



SMART: FRONT DOOR – CHANNELS ADD-ONS

SERVICE DEFINITION DOCUMENT

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

SERVICE OVERVIEW

SMART: Front Door – Channel Add-ons provides optional engagement channels that extend how users interact with SMART: Front Door services across different communication routes. Built on the ICS.AI SMART: Platform, these channels enable organisations to offer consistent, governed AI-powered access across digital and assisted channels while maintaining unified governance, auditability, and security controls.

Channel Add-ons are designed to complement core SMART: Front Door services and can be enabled independently or in combination depending on service demand, user needs, and operational maturity. All channels share the same underlying knowledge, policies, and governance configuration.

AVAILABLE CHANNEL ADD-ONS

Web Channel

Status: Included by default

The web channel provides browser-based conversational access to SMART: Front Door, enabling:

- Multi-turn conversational self-service
- Answers grounded in approved organisational knowledge
- Intelligent triage and routing
- Governed handover to staff with transcript and summary
- Embedded accessibility features

The web channel forms the baseline Front Door experience and is included with all SMART: Front Door services.

Phone Channel (Voice)

Status: Optional add-on

The phone channel enables voice-based access to SMART: Front Door, supporting:

- Call transcription and intent detection
- Conversational AI for common enquiries
- Warm transfer to staff with structured summaries
- After-call notes and disposition capture

The voice channel is particularly suited to high-volume contact environments and accessibility-led access strategies.

Email Channel

Status: Optional add-on

The email channel enables SMART: Front Door to process inbound and outbound email enquiries, including:

- Classification by intent and priority
- Automated summarisation of email threads
- Draft response generation
- Structured handover to case management or CRM systems

This channel supports organisations with significant email-based demand while improving response consistency and throughput.

SMS Channel

Status: Optional add-on

The SMS channel provides lightweight, two-way messaging access to SMART: Front Door, including:

- Short-form conversational interactions
- Appointment reminders and status updates
- Opt-in and opt-out management
- Escalation to other channels when required

SMS is suited to transactional updates and users with limited digital access.

Mobile / In-App Channel

Status: Optional add-on

The mobile channel enables SMART: Front Door to be embedded within native or web-based applications, including:

- In-app conversational assistance
- Secure session handling
- Push notifications and alerts
- Document capture and upload (where applicable)

This channel supports integrated digital service experiences.

Live Chat

Status: Optional add-on

The live chat channel enables real-time agent-assisted conversations within SMART: Front Door, supporting:

- Seamless AI-to-agent escalation with full context
- Agent dashboard for monitoring and joining chats
- Proactive chat invitations based on user behaviour
- Co-browsing for guided assistance
- Multi-chat handling for agent efficiency

The live chat channel is particularly suited to organisations wanting to blend AI self-service with human support for complex or sensitive enquiries.

KEY FEATURES

- Multiple engagement channels for SMART: Front Door
- Consistent conversational experience across channels
- Shared knowledge grounding and policy enforcement
- Intelligent routing and governed handover to staff
- Role-based and service-based access controls
- Full audit logging across all channels
- Optional enablement by channel and service

KEY BENEFITS

- Expands access to services across user-preferred channels
- Improves inclusivity and accessibility
- Reduces pressure on single-channel contact routes
- Maintains consistent answers and governance
- Supports demand management and channel shift strategies
- Enables phased, controlled expansion of digital access

TECHNICAL ARCHITECTURE

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

- Unified multi-channel orchestration layer
- Shared OLM grounding across all channels
- Multi-LLM routing for performance and cost control
- Identity and access management integration
- Secure adapters for telephony, messaging, and email
- Centralised logging and analytics

GOVERNANCE, SECURITY & COMPLIANCE

- Role-based access control across all channels
- Policy controls for prompts, outputs, and routing
- 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
- WCAG 2.2 AA compliant digital channels
- GDPR compliant with UK data residency

IMPLEMENTATION APPROACH

- **Channel selection** – identify priority channels by service and user need
- **Configure governance** – apply policies, thresholds, and access rules
- **Integrate** – connect telephony, email, messaging, and mobile platforms
- **Test & assure** – validate accessibility, security, and routing
- **Pilot & enable** – phased rollout by channel or service
- **Scale & optimise** – monitor demand, performance, and outcomes

DEPENDENCIES & PREREQUISITES

- SMART: Platform Core (included with any SMART: product)
- Relevant SMART: Front Door service
- Microsoft Azure subscription (UK or EU hosted)
- Microsoft Entra ID for identity management (where applicable)

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



BOOK A MEETING

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

[book a meeting](#)