



Cirrus Halo

G-Cloud 15

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TABLE OF CONTENTS

1 Document control	4
1.1 Distribution List	4
1.2 Change control	4
1.3 Amendment Record	4
2 About Cirrus	5
2.1 Why Cirrus?	5
2.1.1 All- in-one Contact Centre solution.....	5
2.1.2 Powered by AI	5
2.1.3 Proven expertise	5
2.1.4 A partnership for the long haul.....	5
3 Licence Bundles.....	6
3.1 Bundle Matrix.....	6
3.1.1 ACD / IVR Voice Agent	7
3.1.2 Digital Channels.....	7
3.1.3 Call Recoding	7
3.1.4 BI Reporting	7
3.1.5 CSAT	8
3.1.6 Link Pay + - Secure Payments.....	8
3.1.7 Cirrus Calm - Workforce Management	8
3.1.8 Cirrus Echo - Quality Management	8
3.1.9 Cirrus Echo - Quality Analytics	8
3.1.10 WhatsApp.....	8
3.1.11 Outbound Campaign Management	8
3.1.12 Social media (Meta) & Online Reviews.....	8
3.1.13 AI Models (incl. CAI & CAI+)	8
3.1.14 PCI Pro.....	8
4 AI Platform	10
4.1 CAI	10
4.2 CAI+	10
4.3 Application Connector	10
5 Out of bundle licences	11

5.1 Workforce Management - Calabrio	11
5.2 Workforce Management - Connector.....	11
5.3 Facebook	11
5.4 Facebook Messenger	11
5.5 Instagram Messenger	11
5.6 YouTube	11
5.7 Video	11
5.8 Supervisor	11
5.9 Admin	12
5.10 Wallboard.....	12
5.11 Virtual Agent	12
5.12 Microsoft Teams Integration	12
5.13 Bi Reporting.....	12
5.14 Screen Recording	12
6 Connectivity	13
6.1 SIP Connectivity.....	13
6.2 Numbering & Rental	13
6.3 Non-Geographic Number (NGN) Porting	13
6.4 Geographic Line Porting.....	13
6.5 Out of Hours (OOH) & Large Scale Transfers	14

1 DOCUMENT CONTROL

1.1 Distribution List

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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	01/01/2026	Issued	Final version
V1.1	27/01/2026	Issued	Final version with logo updates

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 Cirrus portfolio means we can deliver nearly any outcome, but we always start with your business objectives.

2.1 Why Cirrus?

2.1.1 All- in-one Contact Centre solution

Provides a complete set of voice, email, messaging, and social media channels, along with reporting, within a single interface.

2.1.2 Powered by AI

Cirrus Copilot is our AI engine designed to use generative AI, providing insights and automation across the whole of the Halo platform.

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 **innovation moving**, we commit to your business for the long run - because lasting change often bears fruit beyond three years.



3 LICENCE BUNDLES

Our licensing model is tailor-made for the changing needs of today's contact centres. Based on our experience rolling out solutions across a range of industries, we've designed a model where licences can flex as your operation grows and changes over time. Bundle Descriptions

- **Access** – The Access Licence built for contact centres and service desks moving to the cloud. Covers Voice, Email, Webchat and SMS services with CRM integrations included. Keeps the operation the same size, while moving to the cloud and keeping systems connected.
- **Manage** – Includes everything in Access, with the addition of Workforce Management and Quality Management. This is the most popular option for customers when they want stronger control over planning and quality without changing their core setup.
- **Engage** – Designed for organisations looking for a complete omnichannel set up from day one. Adds wider digital channel coverage with Webchat included and brings longer-term cost savings as more interactions move to digital. Quality Analytics uses AI to review conversations automatically and agents get access to the eLearning Centre to build skills over time.

