



Service Definitions

G-Cloud 15

Prepared by: Product Management

DDI/Tel: 0330 103 3333

Email: sales@cirrusconnects.com



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1 DOCUMENT CONTROL

1.1 Distribution List

Name	Role	Representing
Will Tonna	Product Manager	Cirrus Connects
Robert Ansell	Solution Sales Director	Cirrus Connects
Jon Dawson	Chief Revenue Officer	Cirrus Connects

1.2 Change control

The document and its associated procedures, templates and diagrams are created and maintained by the Cirrus Team. When a change must be made, the Cirrus team will record and agree the change with the team manager and a note will inform all in the distribution list that a change has occurred. The Cirrus team will periodically update this document to reflect agreed changes.

The issue level of this document is indicated by a 2-part issue number consisting of a major issue number and a minor revision number (m.n). Major revisions to the document are identified by a minor revision number zero (1.0, 2.0, etc.). Draft issues are indicated by an alphabetic revision level (e.g. 0a, 0b, etc. or 1.0a, 1.0b etc. or 1.1a, 1.1b etc.). The alphabetic revision level reflects the progress of the document through draft stages. Once a draft revision has been reviewed and approved for issue at a minor or major revision level, the document is created at that revision level and approvals recorded.

1.3 Amendment Record

Version	Date	Status	Comments
V0a	19/12/2025	Drafted	First draft version
V1.0	27/01/2026	Issued	Final Version
V1.1	27/01/2026	Issued	Final Version logo update

2 ABOUT CIRRUS

Customer Experience is all we do - and it's all we'll ever do. Unlike providers who work across LAN, WAN, or general IT services, our sole mission is delivering the best contact centre experiences. Every process, tool and team is set up for CCaaS, which means your organisation benefits from enterprise-level performance without the effort or complexity, that usually comes with it.

Our ethos is simple: **"results first, technology second."** Technology is a means to an end, not the end itself. The NiCE portfolio means we can deliver nearly any outcome, but we always start with your business objectives. This approach is why **NiCE chose Cirrus as their go-to-market partner for mid-market CCaaS.**

2.1 Why Cirrus?

2.1.1 Market-leading technology, simplified for you

Like Apple offering the iPhone SE as a more affordable way into the wider Apple experience, Cirrus provides mid-market businesses access to NiCE's globally recognised CCaaS technology - without the heartburn-grade cost or complexity.

2.1.2 Recognised leadership

When we say market-leading, we mean it: Gartner, Forrester and Frost & Sullivan recognise NiCE as the benchmark for CCaaS innovation.

2.1.3 Proven expertise

With over **15 years' experience solving business problems across every sector**, we've delivered successful projects that improve customer engagement and operational efficiency.

2.1.4 A partnership for the long haul

We're here for the journey, creating lasting value at every step. Our **Success Management programme** means customers stay with us because we invest in their outcomes beyond the initial term. To keep innovation moving, we commit to your business for the long run - because lasting change often bears fruit beyond three years.



3 LICENCE BUNDLES

3.1 Bundle Descriptions

- **Digital Agent** – provides a licence for digital-only channels such as web chat, email and social messaging. It omits voice features but includes an integrated softphone for outbound contact and 5 GB of active storage per user.
- **Voice Agent** – focuses on voice interactions. It includes ACD/IVR voice routing, a built-in softphone and storage, but it does not include digital channels.
- **Omnichannel Agent** – combines the voice and digital agent entitlements, enabling agents to handle calls and digital conversations in one interface.
- **Essentials Suite** – adds advanced recording capabilities and basic analytics to the omnichannel agent licence. It includes Audio Recording Advanced and Screen Recording.
- **Core Suite** – includes everything in the Essentials Suite plus Quality Management and Workforce Management to support agent coaching and scheduling.
- **Complete Suite** – builds on the Core Suite with Performance Management Insights and standard Interaction Analytics for better operational insight.
- **Ultimate Suite** – the most advanced package available, adding premium Quality Management, advanced Interaction Analytics, Enlighten CSAT/AI Routing and other AI capabilities for higher levels of automation and operational improvement.

