

Service Definition Document

Amazon Connect Product Line

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1. Service Summary

The service descriptions below cover the Digital Space Amazon Connect product line, which has been created to either replace, fit alongside or complement your existing contact centre, providing automation to reduce staff effort and create a more stimulating work environment whilst ensuring great customer service.

The services which make up this product line include:

Cloud Contact Centre	Flexible, cost effective cloud based contact centre suited to the public sector bringing together an omni-channel experience along with the ability to integrate other products within the Digital Space product line as well as external applications, allowing you to transform your service offering by interacting with the customer in a digital way, reducing time wasted and improving both customer and staff experiences.
Cloud Contact Centre Migration	Our migration services are built on years of experience modernising public sector contact centres and telephony systems bringing them up to date and aligning with customer and business needs.
Softphone	The Digital Space Amazon Connect Softphone is geared around the way the public sector works bringing only the features required to the desktop such that agents are kept in control and do not need to jump between lots of different applications to get the job done.
Webchat & Directed Chat	Ability to use chat as a mechanism to communicate with your customers and handle the chat within the softphone. Directed Chat adds on top allowing you to answer common customer queries without the need for an agent. Multimedia responses are
	available to the customer including video and images as well as links ensuring a rich self-service experience.
Answer	Provides answers to common queries from callers reducing the effort required by staff in answering regular queries.
Wallboard	Amazon Connect wallboard for use within the contact centre providing a visual indication of current service level and agent status. Highlighting where customers are waiting or service levels are not being met.

Administrative Extensions	Allows users of Amazon Connect to gain access to features beyond the standard implementation making it easier to administer.
Connect Reporting	Visual Reporting of Amazon Connect performance and metrics through the Amazon Quicksight Analytics suite.
Cloud Contact Centre Managed Service	As part of our overall offering, we can manage your cloud contact centre, so you don't have to. This can be one of several levels of support depending on your needs.
Autonomous Dialler	Automatically mass-calls your customers simultaneously, speaks to them giving your custom message and asks questions using a natural sounding, text-to-speech UK voice. Results from what customers say is reported back to you with the option to forward to one of your agents or take a voicemail.
Autonomous Surveys	Taking the Autonomous Dialler to the next level, Autonomous Surveys allows you to set up a list of people who you would like to survey for information and then mass call those people automatically (and manually with an agent) keeping track of answers given before viewing the results in an easy-to-use format. This system can be used for managing a Patient Waiting List, Council Tax Arrears, making appointments for Gas Safety Check, etc the possibilities are endless.

2. Service Descriptions

Digital Space Cloud Contact Centre is built around the way your contact centre operates with features designed for the public sector at its core. We looked at what was most important when it comes to handling customer enquiries and took the innovative, award winning Amazon Connect platform and built on top of it to create a solution ensuring relevant features are included while those more suited to the private sector are optional.

This service brings together a large number of our individual offerings into one place allowing flexibility for the future with regards to additional services which can all be taken under one umbrella service.

This solution encompasses the following which are detailed elsewhere in this document:

Cloud Contact Centre Migration	We help you move to a cloud contact centre with minimum effort and keep you on a journey of continual improvement and innovation.
Softphone	Our Softphone will help to keep your staff in control and abreast of any communication which is happening be that via phone, webchat, email, etc.
Webchat & Directed Chat	Webchat and directed chat opens up a way for your customers to communicate with you whilst you use methods to automatically answer and deflect their queries.
Answer	Answer deflects voice callers by providing automatic voice response saving your staff time through the correct application of AI in the contact centre.
Wallboard	Wallboard allows your staff to see what is going on when working centrally in the contact centre.
Administrative Extensions	Administrative extensions make it easier for a contact centre manager to stay in control rather than relying on IT support or others to make changes.
Connect Reporting	Connect reporting ensures that graphical reports are available for all, be that contact centre managers, team leads or senior management.

**Cloud Contact
Centre Managed
Service**

Our managed service takes the headache out of running a contact centre as we can take on as much or as little as you like, ensuring that your operation runs smoothly.

In addition to these further product-based offerings such as Autonomous Surveys or Autonomous Dialler can be integrated to allow the business to make use of AI technology to reduce the time spent by your agents in contacting customers.

Cloud Contact Centre Migration

Our migration services are built on years of experience modernising public sector contact centres and telephony systems bringing them up to date and aligning with both the needs of customers and those of your organisation and staff.

We take an iterative approach to migration to continually improve your implementation through an inspect and adapt methodology following the steps below:

- Baseline and discovery
- Initial system migration and minor changes
- Service refinement and modernisation
- Measure and adapt as necessary

We start with a baseline by looking at your existing contact centre and how it provides services to customers and how it supports your staff in being able to work efficiently.

