



SMART: FRONT DOOR FURTHER EDUCATION

SERVICE DEFINITION DOCUMENT

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

SERVICE OVERVIEW

SMART: Front Door for Further Education provides AI-powered digital access for learners, applicants, parents, and carers to self-serve enquiries 24/7. Built on ICS.AI's SMART: Platform, the service delivers accurate, consistent answers grounded in approved college knowledge, with governed escalation to staff and comprehensive audit trails.

The service supports common further education access journeys including course information, applications, enrolment, funding and bursaries, timetables, attendance, learner support, and general college services. It reduces avoidable demand on student services and admissions teams while maintaining the governance, safeguarding, and accountability standards required in FE environments.

SERVICE TIERS

Tier	Description
Foundation	AI-powered learner and applicant engagement via web. OLM delivers multi-turn conversational support using approved college knowledge with citations. Intelligent triage and governed handover to staff with transcript and structured summary.
Premium	Foundation plus personalised experience using conversation history and transaction memory. Priority routing for time-critical or vulnerable learner cases, proactive updates, and enhanced analytics.
Specialist	Premium plus dedicated domain agents for admissions, enrolment, funding and bursaries, learner support, and attendance. Extended workflows, eligibility prompts, and safeguarding-aware journeys.
Ultra	Complete bundle: all channels (Web, Phone, SMS, Email, Mobile, Live Chat), all specialist domains, surge handling for peak periods (e.g. enrolment), continuous optimisation, cross-service reporting, managed updates, and priority support.

KEY FEATURES

- Multi-turn conversational AI with context retention across interactions
- OLM answers grounded in approved FE knowledge with source citations
- Intelligent triage and routing to relevant college services
- Governed handover to staff with transcript and interaction summary
- Safeguarding-aware prompts and sensitive topic handling
- Accessibility features including plain language and translation
- Journey analytics tracking containment, escalation, and drop-off
- Role-based administration for journeys, content, and governance
- Audit-ready transcripts supporting compliance and assurance

KEY BENEFITS

- Multi-turn conversational AI with context retention across interactions
- OLM answers grounded in approved FE knowledge with source citations
- Intelligent triage and routing to relevant college services
- Governed handover to staff with transcript and interaction summary
- Safeguarding-aware prompts and sensitive topic handling
- Accessibility features including plain language and translation
- Journey analytics tracking containment, escalation, and drop-off
- Role-based administration for journeys, content, and governance
- Audit-ready transcripts supporting compliance and assurance

TECHNICAL ARCHITECTURE

Built on SMART: Platform Core:

- Microsoft Azure deployment with UK data residency
- Multi-LLM orchestration with model routing and cost controls
- Retrieval-augmented generation (RAG) over approved knowledge sources
- Identity integration via Microsoft Entra ID with RBAC
- Connector framework for Microsoft 365 and FE systems
- Web chat widget and embedded experience options
- Optional adapters for telephony, SMS, email, and mobile
- Handover integrations to CRM, case management, and ticketing systems

FURTHER EDUCATION SYSTEM INTEGRATIONS

The connector framework supports integration with common FE platforms, including:

- Management Information Systems (MIS)
- Admissions and enrolment systems
- CRM and learner case management platforms
- Timetabling and attendance systems
- Microsoft 365 (SharePoint, Teams, Outlook)
- Knowledge bases and intranet platforms
- Integrations are configured in line with institutional governance and data-sharing policies.

GOVERNANCE, SECURITY & COMPLIANCE

- Role-based access control for users, journeys, and knowledge sources
- Policy controls for prompts, outputs, and escalation thresholds
- Approved knowledge sources with review and version control
- Full audit logging for prompts, responses, routing, and handovers
- Sensitive data handling with redaction and minimisation
- Human-in-the-loop controls for safeguarding and high-risk scenarios
- WCAG 2.2 AA compliant interfaces
- GDPR compliant with UK data residency
- Agentic Dome security layer for controlled AI behaviour

IMPLEMENTATION APPROACH

- **Discover & scope** – priority journeys, learner groups, success metrics
- **Configure governance** – policies, roles, safeguarding thresholds
- **Build & ground** – connect knowledge sources and service content
- **Integrate** – identity, MIS, CRM, and operational systems
- **Test & assure** – evaluation, safeguarding review, accessibility testing
- **Pilot & iterate** – controlled rollout, monitoring, tuning
- **Scale & operate** – lifecycle management, optimisation, reporting

SUCCESS MEASURES

- Containment and deflection rates
- First-contact resolution
- Escalation accuracy and misroute rate
- Average handling time reduction
- Demand insight and repeat contact analysis
- Learner and applicant satisfaction indicators

CHANNEL ADD-ONS

Web channel included as default. Additional channels available:

Tier	Description
Phone	Call transcription, intent detection, after-call summaries, warm transfer
Email	Enquiry classification, draft replies, thread summarisation
SMS	Two-way messaging with opt-in/out handling
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



BOOK A MEETING

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

[book a meeting](#)