3.2 Bundle Matrix

Feature	Digital Agent	Voice Agent	Omni Agent	Essentials Suite	Core Suite	Complete Suite	Ultimate Suite
ACD/IVR Voice Agent		✓	✓	✓	✓	✓	✓
Digital Channels	✓		✓	✓	✓	✓	✓
Ports	2 or 3*	2 or 3*	2 or 3*	2 or 3*	2 or 3*	2 or 3*	2 or 3*
Integrated Softphone	✓	✓	✓	✓	✓	✓	✓
Active Storage	5 GB	5 GB	5 GB	5 GB	5 GB	5 GB	5 GB
Audio Recording		✓					

Audio Recording Advanced			✓	✓	✓	✓	✓
Screen Recording				✓	✓	✓	✓
Quality Management				✓	✓	✓	
Workforce Management					✓	✓	✓
Performance Management Insights							✓
Interaction Analytics						✓	
Feedback Management						✓	✓
Quality Management Premium							✓
Interaction Analytics Advanced							✓
Enlighten CSAT Agent Behaviour Use Case							✓
Enlighten AI Routing							✓

- **Included ports*
- *<1,000 agents bundles w/ 3 ports*
- *1,000 agents Enterprise bundles w/ 2 ports*

3.3 Bundle Item Descriptions

3.3.1 ACD / IVR Voice Agent

An Automatic Call Distributor (ACD) and IVR voice agent provides intelligent inbound call handling. It routes calls to the best available agent, offers automated menus (IVR) for self-service, and carries context across transfers. This helps callers reach the right team quickly while capturing call data for reporting.

3.3.2 Digital Channels

Digital channels include web chat, email, SMS and social messaging. Agents can respond from a single desktop, keeping conversation history and customer context across channels. Digital channels give customers more choice in how they get in touch, improving accessibility and satisfaction.

3.3.3 Ports

Ports set how many voice calls can run at the same time. Bundles include either two or three ports per user (with higher limits available for enterprise setups), allowing agents to handle multiple voice calls concurrently. Ports are a capacity setting, not a separate service.

3.3.4 Integrated Softphone

The integrated softphone is a built-in Voice over IP (VoIP) client within the agent desktop. It lets agents place and receive calls over the network without needing separate phone hardware. It supports click-to-dial and screen-pop functions and works with headsets.

3.3.5 Active Storage and Long-Term Storage

Active storage is the default amount of cloud storage for recordings and files that must remain instantly available. Each licence bundle includes 5 GB of active storage per user. Long-term storage is a lower-cost archive tier for data retention beyond regulatory requirements.

3.3.6 Audio Recording and Audio Recording Advanced

Audio Recording captures and stores voice interactions for compliance and training. It supports secure encryption, role-based access and easy retrieval. **Audio Recording Advanced** adds extra controls such as pause/resume, retention rules and analytics integration.

3.3.7 Screen Recording and Screen Recording Advance

Screen recording records the agent's desktop during interactions showing how they move through systems and handle tasks. This supports quality assurance and helps teams understand where processes break down. The advanced option adds multi-screen support, higher resolution and searchable metadata.

3.3.8 Quality Management

Quality Management (QM) helps customers to run and improve their quality process using analytics and AI. Supervisors can review interactions, create scorecards, coach agents and automatically identify areas for improvement. Premium tiers add automated speech/text analytics and AI-driven scoring.

3.3.9 Workforce Management

Workforce Management (WFM) uses AI to support accurate scheduling, forecasting and agent empowerment. It maintains service levels across channels while keeping costs under control. Advanced and premium tiers include multi-ACD support, intraday management and mobile agent self-service.

3.3.10 Performance Management

Performance Management motivates people to focus on the same goals as the organisation. Performance is visible and feedback happens all the time. Dashboards, gamification and coaching help keep teams engaged and hitting their KPIs more consistently.

3.3.11 Interaction Analytics

Interaction Analytics reviews every voice and digital conversation to uncover sentiment, compliance issues and emerging topics. It provides root-cause analysis and insights teams can act on. Advanced tiers add deeper topic modelling and predictive behavioural scoring.

3.3.12 Feedback Management

Feedback Management is a voice-of-the-customer (VOC) application that turns omnichannel customer feedback into actions. It collects feedback across 30 + channels, analyses sentiment and links survey results back to agent coaching and improvements in day-to-day operations.

3.3.13 Enlighten CSAT Agent Behaviour Use Case

This AI model shows the agent actions that lead to higher customer satisfaction (CSAT). It scores interactions against proven best-practice behaviours, so coaching can be targeted at the specific areas that improve CSAT. The model is part of the Enlighten AI suite.

3.3.14 Enlighten AI Routing

Enlighten AI Routing uses AI to route calls based on predicted outcomes such as CSAT and handle time. It uses first-party data and sentiment to connect callers with the most suitable agent.

4 AI PLATFORM

NiCE's AI platform provides a unified, cloud foundation behind all CXone Mpower capabilities. It runs everything on one system, using advanced AI models trained by the largest CX datasets in the world.