We then go onto propose simple mechanisms, which could be exploited to deliver a better service while reducing the time spent by staff especially when it comes to responding to simple tasks. This does not have to be the latest and greatest new technology; sometimes simple steps like wording changes and directing customers to the right place to self-serve pays huge dividends. We build these simple changes into a migration from your existing contact centre to a new cloud-based contact centre, ensuring all staff are trained and migrated too.

Once live on the new contact centre we look to make further modernisation and service refinement changes bringing new technologies which were not previously possible based on the following principles:

Customer Deflection: a customer is provided with enough information to allow them to serve themselves without talking to one of your staff.

Agent Assistance: we look to gather information from the customer such that the agent can understand the reason for the call and handle it as quickly and smoothly as possible.

This includes mechanisms by which the agent can see information about the caller and pass relevant information back in an efficient way.

Any technology introduced will be aligned with your organisation and delivered in small increments with measurement and adaption as necessary. This is to ensure we do not overload you with technology which puts demands on your organisation rather than release it from current burdens.

We continually measure, inspect and adapt, proposing changes and refinements at a rate which is suitable to your organisation ensuring you stay up to date but not on the bleeding edge, unless this is what you desire.

Softphone

The Digital Space Amazon Connect Softphone is geared around the way the public sector works bringing only the features required to the desktop such that agents are kept in control and do not need to jump between lots of different applications to get the job done.

Email Integration	On top of the built-in web chat and voice channels we also support email with direct support for the email message within the softphone. This allows emails to be routed to your agents based on skills.
	Reporting of activity can be done using a consistent mechanism allowing you to handle email, webchat and voice in a consistent manner.
Screen Pop	When a call comes in often the caller will need to identify themselves, but this takes time and can be inaccurate.
	By collecting reference or account details from the caller before they are connected to an agent it is possible to “pop” the exact customer record within an external CRM; saving the agent time and meaning they can move straight to identity checks.
Voice Biometrics	By using advanced voice biometrics it is possible to provide certainty that the person you are talking to is who they say they are. In addition to identity verification this can be used for fraud detection by comparing a voice print with that of known fraudsters.
	This does not have to be when a caller is talking to an agent and can be used for self-service situations to provide personalised information.
Personal Wallboard	The personal wallboard helps agents see what is happening in the virtual contact centre around them by showing metrics which are

	relevant to the queues they are working in. This includes both queue metrics and agent metrics allowing an agent to see where there are people waiting in the queue and also the status of other agents allowing for decisions about when to take a break or when to clear the current call quickly and tackle a queue backlog. This is especially useful when working from home as it allows agents to understand activity in the virtual contact centre as if they were physically within it.
Routing Profile Switching	Often you have highly skilled and trusted staff who need to move between one profile of calls and another during the day. Through Routing profile Switching they can do just that at a time suitable to themselves. This allows a member of staff to move between different sets of queues or different contact centre instances without leaving the softphone making optimum use of their skills.
Presence Status and Control	Sometimes an agent has been in an offline state for an extended period and needs a reminder to get back on-line. Our presence status feature allows you to control how long an agent can be in a state before they receive a reminder. Following the reminder, they can be switched back to taking calls as configured. This helps to avoid the situation where an agent moves into an extended after-call-work state and forgets to go back on-line and take calls.
Wrap Codes	Wrap codes allow you to attach one or more “codes” to a call such that you can categorise it, then report on it at a later date. We allow you the ability to configure what codes should be available to an agent based on the work they are doing. This is important for demand tracking and understanding why people are calling and also for providing protection to your staff in the event of an abusive caller.
Call Attributes	Call attributes show the agent details about both the call and caller right within the softphone. This can be information provided by the caller such as the reason for their call or a reference number. Alternatively, it can be information drawn from your back-end systems such as highlighting suspected fraudsters or vulnerable callers.
Recent Calls	Recent calls allow an agent to see a list of the calls they have received and see full details of the call, including the ability to delve

Dual Ringer	into the recording & transcript and visualise sentiment analysis of the call.
	For situations where an agent may step away from their desk, we provide the ability to have a ringer which comes out of the PC speaker as well as the headset.

Webchat & Directed Chat

The Digital Space Amazon Connect Webchat solution easily integrates with customised branding to match your website and provide a seamless experience for your customers.

The standard webchat allows customers to talk to agents with the agent located anywhere there is an internet connection. Chats are distributed based on skill to the most appropriate agent. Directed chat takes this further by steering the customer down a set of predefined options such that they can self-serve breaking out to the agent if necessary. Responses given do not have to be text and can be links, images or videos ensuring the best help for your customers.

