



AMAZON CONNECT

G-Cloud 15 - Service Definition Document

Version 1.0

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1. About SVL

Founded in 1967, SVL Business Solutions is one of the UK's longest established and most trusted providers of contact centre and workforce optimisation technologies. For more than five decades, we have helped organisations collect, protect and derive value from customer interactions, delivering solutions that improve performance, compliance, customer experience and employee engagement.

SVL specialises in contact centre and workforce optimisation solutions across both the public and private sectors, supporting organisations ranging from large enterprises and central government bodies to SMBs, distributed workforces and home-working environments. Our customers include contact centres, financial institutions, utilities, housing associations, local authorities, Blue Light and public safety organisations—many of whom operate in highly regulated, mission-critical environments where reliability and expertise are paramount.



What truly differentiates SVL is our depth of experience and end-to-end service capability. We provide a complete wrap-around service covering pre-sales consultancy, solution design, project management, implementation, training, account management and ongoing support. This ensures that the solutions we deliver are not only technically robust, but also fully aligned to our customers' operational goals and embedded successfully across their organisations.

We take an agnostic, consultative approach to solution design, ensuring that the technology and vendors we recommend are the best fit for your specific operational needs and strategic goals. Our priority is to understand your business challenges first, then collaboratively define a bespoke solution that delivers measurable value and long-

term performance improvement. SVL partners with a wide range of leading technology brands across the contact centre and cloud ecosystem, giving you access to world-class solutions rather than allegiance to a single supplier. Our partnerships include global leaders such as NiCE, Cognigy, Boost AI, Amazon Web Services (AWS), Microsoft Teams, Calabrio, Capita and BT, alongside long-standing alliances across unified communications, workforce optimisation, analytics and interaction recording. Through these relationships, we deliver flexible, scalable and future-ready platforms that address the full spectrum of customer experience, collaboration and operational needs. By remaining technology-agnostic, we ensure you benefit from best-in-class tools that are proven in market and tailored to your requirements, rather than constrained by one vendor's roadmap.

SVL has consistently stayed ahead of technology and market trends, particularly in the evolution from on-premise to cloud-based services. Through our dedicated Cloud Practice, we offer customers a pragmatic, consultative route to cloud adoption—recognising that there is no one-size-fits-all solution. By combining best-of-breed cloud technologies with our long pedigree of service excellence, we help customers maximise the benefits of cloud while addressing their specific operational, security and regulatory requirements.

As a family-owned business since inception, SVL retains a strong culture of trust, accountability and long-term commitment. Our low staff turnover, highly experienced teams and customer-centric ethos translate directly into better outcomes for our customers. We build long-term partnerships, not transactional relationships, and are focused on delivering measurable value throughout the lifecycle of every solution we deploy.

SVL brings together experience, specialist expertise, and a consultative approach to help organisations optimise their contact centre operations today, while confidently preparing for the challenges of tomorrow.

2. Amazon Connect Overview

What the Service Provides

SVL have built a team capable of supporting and managing Amazon Connect based implementations ranging from simple through to the extremely complex and always tailored to meet our customer requirements. We have deployments utilising many AWS services and have integrations that provide our end customers with unparalleled sophistication placing optimal information at the fingertips of the end user.

- Not just a software-seller. Over 90% of our clients have full maintenance contracts, ensuring we continually nurture the progress and personally handle any problems.
- A pedigree of client success, with a range of customers who have loyally stayed with SVL for over 20 years.
- SVL have a full presales, sales, service and project team accredited in AWS services, we have 40 staff in various locations throughout the UK

- Expertise in the full lifecycle of solutions delivery: from conception through design, implementation and operation. Solutions Architects in place to ensure smooth integration with existing systems.
- A full suite of Unified Communication as a Service (UCaaS), Contact Centre as a Service (CCaaS) and Workforce Optimisation (WFO) products supported. Few suppliers have our breadth of experience.
- Flexible, technology agnostic approach to designing solutions that best meet client needs.
- In-house Consultancy Service which can undertake both needs and training analysis as well as creating roadmaps for change.