The platform provides secure, scalable AI services that run customer interactions, support agents, and handle routine service work. It lets teams automate workflows, tailor conversations as they happen, spot what's likely to come next, and improve performance by tracking and changing against KPIs.

4.1 CXone Enlighten AI

Enlighten AI is built into the platform to help teams deliver better customer experience. It looks at behaviour, reads the mood of conversations and checks compliance so interactions feel more personal and relevant. Enlighten AI assists routing, supports proactive engagement, and makes quality control simple, and keeps AI use responsible, benefiting both customers and staff.

4.2 Cognigy for NICE CXone Cognigy

Cognigy is a market-leading Conversational AI platform that automates complicated customer interactions across voice and digital channels using advanced natural language processing. This integration allows public sector organisations to offer, 24/7 self-service, at scale, and pass enquiries to live agents when they're sensitive or high value.

4.3 CXone Interaction Analytics

This AI-powered analytics solution goes through 100% of voice and digital interactions. It looks at sentiment, frustration, and emerging issues in real time and over past interactions. That helps teams see patterns across conversations, understand what's causing problems, and manage compliance early. Pre-built dashboards and behavioural models support customer loyalty, agent performance, and operational efficiency.

4.4 Automation Insights

This helps teams decide what to automate and where it will have the most impact. Interaction patterns are analysed to find high-value opportunities for self-service and workflow changes. KPI-based priorities and machine learning are used to help teams get value sooner and keep automation simple.

4.5 CXone Interactions Hub

Interactions Hub automates how compliance is managed across the contact centre. AI predicts risk and triggers alerts early. Built in actions, clear steps and regular monitoring help keep compliance and the customer experience on track across all interaction channels. Policies, retention rules and data policies are kept in one place for both voice and digital interactions.

4.6 CXone Virtual Agent Hub

The **Virtual Agent Hub** is a low-code interface that makes it easier to connect virtual agents with the platform. It includes pre-built connectors for popular bot frameworks and custom endpoints, which cuts down integration effort and allows voice and digital virtual agents to be set up quickly.

5 INTERACTION ORCHESTRATION

Interaction Orchestration within NiCE is designed to bring customer interactions together across channels, so the experience is consistent, joined up and personal. It includes the following key components:

5.1 Agent

A single, next-generation agent workspace that brings voice and digital interactions, customer context and AI-powered assistance into a single interface. Available standalone, inside Microsoft Teams, or connected with CRM systems. This cuts training time, helps agents get more done and supports omnichannel engagement with real-time guidance and automated summaries.

5.2 Audio Recording

Audio Recording securely records voice interactions for compliance, training and dispute resolution. The advanced version includes features such as pause/resume controls, configurable retention rules and direct integration with analytics tools.

5.3 Agent Integration

Agent Integration connects the CXone agent desktop with external business applications such as CRM, ERP or ticketing systems. Using standard APIs and adapters, it keeps data in sync in real time, triggers screen-pops and automates routine updates, so agents have the right context without switching tools.

5.4 Engagement Hub

It integrates with any ACD, so organisations can use CXone Mpower's cloud recording and Workforce Engagement Management without replacing their existing telephony. It supports real-time recording and data sync across multiple ACDs, giving teams a single platform to manage interactions and support a gradual move to the cloud.

5.5 Omnichannel Routing

Customer journeys are routed by connecting consumers to the best resources across voice and digital channels. AI-powered, skill-based and attribute-based routing are all supported. Routing flows are set up and managed in one interface, so experiences stay consistent and based on the right context.

5.6 AI Routing

Real-time routing decisions are made using first-party data, sentiment and past context. Pre-trained AI models and self-service KPI settings are used to learn from every interaction. Over time this improves measures like CSAT and AHT.

5.7 Studio

A visual, low-code tool for building and managing routing flows across every channel. Drag-and-drop design and over 200 prebuilt actions make it easier to connect self-service, automation and enterprise systems. This supports fast rollout and quick changes so teams can keep improving the customer experience.

5.8 Personal Connection

A patented outbound dialling and digital outreach solution that brings inbound and outbound interactions together. It supports different dialling modes across voice and digital channels, reducing hang-ups with “no pause” dialling and allows agents to handle more interactions while keeping customers engaged.

6 WORKFORCE AUGMENTATION

6.1 AutoSummary

An AI-powered solution that automates agent note-taking by creating accurate, real-time summaries of customer interactions. It means less after-call work, keeps notes consistent and supports multiple languages and CRM integrations, allowing agents to focus on the customer conversation.