Transcriptions	Transcriptions of the chat are available to both the customer and the agent. This allows both parties to keep a permanent copy of what was said. For the agent this is always available in the system, however it can be saved at the end of the chat ready for upload to a CRM.
Templated Response	Agents can choose from a set of templated responses which are relevant to the conversation they are having. This not only saves time but also ensures a consistent message which can be controlled centrally to ensure any information given is always up to date.
Directed Auto-response	Directed chat adds the ability to automatically respond to the customer with a consistent predefined response. By predicting this a directing the customer to the answer rather than answering free text questions a greater degree of accuracy can be assured. By then capturing new questions it is possible to enrich the answers for future customers.
Rich Multimedia Answers	Within Directed Chat it is possible to respond with more than just textual answers including videos and images to ensure a customer can be fully helped in a consistent way without the need for staff to get involved.



Answer

Digital Space Answer triages and deflects phone calls for your organisation 24/7, leveraging natural language processing based on Amazon Alexa technology. Fast to deploy, it responds to common questions with pre-approved answers. It scales seamlessly, reduces queues, and forwards complex calls to agents to resolve, improving both customer and staff satisfaction.

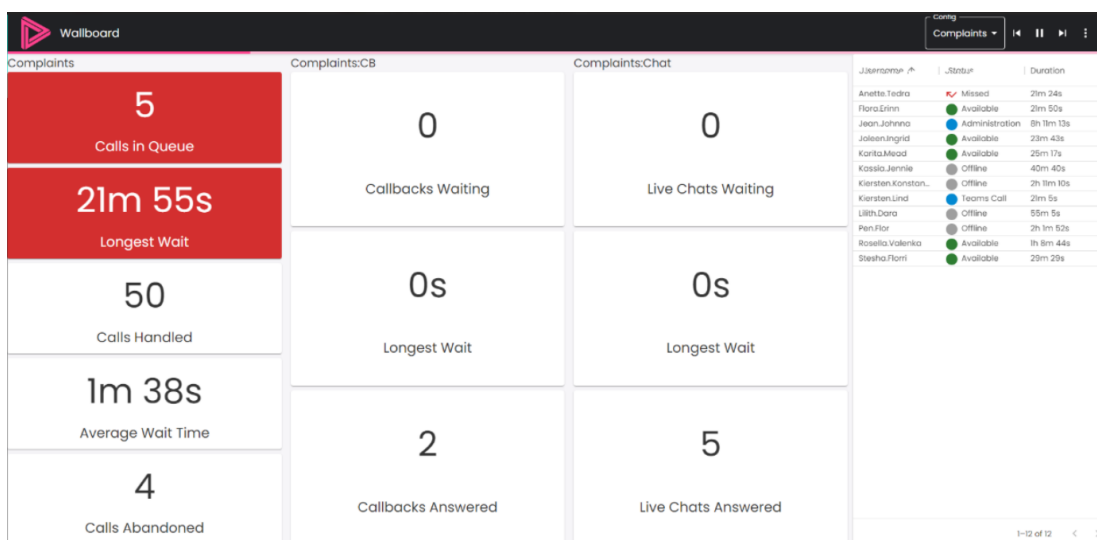
Answer won the Computing Award for the Best Cloud Telephony Product in 2018, and we have a wealth of experience in delivering voice-based assistants to empower your organisation in delivering a more effective and efficient customer service experience, providing a far more accessible service to customers, and reducing the friction compared to current online only services.

Answer will compliment your current call centre and self-service offering without the need to replace your current telephony or web solutions. However, if you already use an Amazon Connect solution or choose to implement this solution, we can integrate your staff with Answer such that where calls cannot be automatically handled, they are transferred staff seamlessly.

Answer can automate the handling of high-volume queries while flattening out the traditional hierarchical IVR tree that your customers dread. In addition, our consultants can integrate the service with your back-end systems to deliver partially or fully automated transactions.

Partial automation allows the collection of information from the caller in advance, providing the agent with details about the customer and their issue before the call is answered. This Agent Assistance has been shown to reduce call times and improves customer satisfaction as the agent does not spend excessive time waiting for the caller to give identification information and express a reason for the call.

Where a call is from a mobile, Answer can respond with both a voice answer and send a text message to the caller with a link to information requested.



Wallboard

The Digital Space Amazon Connect Wallboard has been designed to be easily visible within a contact centre showing key metrics across a number of queues allowing both agents and managers to keep abreast of the current situation.