There are many reasons that SVL chose to build a practice around AWS and in particular Amazon Connect. The infrastructure and services available to build robust and innovative solutions are second to none. Likewise, the well-structured training, accreditation and certification programme ensures that as an end customer you know you are buying services from a reputable organisation with the correct skills. Being a full Amazon Connect Service delivery partner with company wide AWS certification along with our longevity of contact centre expertise means you are in safe hands. SVL specialises in contact centre implementations and can use our extensive knowledge to refine existing implementations, design and build new ones and of course support once you go live with a full set of services including 24x7x365 support desk.

SVL services aim to provide better performing contact centres while optimising customer costs.

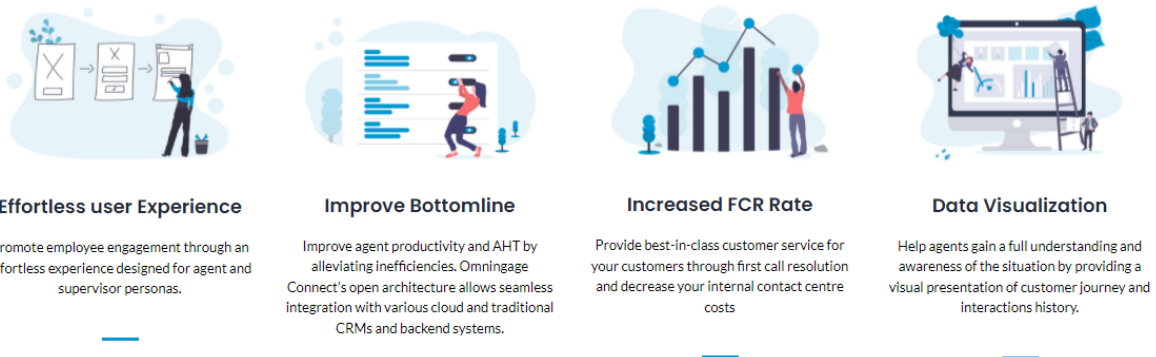
Base Amazon Connect Implementation

This is often the first step an organisation takes when embarking on their journey to the cloud, such as a Proof of Concept (PoC). Often, a pleasant surprise to clients is Amazon's consumption-based pricing, so you only pay for what you use without making any long-term or expensive commitments. The engagement will invariably start with a discussion of the systems you have, any pain points and what you would like the solution to do.

If you are new to Amazon Connect, rest assured AWS along with SVL's support make set-up and management straightforward. AWS manages a network of telephony providers from around the world, removing the need for Amazon Connect to manage multiple vendors, negotiate complex multi-year contracts, or commit to peak call volumes. AWS also manages the connectivity to their network of carriers providing diverse connections to multiple carriers in each region supported by Amazon Connect. When Amazon Connect is deployed in a Region, we take advantage of the built-in redundancy of the AWS Availability Zone design to provide multiple carrier interfaces into multiple data centres. AWS also has multiple telephony providers. With Amazon Connect, calls are made over the internet from a computing device like a PC, using the Amazon Connect softphone. The Amazon Connect softphone delivers high-quality 16kHz audio and, is resistant to packet loss to ensure a high-quality call experience.

Again, SVL will support with all the information and set-up support required to get you successfully up and running and confident around the security and durability of your service.

The next stage of the process maps the customer journey and agent experience. The discussion progresses to claiming or porting phone numbers, the skills/queues required, agent skill sets and call flows. The foundations of the system are built very quickly, allowing the fine tuning of the agent and customer experience.



We take a consultative approach to your solution design and throughout will suggest potential native AWS or our own services that can either be brought in at launch or added to a roadmap. These recommendations are all based on giving your customers the optimum service along with providing your advisors with all the information required to provide world class service at their fingertips.

Integrations play a huge part in great customer experiences by ensuring data stored by your organisation is available within interactions, both automated and for your advisors to use. Within your initial design or review of existing service, this is a key conversation, and we have extensive expertise not only in deploying out of the box integrations but also have development capability to join virtually any system data together.

Actionable insight is the final piece of the puzzle and here you can choose from Amazon Connect's out-of-the-box reporting or the provision of our enhanced reporting. There is a wealth of data accessible which can be passed onto other teams and systems for further insights.

