conversational support using approved emergency service knowledge with citations. Intelligent triage and governed handover to staff with transcript and structured summary.
Premium	Foundation plus personalised experience using conversation history. Priority routing for vulnerable or time-sensitive enquiries, proactive updates, and enhanced analytics.
Specialist	Premium plus dedicated domain agents for non-emergency contact, community safety, follow-up enquiries, and corporate services. Extended workflows, eligibility prompts, and safety-aware journeys.
Ultra	Complete bundle: all channels (Web, Phone, SMS, Email, Mobile, Live Chat), all specialist domains, surge handling, continuous optimisation, cross-service reporting, managed updates, and priority support.

KEY FEATURES

- Multi-turn conversational AI with context retention
- OLM answers grounded in approved emergency service knowledge with citations
- Intelligent triage for non-emergency enquiries
- Governed handover to staff with transcript and interaction summary
- Safety-aware prompts and clear emergency signposting
- Accessibility features including plain language and translation
- Journey analytics tracking containment, escalation, and demand
- Role-based administration for content and governance
- Audit-ready transcripts supporting assurance and compliance

KEY BENEFITS

- Reduces avoidable non-emergency demand on control rooms
- Improves consistency of public-facing information
- Supports clearer signposting to appropriate emergency and non-emergency routes
- Frees staff capacity for critical operational activity
- Improves accessibility for diverse communities
- Provides insight into demand patterns and service pressures
- Maintains governance with full audit trails
- Scales safely across services and geographies

TECHNICAL ARCHITECTURE

Built on the **ICS.AI SMART: Platform**, providing:

- Microsoft Azure deployment with UK data residency
- Multi-LLM orchestration with policy, safety, and cost controls
- Retrieval-augmented generation (RAG) over approved knowledge sources
- Identity integration via Microsoft Entra ID with RBAC
- Connector framework for service systems
- Web chat widget and embedded experience options
- Optional adapters for phone, SMS, email, and mobile
- Integration with CRM and enquiry management systems

EMERGENCY SERVICES SYSTEM INTEGRATIONS

The connector framework supports integration with common emergency service platforms, including:

- Service websites and digital portals
- CRM and enquiry management systems
- Records and document management systems
- Microsoft 365 (SharePoint, Teams, Outlook)
- Policy and operational guidance repositories

Integrations are configured in line with organisational security and information assurance policies.

GOVERNANCE, SECURITY & COMPLIANCE

- Role-based access control for users, journeys, and content
- Policy controls for prompts, outputs, and escalation thresholds
- Approved knowledge sources with review and version control
- Full audit logging for conversations and handovers
- Sensitive data handling with redaction and minimisation
- Human-in-the-loop controls for high-risk interactions
- Clear exclusion of emergency dispatch and command-and-control
- WCAG 2.2 AA compliant interfaces
- GDPR compliant with UK data residency
- Agentic Dome governance embedded by design

IMPLEMENTATION APPROACH

- **Discover & scope** – priority enquiry types and user groups
- **Configure governance** – safety rules, thresholds, approvals
- **Build & ground** – connect knowledge and create journeys
- **Integrate** – websites, CRM, enquiry systems
- **Test & assure** – safety, accessibility, resilience checks
- **Pilot & iterate** – controlled rollout and tuning
- **Scale & operate** – service-wide optimisation and reporting

SUCCESS MEASURES

- Containment and deflection rates
- Accuracy of emergency vs non-emergency signposting
- Reduction in avoidable non-emergency contacts
- Escalation accuracy
- User satisfaction indicators
- Demand insight across services

CHANNEL ADD-ONS

Web channel included as default. Additional channels available:

Product	Description
Phone	Call transcription, intent detection, after-call summaries, warm transfer
SMS	Two-way messaging with opt-in/out handling
Email	Enquiry classification, draft replies, thread summarisation
Mobile	In-app assistant, notifications, secure sessions
Live Chat	Real-time agent-assisted chat with AI escalation, co-browsing, and queue management

These are available via SMART: Front Door – Channel Add-ons.

DEPENDENCIES & PREREQUISITES

- SMART Platform Core (included with any SMART product)
- Microsoft Azure subscription (UK or EU hosted)
- Microsoft Entra ID for identity management

USER SUPPORT

The response time is 24 hours, depending on the contract signed by the client and applies during working hours from Monday to Friday. The Support levels are as follows:

Level	Description	Response
Level 1: Urgent	System not responding or critical function loss that affects all users.	24hr fix/workaround
Level 2: High	A function loss that causes significant disruption to business and users.	Priority response
Level 3: Normal	Function loss that affects some users but will not stop them from being able to do other tasks.	Standard response
Level 4: Low	A cosmetic issue or a minor function loss that affects some users.	Scheduled response

This service, up to an agreed number of hours per month, is included in the cost of the Licence for the SMART: Front Door. Additional support hours can be purchased if required.

DISCLAIMER

This service description was prepared for G-Cloud 15 and will remain on the Digital Marketplace for the duration of the framework period (up to 24 months). As AI technology and our platform capabilities evolve rapidly, specific features, integrations, or functionality described in this document may have changed since publication.

Before purchase, we recommend contacting ICS.AI to confirm current capabilities and any new features that may have been added since this description was published.

CONTACT



VISIT OUR WEBSITE

Learn more about ICS.AI, our services, and how we support the UK public sector with responsible AI

<https://www.ics.ai/>



EMAIL US

Contact our team with questions about our services, G-Cloud offerings, or to start a conversation

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Schedule a call with our team to discuss your requirements or learn more about our services

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