Features include:

Metric Highlights	By highlighting when a metric goes beyond a threshold all users can see that action needs to be taken and act accordingly. This could be number of callers in a queue or current maximum wait time, but all metrics can have a highlight set on them.
Queue Aggregation	We allow queues to be aggregated such that data can be viewed together when this is appropriate for business needs.
Pages	Sometimes you need to view data for a lot of queues, and we allow data to be split across a number of pages which either scroll automatically or can be “paused” on a screen.
Profiles	By having multiple profiles within the wallboard, it is possible to visualise your data from different aspects or have data for multiple different sub contact centres in the same wallboard at the same time.
Easy Configuration	Wallboard content can be easily configured through an intuitive user interface to show the metrics you want.
Near-instant update	By integrating with the built-in Amazon Connect data streams we ensure the correct data is collected and distributed to all wallboard instances in near real time, this helps agents and managers to stay up to date with what is going on.
Agent Status	All relevant agents are shown on the wallboard along with their current status. This allows easy identification of agents who could be repurposed or sent on a break early.

Administrative Extensions

Administrative Extensions can be utilised within existing Amazon Connect instances and is included within the Digital Space Cloud Contact Centre product. Features extend those supplied by Amazon including:

Public Holiday and Temporary Closing	Easily control when your contact centre needs to be closed and the customer needs to be given an alternative experience. This includes delivering a specific message using text to voice to inform when you will be open again. Useful for when you need to conduct full staff training and for forward planning of bank holiday periods.
Emergency Messaging	Sometimes you want to deliver important messages within your IVR at short notice informing callers about a specific situation. This puts the power to do that in the hands of a call centre manager allowing them the ability to listen to the message before it goes live and stay in control.
On-call groups	You are not always open and at times you need to pass calls onto dedicated on-call staff. This feature allows you to control which of your on-call staff will be called when this happens. Typically used in IT service situations.
Shortcuts	A large IVR can be unwieldy and difficult for your callers to manage. With Shortcuts we store recently used options the caller has chosen and offer these first when they call back allowing the caller to skip the entire menu and get straight to what they want.
Group Voicemail	With Group voicemail it is possible to setup voicemail boxes for as many groups as you need. These can be linked such that when you are busy callers can easily leave a voice message which is sent via your email system for later retrieval.
Callback in Queue	By using integrated Callback in Queue, it is possible to reduce the time a caller spends waiting on the phone, this in turn reduces your Amazon Connect costs. Callbacks are fully integrated into the queue experience such that a caller is offered a callback or voicemail option only when you want them to be available and only on the queues you need them.
Extensions	Extensions allow you to assign a traditional extension to any of your users with features such as presence detection and the ability to leave personal voicemail when the agent is not available.

SMS Info Messages	Sometimes your agents need to pass a link or document to the caller but writing this down is time consuming and error prone. By using SMS Info Messages it is possible to pass this to the caller quickly and consistently freeing up the agent and serving the customer quicker.
Allow and Block Lists	Sometimes you only want certain customers to have access to your services, by using Allow and Block lists it is possible to control who has access and who does not. The intuitive UI allows you to see and adjust these lists as necessary and an API is available for integration with third party systems.

Connect Reporting

For existing users of Amazon Connect we are able to provide our reporting solution which builds on top of the existing data streams for call history and agent data. We consolidate these within a database which is used as a data source for an AWS QuickSight analytics package.

Reports produced are often bespoke to you, however we can advise on what we have done previously for other customers allowing you to get the best visualisation of your data.

Cloud Contact Centre Managed Service

As part of our overall offering, we can manage your cloud contact centre, so you don't have to. This can be one of several levels of support depending on your needs from Standard to Enhanced.

Standard Support

Features Include:

- Encrypted storage
- Call recording Lifecycle Rules for GDPR (General Data Protection Regulations)
- Consolidated data
- Standard monitoring
- Contact Flow wording and small adjustments

We manage contact flows and automation elements of the system along with critical issues such as loss of communication. We enable you access to the configuration and the ability to control the users of your system.

Comprehensive Support

Additional to Standard support we will also manage your users and other configuration such as opening hours and reporting.

Enhanced Support

Additional to Comprehensive support we provide assistance 24/7 where applicable and additional automated monitoring to continually check for external connectivity.

Autonomous Dialler

Digital Space Autonomous Dialler allows you to mass-call your customers or citizens simultaneously over the phone and deliver them a personalised message using text-to-speech with a choice of UK voices.

In addition, you can use artificial intelligence to ask questions to find out if they need help or get their opinion. During the contact it's possible for the call to be directed back to your existing contact centre or staff such that the call can be personally handled. Pace of calls can be adjusted to suit your needs, either ASAP, spread over a time period or called at a regular rate, which is most useful when calls will be directed back to one of your agents.

