



# SMART: FRONT DOOR CENTRAL GOVERNMENT

SERVICE DEFINITION DOCUMENT

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

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# SERVICE OVERVIEW

SMART: Front Door for Central Government provides AI-powered digital access for citizens, businesses, and partners to self-serve 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 departmental knowledge, with governed escalation to staff and comprehensive audit trails. The service supports a wide range of central government access journeys including policy information, guidance and eligibility queries, case status enquiries, and signposting to departmental services. It reduces avoidable demand on contact centres and correspondence teams while maintaining the security, accountability, and assurance standards required for central government environments.

## SERVICE TIERS

| Tier       | Description                                                                                                                                                                                                                   |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Foundation | AI-powered engagement via web. OLM delivers multi-turn conversational support using approved departmental 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 time-critical or sensitive enquiries, proactive updates, and enhanced analytics.                                                     |
| Specialist | Premium plus dedicated domain agents for Policy & Guidance, Casework & Correspondence, Grants & Schemes, and Business & Public Enquiries. Extended workflows, eligibility prompts, and assurance-aware journeys.              |
| Ultra      | Complete bundle: all channels (Web, Phone, SMS, Email, Mobile, Live Chat), all specialist domains, surge handling, continuous optimisation, cross-department reporting, managed updates, and priority support.                |

## KEY FEATURES

- Multi-turn conversational AI with context retention
- OLM answers grounded in approved departmental knowledge with citations
- Intelligent triage across citizen, business, and partner enquiries
- Governed handover to staff with transcript and interaction summary
- Clear signposting to appropriate services and channels
- 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 scrutiny and assurance

## KEY BENEFITS

- Reduces avoidable demand on contact centres and correspondence teams
- Improves consistency and accuracy of public-facing information
- Supports clearer navigation of complex government services
- Frees staff capacity for complex casework and policy activity
- Improves accessibility and inclusion for diverse user groups
- Provides insight into demand patterns and service pressures
- Maintains governance with full audit trails
- Scales safely across departments and agencies

## TECHNICAL ARCHITECTURE

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

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

# CENTRAL GOVERNMENT SYSTEM INTEGRATIONS

The connector framework supports integration with common central government platforms, including:

- Departmental websites and digital portals
- CRM and casework management systems
- Grants and scheme administration platforms
- Document and records management systems
- Microsoft 365 (SharePoint, Teams, Outlook)
- Policy and guidance repositories

Integrations are configured in line with departmental 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 or sensitive enquiries
- Support for departmental security and access boundaries
- WCAG 2.2 AA compliant interfaces
- GDPR compliant with UK data residency
- Agentic Dome governance embedded by design

## IMPLEMENTATION APPROACH

- **Discover & scope** – priority journeys, audiences, success metrics
- **Configure governance** – policies, thresholds, and approvals
- **Build & ground** – connect knowledge and create journeys
- **Integrate** – websites, CRM, casework systems
- **Test & assure** – accessibility, security, and assurance checks
- **Pilot & iterate** – controlled rollout and tuning
- **Scale & operate** – cross-department optimisation and reporting

# SUCCESS MEASURES

- Containment and deflection rates
- First-contact resolution
- Escalation accuracy
- Reduction in avoidable correspondence
- User satisfaction indicators
- Demand insight across services and departments

# 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

[info@ics.ai](mailto:info@ics.ai)



## BOOK A MEETING

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

[book a meeting](#)