3.1 Bundle Matrix

Feature	Description	Access	Manage	Engage
Voice	Core contact centre module with intelligent routing, IVR, and all-in-one agent desktop.	✓	✓	✓
Email	Unified inbox for managing customer email interactions alongside other channels. Enables email campaigns.	✓	✓	✓
SMS	Supports 2-way SMS conversations, incl. high-volume outbound SMS campaigns.	✓	✓	✓
Webchat	Facilitates real-time web-based chat between customers and agents.	✓	✓	✓
Call Recording (incl. 3 months storage)	Automatic call recording with metadata indexing and pausing capabilities. Additional encrypted storage available.	✓	✓	✓
BI Reporting	In-depth analytics across data sources - CSAT, quality, interactions etc.	✓	✓	✓
CSAT	Integrates and analyses customer satisfaction data across channels for identifying issues and optimising customer experience.	✓	✓	✓
CRM Integration	Enables integration between Cirrus and external platforms like CRM systems.	✓	✓	✓

Feature	Description	Access	Manage	Engage
Secure Payments (Link Pay +)	Enables secure payments via URLs across channels as an alternative to IVR payments.	✓	✓	✓
WFM	Solutions for forecasting, shift management, and monitoring adherence.	£	✓	✓
Quality Monitoring	Tools for quality monitoring including custom scorecards and compliance tracking.	£	✓	✓
Quality Analytics	Advanced conversation analytics using LLMs for scoring calls and identifying training needs.	£	£	✓
WhatsApp	Enables agents to send/receive WhatsApp messages alongside other channels.	£	£	£
Outbound Campaign Management	Tools for managing various types of outbound campaigns and dialling strategies alongside CRM integration.	£	£	£
Social media (Meta) & Online Reviews	Integrates Facebook Messenger, Instagram, Google Play / Apple App Store and YouTube into the agent desktop alongside other channels.	£	£	£
AI Models (incl. CAI & CAI+)	Advanced, generative AI-based models supporting customer conversations across voice and digital channels	£	£	£
Secure Payments (PCI Pro)	Secure, PCI-DSS compliant in-call payment processing solution.	£	£	£

3.1.1 ACD / IVR Voice Agent

An Automatic Call Distributor (ACD) and IVR voice agent provides inbound call handling. Calls can be routed to the most suitable available agent, with menu options for self-service and call context kept in place during transfers. Call data is captured for reporting, helping callers reach the right person without unnecessary steps.

3.1.2 Digital Channels

Digital channels include Email, Webchat and SMS. Agents reply from a single desktop, with conversation history and customer context kept across channels. Customers can choose how to get in touch, making contact easier and more accessible.

3.1.3 Call Recoding

Recordings and files are kept in cloud storage for three months by default, with instant access during that period. Each licence bundle includes 5 GB of active storage per user.

3.1.4 BI Reporting

Brings Customer Satisfaction (CSAT), Quality Analytics, Quality Monitoring, and ticketing data together in one analytics module, so different data sets can be viewed and used side by side.

3.1.5 CSAT

Customer satisfaction data is gathered across channels to help spot issues or common trends and understand where the customer experience needs attention.

3.1.6 Link Pay + - Secure Payments

Payments can be made via a Unique Reference Link (URL) sent by the agent. Links can be shared through different channels like SMS, QR codes, emails, and webchat, giving customers a way to pay without having to do it over the phone.

3.1.7 Cirrus Calm - Workforce Management

As a core part of our offering, Cirrus Calm WFM includes tools for forecasting, scheduling, real-time adherence, and intraday management.

3.1.8 Cirrus Echo - Quality Management

Quality Monitoring (QM) which is part of the Cirrus Echo Solution lets teams create custom scorecards and set scoring criteria for different types of interactions. This gives contact centre leaders a way to review and monitor agent performance using measures that reflect how their operation runs.

3.1.9 Cirrus Echo - Quality Analytics

Quality Analytics (QA) also part of Cirrus Echo, uses AI conversation analytics and LLMs (Large Language Models) to review customer-agent conversations at scale. Interactions are looked at automatically, helping teams understand what is happening across conversations without relying on manual review.

3.1.10 WhatsApp

Agents can handle inbound and outbound WhatsApp messages through WhatsApp Business integration. Message templates can be used, and WhatsApp fits into the same customer journey steps as other interactions.

3.1.11 Outbound Campaign Management

Used for outbound campaigns, with an outbound dialler and the ability to call or message large groups of customers. Campaigns can be planned, run, and tracked from one place.

3.1.12 Social media (Meta) & Online Reviews

Online reviews from platforms like Google Play Store, Apple App Store, YouTube, and Google My Business can be viewed and replied to from the same agent desktop used for other communication channels.