Native Web Chat, Social Media, and E-Mail Capabilities

Amazon Connect supports web chat as standard and SVL's AWS experts are also able to make use of Amazon Connect's 'Task' API's to provide a full omnichannel experience. Importantly we build this utilising the same routing engine to ensure your service is built optimally and agents handle contacts from the same desktop. The flow interface is the same as voice, as is the queue and skill set structure. Agent experience is largely consistent with voice calls. The focal point of the engagement is setting up the web front end for the customer to interface with Connect. Topics like branding and customer experience are key items to agree with web designers. We then liaise with the Buyer's networking teams to setup any domains, connections and any whitelisting required.

Real-time speech and sentiment analysis

SVL can build natural language chatbot contact flows using Amazon Lex, an AWS artificial intelligence (AI) service that is natively integrated within Amazon Connect and has the same automatic speech recognition (ASR) technology and natural language understanding (NLU) that powers Amazon Alexa. Lex can be used to create chat bots, convert speech to text and more relevantly for Amazon Connect, the capability to route by voice instead of DTMF touch tones.

Agent Assist

Amazon Connect Wisdom, a feature of Amazon Connect, delivers your agents the information they need to help reduce time spent searching for answers and improve customer satisfaction. They can search across connected data repositories to find answers and quickly resolve customer issues during a conversation in real time.

Caller authentication and fraud risk detection

Amazon Connect Voice ID uses ML to provide real-time caller authentication and fraud risk detection to make voice interactions faster and more secure. Amazon Connect Voice ID analyzes caller's unique voice characteristics and carrier network metadata to provide your agents and self-service interactive voice response (IVR) systems with a real-time decision on a caller's identity for faster and more accurate verification.

Call Summarisation

With call summarization, a capability of Contact Lens, important aspects of each customer call are automatically summarized, such as the outcome of the agent's actions and any follow-up items (for example, issuing a refund) to complete the request for the customer. Your contact centre agents and supervisors can easily access the call summary with just a few clicks in Amazon Connect without requiring any technical expertise.

Data Redaction

With data redaction (data masking), a feature of Contact Lens, sensitive data such as name, address, and social security number are automatically detected and redacted from call recordings and transcripts.

Task Management

Follow-up items to resolve customer issues and requests are essential to maintaining high customer satisfaction. Amazon Connect Tasks makes it easy to prioritize, assign,

and track agent tasks to completion, including work in external applications to ensure customer issues are quickly resolved.

Amazon Connect agent desktop

One of AWS' main strengths is that it is an open platform that can leverage REST APIs to communicate with other Amazon services as well as service or systems external to AWS. This versatility gives endless possibilities to enhance agent experience. Common features requested by customers include (but not limited to):

- Customer journey displayed to agents
 - IVR options pressed
 - Speech uttered (requires Lex)
- Customer history displayed to agents
 - Agent customer previously interacted with and when
 - Any previous orders/deliveries etc
- Live queue stats
- Agent's own performance stats
- Agent's own call history
- Selection of audio and ringer device

3. User Training and Support

Training

SVL offer a full range of training programmes that enable organisations to gain maximum return on investment from deployments

Our Certified Trainers have a wealth of knowledge gained from working with customers in diverse market sectors and take the time to gain a detailed understanding of customer needs and objectives. This enables the delivery of personalised training tailored to specific requirements at a pace suitable to every participant.

Training services can be carried out on completion of installations, following system upgrades, to cover during holiday periods or times of sickness as well as refresh sessions on a regular basis.

Training programmes vary in length from half day sessions to 15-day courses or longer and can be delivered as web-based sessions, at customer offices or hosted at SVL's premises.

Maintaining our own team of certified trainers means that SVL can generally support shorter lead times than would typically be the case with vendor delivered training. This also allows SVL to retain more control over the training delivered to our customers in terms of content, quality and commercials.

Training is planned and delivered during the build phase of any project to ensure that knowledge is transferred to the customer all the way through. Training agendas will be agreed and provided prior to the training commencing.

Become Part of our CX Practice

When you choose SVL, we take a personalised approach to your project becoming partners with a shared objective. Great account management is at the heart of everything we do to build and maintain long standing relationships with our customers. We do not sell 'technology for technology sake'.

SVL have made significant investment in our pre-sales, sales, engineering, consultancy and training departments to deliver what we believe is a 'true' CX Practice. What we mean by this is that we offer the full range of Consultancy & Training Services that ensure that our customers can make the most of their solutions and maximise ROI.