6.2 Copilot

During live conversations, agents get real-time AI help. Guidance shows what to do next, runs routine steps automatically, and keeps actions tied to what's happening. This takes the mental load off agents, builds confidence, helps agents work faster, and keeps work in line with required ways of working.

6.3 Expert

A smart knowledge management platform that brings content into one place across self-service and agent - led channels. It gives agents the right information at the right time, helps resolve issues first time and allows content to be published quickly. This keeps information accurate and consistent for both customers and employees.

6.4 Actions

On the agent desktop, insights are shown and routine tasks are handled automatically. AI-based recommendations, real-time alerts, and root cause analysis help agents work faster, lower operational costs, and keep customer satisfaction high.

6.5 Feedback Management

Customer feedback from multiple channels is brought together and looked through using analytics and personalised surveys. It connects with CSAT and NPS, with real-time signals, agent coaching, and automated follow-ups used to keep improving how things work.

6.6 Performance Management

Performance Management motivates employees to align performance with organisational goals. It does this by making expectations visible and feedback continuous. Dashboards, game-style mechanics and regular coaching show people how they're doing and what's expected, supporting a culture of ongoing improvement.

6.7 Quality Management

Quality Management (QM) makes it easier to run and maintain a consistent quality process by using analytics and AI. Supervisors can review interactions, score them, and turn the results into coaching

plans. Speech and text analytics automatically flag recurring issues, so problems are easier to spot. Premium tiers add AI-driven scoring and auto-quality functions.

6.8 Workforce Management

Workforce Management (WFM) is an AI solution that uses AI for inbound and outbound digital contact centres. It provides accurate forecasting and cost-effective scheduling while giving agents more control with mobile self-service. Advanced tiers support multi-ACD environments and complicated staffing scenarios.

6.9 Copilot for Supervisors

Copilot for Supervisors is an AI assistant that helps supervisors have more impact in their role. Improves insight into day-to-day operations and gives strategic guidance for coaching teams better. This service complements the agent-focused Copilot offering.

7 SERVICE AUTOMATION

7.1 Autopilot

A virtual agent that uses AI to deal with customer enquires without an agent getting involved. Learning from how good agents handle conversations and decide which issues to tackle first by looking at KPIs such as sentiment and ROI. Teams can build and change bot flows without writing code. More issues get sorted first time without going to an agent, which brings costs down.

7.2 Autopilot Knowledge

This connects virtual agents to the right information so they can give correct answers that fit the question being asked, wherever customers use self-service. It uses advanced AI models and keeps content up to date in real time, so automation is more accurate. Customers get what they need with less effort, and digital channels do a better job of handling the work.

7.3 Guide

Guidance is given during self-service based on what customers are doing, addressing issues before they happen. Set up without code results in fewer interactions handled by the contact centre and speeding up ROI. Personalised digital journeys improve the experience, with minimal IT involvement.

7.4 XO (Experience Optimisation)

Makes self-service better by using past customer conversations to pinpoint intents, the typical path customers take in those conversations and where automation could make the biggest difference. Those findings guide what bot journeys are created first, using pre-trained AI models and KPIs as reference points. More issues are resolved first time in digital channels, and the work needed to run and manage automation becomes easier.

7.5 Proactive AI Agent

The **Proactive AI Agent** is a customer-engagement platform that allows ongoing personalised conversations with customers over multiple days. Automated conversations are set up around clear goals tied to business objectives, so journeys follow a purpose. More than 90% of interactions are contained without needing a human, making customer journeys more predictable and easier to manage.

8 ADDITIONAL SOLUTIONS

8.1 Agent / Bot Builder

Agent / Bot Builder is an easier way to create omnichannel conversational AI bots that understand context, find answers and deliver the best possible automated experience. It provides a low-code interface to design, train and deploy bots across voice and digital channels, speeding up self-service without needing specialised developers.

8.2 Screen Recording

Shows what agents are doing on their screen while they handle customer interactions, so workflows and processes can be seen as they happen. Higher-tier options record in higher quality, across more than one screen, and include detail you can look up later. Screen recordings are encrypted and kept with call audio, so the same material can be used for compliance checks and coaching.

8.3 Real-Time Interaction Guidance

Guidance is given to agents while conversations are happening, using AI to listen to what's being said and written in real time. Signs of compliance risk or behavioural cues are picked up during the interaction, with suggestions or alternative wording shared when needed. Agents stay closer to script, regulatory risk is lowered, and customer conversations improve.