3.1.13 AI Models (incl. CAI & CAI+)

Advanced, generative AI-based models to handle customer conversations across voice and digital channels

3.1.14 PCI Pro

Handles card payments within the contact centre, meeting Level 1 PCI-DSS requirements. Payments can be taken without breaking call recording rules, whether customers pay on their own or with help from an agent.

4 AI PLATFORM

An integrated AI platform sits underneath all Halo capabilities, running in the cloud and using advanced AI models. 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 CAI

Automated FAQs and Support— Automates frequently asked questions and first-line support, so agents don't have to spend time on basic or repeat enquires.

Multi-Channel Availability — Works across digital channels, giving customers the same experience wherever they choose to get in touch.

API Access for Self-Service — APIs are used to connect self-service with external systems, allowing customer interactions to read from and write to data held elsewhere.

4.2 CAI+

CAI+ is our most powerful AI service built into the contact centre platform and designed to work with Large Language Models. It uses generative AI to run customer interactions across 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, so it follows how people speak and write.

Data-Driven Experiences —Integrates proprietary data, such as CRM and transaction history, so customers don't have to repeat themselves and agents aren't starting blind..

Consistent AI-Powered Responses — Responses stay consistent across services, using the same AI engine so customers don't get different answers in different places..

4.3 Application Connector

Data can move back and forth between the contact centre platform and other systems using the API Connector. Teams can set up API calls to share specific data fields, trigger alerts 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 business systems, while keeping control over how data is shared across sites and partners.

5 OUT OF BUNDLE LICENCES

5.1 Workforce Management - Calabrio

Forecasting, scheduling and adherence assurance run across all customer contact channels. Past data is used to look at seasonal patterns, longer-term trends, and the impact of campaigns, then apply that history to what's likely to come next. It can connect with existing technology platforms so planning is based on the data already in use.

5.2 Workforce Management - Connector

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

5.3 Facebook

Integrates Facebook posts and comments into the agent workspace, so teams can see and reply to public social interactions from the same desktop they use for other channels.

5.4 Facebook Messenger

Facebook Messenger conversations appear in the agent workspace, so teams can manage private, real-time messages alongside voice and other digital channels. Instagram Messenger

5.5 Instagram Messenger

Integrates Instagram Messenger into your unified agent workspace to manage private Direct Messages and story replies alongside traditional voice and digital channels.

5.6 YouTube

YouTube comments are pulled into the agent workspace, so teams can see and reply to public feedback and questions across video content from the same place they manage other interactions.

5.7 Video

Integrates two-way video into the agent licence to allow customers to elevate webchats to two way video.

5.8 Supervisor

Enabling supervisors and or team leaders to support, coach and monitor the Contact centre from a single location.

5.9 Admin

Enabling power users to support the Contact Centre but not deal with inbound or outbound communications. Making changes such as IVR, users, group and announcements etc

5.10 Wallboard

Enabling real time statistics of the Contact Centre, providing data points such as agents logged in, queue numbers, and other powerful insights.

5.11 Virtual Agent

Uses conversational AI to deal with routine customers enquires across voice and digital channels, delivering answers straight away, at any time of day.

5.12 Microsoft Teams Integration

Microsoft Teams is connected to the contact centre so agents can handle high volumes of interactions from a familiar workspace. Presence and directory information is shared, making it easier to pull the right subject matter experts into conversations and help resolve issues first time.

5.13 Bi Reporting

Turns interaction data into dashboards that show what's really happening across services, giving public sector leaders a clear view of performance and how customers' needs are changing.

5.14 Screen Recording

Records what agents do on their screen during interactions, so teams can see the full customer journey and use it for quality checks and compliance.

6 CONNECTIVITY

6.1 SIP Connectivity

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

SIP Channels provide the virtual voice connections required to route concurrent calls between the platform and the public telephone network, with scalable capacity options to support small teams or large-scale contact centres exceeding 500 concurrent sessions.

6.2 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 environment.

6.3 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 network.
- **Bulk NGN Port – Block of up to 10:** Manages the coordinated migration of a small group of non-geographic numbers to make sure service continuity across multiple service lines.
- **Bulk NGN Port – Block of 11 or more:** Designed for larger organisations, this process streamlines the high-volume transfer of extensive NGN estates into the cloud platform.

6.4 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 make sure no loss of connectivity for large departments.

6.5 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.