We provide unparalleled ongoing support through Networking Groups & other events alongside our partnership approach to account management. We support our customers through the whole journey and for the long-term. Best practice sharing is facilitated through our various networking events and vast customer base.

Our team are widely regarded as experts in the solutions that we provide and we are proud of the CX Practice we have built which we feel, differentiates us in a very competitive market from being, a company who sell technology, to being a company who work closely with our customers to provide the full support wrap required to ensure that you are getting the most from any solution you invest in, both now and for the future.

Whilst as expected we have a centralised single point of contact for support, we also ask our consultants to be proactive in support. By getting to know you and your organisation through our onboarding and ongoing support processes we remain vigilant and on the lookout for anything we believe will assist. Being cutting edge technology, new releases are frequent and we want to ensure that you are able to embrace enhancements that are relevant to you at the earliest opportunity.

SVL will ensure that end users are aware of all functionality and development and will actively encourage participation in networking groups and other events.

4. Information Governance

SVL/AWS accreditations, certifications and standards

SVL has ISO accreditations and Cyber Essentials (including Plus) certifications relating to data governance. Likewise, many of our staff are advanced vetted to allow them access to some of the strictest security environments including Police, Ambulance and Fire Services along with local government and NHS services. Many of our longstanding customers are financial services including banks and insurance companies and we have also provided services to Student Loans Company for over 20 years without any breaches or concerns.

Both SVL and AWS regularly undergo independent third-party attestation audits to provide assurance that control activities are operating as intended. More specifically, AWS is audited against a variety of global and regional security frameworks dependent on region and industry. AWS participates in over 50 different audit programs.

The results of these audits are documented by the assessing body and made available for all AWS customers through AWS Artifact, a no cost self-service portal for on-demand access to AWS compliance reports. When new reports are released, they are made available in AWS Artifact, allowing customers to continuously monitor the security and compliance of AWS with immediate access to new reports.

For more detailed information about the AWS certification programs, reports, and third-party attestations, visit the AWS Compliance Program webpage. You can also visit the AWS Services in Scope webpage for service-specific information.

AWS Services are available in the G-Cloud Digital Marketplace created by the UK Government. SVL have ISO27001 and ISO9001. This streamlined procurement process supports the UK government's "Cloud First" policy and is a key component in the government's ambition to operate a "cloud native" digital architecture. In the case of Amazon Connect, below are some examples of which compliance programs the product has undergone certification.

- SOC 1, 2, and 3
- PCI
- ISMAP
- IRAP
- C5
- ENS High
- OSPAR
- HITRUST CSF
- PiTuKri
- CCCS

More information can be found at: <https://aws.amazon.com/compliance/services-in-scope/>

Another reason for our choice of utilising AWS and in particular Amazon Connect is its robust approach to security and data regulation.

All AWS services are compliant with the vast majority of international standards such as:

- GDPR
- ASIP HDS
- NIST 800-53
- HITRUST CSF
- ISO 9001
- ISO 27001
- PCI DSS
- FedRAMP

The relevant certificates and reports can be readily accessed and downloaded from AWS Artifact within any AWS account via the Management Console.

AWS is responsible for protection of data of the cloud platform as a whole and the AWS account owner is responsible to protection of data in their environment. In other words, very stringent security controls are available, and it is up to the account owner to leverage these controls.

Data Back-Up, Data Restoration and Disaster Recovery

SVL's offering is based on consulting and platform delivery. We can advise Buyers on security best practices according to AWS. The platform is highly available and fault tolerant, meaning most services are replicated in either an active-active or active-active configuration.

In addition, a range of options are available on the measures to put in place to mitigate against Disaster Recovery (DR) using the AWS CloudEndure service.

Business Continuity Statement/Plan

The AWS Business Continuity Plan outlines measures to avoid and lessen environmental disruptions. It includes operational details about steps to take before, during and after an event. The Business Continuity Plan is supported by testing that includes simulations of different scenarios. During and after testing, AWS documents people and process performance, corrective actions and lessons learned with the aim of continuous improvement.

Privacy by Design

SVL's offering is based on consulting, platform delivery and servicing including managed services, therefore Privacy by Design is not applicable unless we consult with you to devise a Privacy Plan.