8.4 Surfly (Business/Advanced)

Surfly is a co-browsing and screen-sharing solution that lets agents guide customers through web pages or applications in real time. The Business edition covers basic co-browse and on-screen marking, while the Advanced edition adds video, voice and sessions with more than one participant. Sessions can be started directly from the CXone desktop, without requiring plugins.

8.5 PCI Compliance

Handles card payments in the contact centre while meeting Level 1 PCI-DSS requirements. Payments can be taken securely without breaking call recording rules, whether customers pay on their own or with an agent's help. Everything runs within the contact centre setup, so payments don't need to be handled elsewhere.

8.6 CAI+

CAI+ is our most powerful AI service and represents a new era in CCaaS technology, fully integrated and designed for Large Language Models. It uses generative AI to deliver customer service across different communication channels.

Generative AI and Multi-Channel Integration

Natural Conversations Across Channels — Uses advanced NLP for human-like interactions over voice, messaging, and digital channels, for consistent and natural dialogues.

Data-Driven Experiences — Integrates organisations own data, such as CRM and transaction history, for personalised customer service.

Consistent AI-Powered Responses — The experience stays the same across different services, using the same AI engine underneath.

8.7 Application Connector

Data moves back and forth between the contact centre platform and other business systems through the API Connector. Custom API calls can be set up to share specific data, trigger actions from responses, or link requests together as needed. Authentication is handled as part of the setup, making it possible to connect Cirrus with CRM and other systems, while keeping control over how data is shared across sites and partners.

8.8 Workforce Management - Calabrio

Forecasts demand, builds schedules, and checks adherence across all customer contact channels. Past data is used to look at patterns like seasonal peaks, longer-term trends, and campaign activity, then apply that history to what's coming next. Integration can be made with existing platforms, so forecasts use existing data.

8.9 Workforce Management – Connector

Offers a solution for integrating Cirrus data with third-party Workforce Management (WFM) software – Such as Calabrio.

8.10 Microsoft Teams Integration

Integration that connects Microsoft Teams with NiCE CXone capabilities so agents can handle high volumes of interactions from a single, familiar place. Presence and directory information is shared, making it easier to bring the right subject matter experts into conversations when needed. More issues are resolved first time, and customers get better support without being passed around.

9 CONNECTIVITY

9.1 SIP Connectivity

SIP Channel / SIP Channels: 200+ / SIP Channels: 500+

SIP Channels provide the virtual voice connections required to route concurrent calls between the NiCE CXone platform and the public telephone network. Capacity can be scaled to match demand, whether that's small teams or large-scale contact centres exceeding 500 concurrent sessions.

9.2 Numbering & Rental

- **DDI:** A Direct Dial Inward (DDI) number allows external callers to bypass a central operator and reach a specific user, department, or automated service directly.
- **DDI Rental:** This represents the ongoing monthly subscription fee for maintaining and hosting an individual DDI number within the CXone environment.

9.3 Non-Geographic Number (NGN) Porting

- **Single NGN Port Order:** This service manages the technical transfer of a single non-geographic number (such as 03xx or 08xx) from a legacy provider to the NiCE CXone network.
- **Bulk NGN Port – Block of up to 10:** Helps the coordinated migration of a small group of non-geographic numbers to ensure service continuity across multiple service lines.
- **Bulk NGN Port – Block of 11 or more:** Designed for larger organisations, this process is the high-volume transfer of extensive NGN estates into the cloud platform.

9.4 Geographic Line Porting

- **Single Geographic Line Port:** Manages the migration of a single local area number (e.g., 01xx or 02xx) from a physical premises or legacy carrier to the cloud.
- **Multi Geographic Line Port:** Coordinates the simultaneous transfer of multiple local lines associated with a single site or service.
- **Multi Geographic Line Port with Block of 1–10 DDIs:** Supports the migration of local line groups alongside a small range of direct extension numbers for a unified transition.
- **Multi Geographic Line Port with Block of >10 DDIs:** Handles the complicated migration of larger local number ranges and associated DDI blocks to ensure no loss of connectivity for large departments.

9.5 Out of Hours (OOH) & Large Scale Transfers

- **OOH Port (Evenings Mon–Fri):** Allows for number migrations to be scheduled during weekday evenings to minimise potential downtime during core business hours.
- **OOH Port (Saturday):** Provides a weekend migration window for critical services that require zero disruption to the standard Monday-to-Friday working week.
- **DMA Transfer with Block of 1000 DDIs:** A specialised, large-scale migration service used to transfer massive blocks of 1,000 numbers under a Data Management Agreement for enterprise-level deployments.