Deployments are within your own AWS account and environment which can be created by SVL; however, we will train customers on use of the AWS console and

ensure that appropriate access levels are derived and processes and mechanisms in place to control and monitor them.

Access needs to be made available either on a continuous or request basis for certified SVL support services to access, monitor and make changes to your set-up. This is looked to one generic or named user accounts that as the customer you have full control and audits of use are available too.

5. Service Management

SVL have been delivering service excellence for 50 years. We care passionately about the level of service we provide and ensuring we meet and exceed our customers' expectations.

SVL Service Management Approach

SVL's service management approach is based on ITIL, which is a set of best practices for IT Service Management covering the whole service lifecycle. ITIL is widely used in the UK public and private sectors and includes key concepts that are closely aligned with SVL's service ethos:

- Put the customer at the heart of service management
- Ensure services are aligned to current and future customer requirements
- Continually improve service

In a world of ever-changing technology and customer requirements, the ITIL service management approach ensures SVL are always ready to deliver service excellence.

SVL Service Management Approach

SVL offers a full range of services covering our entire product portfolio, making expert advice available to our customers at every stage of the process.

Technical Consultancy: SVL's team of solution architects and technical consultants are available to ensure we deliver the best solution based on customer requirements. We cover application, configuration, architecture and security advice in line with best practice.

Operational Consultancy: Our business consultants have real world experience of using our applications and services. They ensure best fit applications and configuration based on customer requirements.

Project Management: SVL's team of PRINCE2 certified project managers have years of experience in successfully delivering projects. All engagements are assigned to a project manager who will be the main SVL point of contact from engagement to delivery and handover to support.

Engineering: SVL have a large multi-disciplinary team of certified engineers who implement new systems and deliver first class support.

Training: Our in-house training department can deliver end user and technical training across our portfolio. Standard training agendas are available as well as

bespoke training packages based on requirements. Training can be delivered on site or via virtual classroom.

Customisation: SVL software development team can customise our solutions to ensure they meet exact customer requirements. Amongst other things, this can include bespoke integrations, custom reporting and add-on functionality.

Support Services

SVL support operations are based on ITIL best practices. We run a multi-tiered, multi-disciplinary support team covering our product portfolio including dedicated WFM specialists. The primary goal of our Incident Management process is to restore normal service operation as quickly as possible and minimise any adverse impact on business operations.

Incidents are logged with our Service Desk who will gather details, agree an incident priority and provide a unique incident reference number. The incident will then be assigned to an appropriate engineer for investigation. Incidents will be escalated through our support tiers and where appropriate to the equipment vendor. We communicate the status and progress of the incident throughout the incident lifecycle.

Our Incident Management process includes automatic notification and escalation of any security incidents or incidents that may involve data loss.

Our Incident Management process and support personnel work closely with our Problem Management and Change Management processes and teams to ensure minimum risk and disruption.

Service Levels

SVL Support Centre

Our support centre hours are Monday to Thursday 9am to 5pm and 9am to 4.30pm on Fridays (excludes Bank Holidays). Calls outside of these hours are covered by designated on-call engineers.

Type	Contact
Email	servicedesk@svl.co.uk
Phone	+44 1355 900000

Customers with the Premium support package requiring assistance after business hours for critical issues should continue to call the support phone number given above. Critical issues and total outages will be addressed after regular office hours. Non-critical issues will be addressed the following business day.

Severity Assignment

SVL support team assigns severity to inbound requests based on the following matrix:

Priority	Criteria
Critical – P1	Production or live service is impacted or severely degraded. Severely impacts the business operations of the end customer. Alternatively,

	severely impacts the business operations of the service provider because of the accumulated impact on multiple customers. Continuous or near continuous interruption of service. No workaround available.
High – P2	Production or live service is impacted. Major impact to the business operations of the end customer. Alternatively, seriously impacts the business operations of the service provider because of the accumulated impact on multiple customers. Intermittent disruption of service. No stable workaround available.
Medium – P3	Minor impact to the production or live service. Minor issues with non-production environments and service is degraded. Service is slightly degraded but no major impact to the business operations
Low – P4	Minimal impact to the production system or live service. Non production system is having minor issues but service is majorly available. Information request about the service

Service Level Targets

SVL provide two levels of support as standard with the option of a tailored service to meet specific requirements, response times :

Priority	Environment	Processing Hours	Response Time	Resolution Target
Critical – P1	Production / Live service	Non-stop until acceptable resolution is provided.	Four hours (Standard support) One hour (Premium support)	SVL makes reasonable efforts to work on the problem until a workaround is provided. For issues that do not require a defect correction, SVL resolution target is 24 hours for 80% of all cases .
High – P2	Production / Live service	Business hours only (with “Standard support”)	Nine hours (Standard support) Four hours (Premium support)	Upon receipt of a complete problem description, including the business impact and log /configuration files, SVL uses reasonable efforts to fix the problem or provide a workaround. For issues that do not require a defect correction, the resolution target is 2 business days for 80% of all cases .
Medium – P3	Production / Live service & non-production	Business hours only (with “Standard support”)	One business day (Standard support) Four hours (Premium support)	Upon receipt of a complete problem description, including the business impact and log /configuration files, SVL uses reasonable efforts to fix the problem or provide a workaround. For issues that do not require a

				defect correction, the resolution target is 5 business days for 80% of all cases.
Low – P4	Production / Live service & non-production	Business hours only (with “Standard support”)	Two business days (Standard support) One business day (Premium support)	Upon receipt of a complete problem description, including the business impact and log /configuration files, SVL uses reasonable efforts to fix the problem or provide a workaround. For issues that do not require a defect correction, the resolution target is 10 business days for 80% of all cases.

Managed Service Options

Beyond the initial project work SVL provide 3 tiers of ongoing support to ensure that you get the most from AWS and the services we have provisioned on your behalf. Likewise we are able to support you on a journey and many customers will opt for the full enhanced managed service from day 1 and progress to managing more and more of the services themselves over a period of time.

Support (Standard/Premium)	Standard Managed Service	Managed Service Enhancements
• Helpdesk – Phone & Email • Incident Management • Engineering Support • Technical Escalations	• Account Management • Proactive Monitoring • Change Control Management • Service Reviews • AWS Cost Management Advice • Direct AWS Ticket Management • Security Audits • Yearly Architecture Reviews	• Dedicated Client Services Co-ordinator • Dedicated Technical Resource • Custom Integrations • End User Management • Call Flow Additions & Changes

6. Onboarding / Offboarding

Onboarding

An SVL project manager will be assigned to manage all on-boarding projects and will be the main point of contact from point of order through to handover to support. Our project management team are all experienced, PRINCE2 certified project managers who ensure the project runs smoothly and has appropriate documentation and communication throughout.

Our Software as a Service (SaaS) and Infrastructure as a Service (IaaS) products have been designed to be deployed very quickly. Where elements of infrastructure are required, our project managers will control all aspects of the delivery.

Prior to order, our account manager and technical and operational consultants will work with customers to agree the best approach for training and consultancy to ensure a smooth transition and maximum customer benefit. This will be documented in the Statement of Work and delivered as part of the project.

Training and consultancy can be delivered onsite or remotely/via virtual classroom according to customer requirements and priorities. Where necessary, additional go-live support can be provided.

SVL have a well-documented process which underpins the transition from project to support. This process ensures that projects transition in a controlled way, that our systems are updated, and our support teams are aware of all new customers and services.

Our support from here will transition to the managed service offering of your choice.

Offboarding

Our service can be cancelled in writing and according to the terms and conditions specified within the contract.

SVL will work the customers to agree the best approach according to individual customer requirements. This can include:

- Secure extraction and delivery of all customer data
- Certified deletion of customer data
- Handover of technical and configuration documentation relating to the customer deployment

7. Ordering and Invoicing

All customers are assigned an SVL Account Manager who will be the first point of contact prior to order and on an ongoing basis for commercial and general account discussions. Details of all services to be delivered will be agreed and documented in a Statement of Work which must be signed off by both parties prior to order.

A purchase order must be provided before service commences.

- In general, for cloud services we offer the option of paying quarterly or annually in advance or monthly by direct debit
- For consumption-based services, monthly payments may vary based on usage (subject to prior agreed limits)
- Payment terms for invoices are 30 days
- All prices quoted are subject to VAT at the prevailing rate



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