You can configure any messages spoken along with controlling the experience of the caller. This includes making decisions on what has been said and providing alternative experiences, including detecting when an answering machine is present and leaving a message. Through testing with customers, we have found the ability to leave a message alone can save upwards of 40% of staff time as voicemail is often used to screen calls.

Data is passed to the system using a standard format from your CRM or other back-end systems. Data can be uploaded via a secure web portal or via an SFTP service. Deep integration with your systems via an API is also possible.

Collected information is delivered back to you in a dashboard and followed up with a report of who has been contacted and what their response was along with if it was necessary to leave them a voicemail.

Applications of these include:

- Chasing outstanding council tax or rent arrears.
- Scheduling appointments, e.g. GP referrals or Gas safety checks.
- Regular wellbeing check for adults within social care.
- Enquiring as to caller's situation and health during an epidemic.
- Arranging appointments.

- Informing of an impending natural disaster and gathering information on the preparedness of the household, e.g. with the forecast of a flood find out if vulnerable people are resident and the number of sandbags required.
- The solution is completely cloud-based and does not require any software or telephony infrastructure to be installed and it is accessed via a standard web browser.

Autonomous Surveys

Taking the Autonomous Dialler to the next level, Autonomous Surveys allows you to set up a list of customers / patients who you would like to contact and survey for information and then mass call those people both autonomously and manually (with an agent) keeping track of answers given before viewing the results in an easy to use format and loading them onto an existing system for further processing and refinement.

This system is already being used for managing patient waiting lists whereby a list of patients who are already on the list are surveyed to ascertain their level of need and whether their condition has worsened. This is a triage process and helps to ensure the correct level of service is given to the correct people at the most appropriate time and that any metrics around waiting list size is representative of the real situation.

Features and benefits include the following:

Scalable and reliable	Multiple calls can be made each second and all handled in a consistent manner ensuring reliability of questions and thus results. Rate of calls can be controlled to ensure human agents are not overloaded and avoids the "hamster wheel" effect.
Work-from-anywhere	Due to the cloud nature of the system agents can be located anywhere and are not tied to your offices. As calls are made from a central location the number of physical phone lines is not a barrier, with any agent involvement being delivered via a std internet connection.
Reduced Agent Time	Agents are only involved with calls that can't be completed in an autonomous way reducing time spent doing repetitive tasks.
Clear Reporting	A clear near-real-time dashboard is included showing current call status. In addition, clear consistent data export allows you to easily view and handle the results of calls.

Easily Configurable	The script used is easily configurable to your needs via a user interface and allows the ability to make decisions based on answers given and adjust future questions.
Simple upload & export format	The upload and export format is via industry standard CSV allowing you to easily integrate with back-end systems for later processing. The export format can be tailored to your needs, and the upload format is flexible enough to cope with passing any number of additional attributes which can be used during the automated call to add a degree of personalisation creating a greater degree of confidence with the solution.
Calling Strategies	Calling strategies can be used specific to your situation, e.g. make contact via email, wait 5 days then make an automated call every day for 3 days then a series of 2 manual calls.
Secure Customer Web Portal	Customers/Citizens/Patients can use a web portal to complete the survey avoiding the need for a phone call.
Augmented Survey	When a call is transferred from autonomous to agent assisted mode the script is augmented such that the human agent can see the results of the autonomous survey thus far.
APIs	APIs exists to allow the upload and download of patient data. In addition, API calls can be made before a call is made and once it has finished to immediately integrate with external system to gain more data about the person being called or provide the results of the call.

Script of what will be said to a customer is easy to configure and identify the questions to ask.

Automated Dialler

Call status

Campaigns

Call profiles

Customer Repair Appointment

Flood Warning

Hostel Beds

Prescription Appointment

Rent Arrears

Vulnerable Person

All call lists

External APIs

Settings

Customer Repair Appointment

CALL STATUS

CALL LISTS

OUTBOUND

INBOUND

SETTINGS

Before

+ ADD NEW

During

1

Type Say

Prompt Text to speech

Text to be spoken Hello, this is a repair booking appointment call from Arcus Homes.

2

Type Ask

Prompt Text to speech

Text to be spoken Will you be in tomorrow to receive

Expected answer Yes/No

Store answer as RepairAnswer

Type Decision

Check Attribute

Attribute RepairAnswer

Condition Equals

Value Yes

3.1

Type Say

Prompt Text to speech

Text to be spoken That's great! We look forward to the visit. Thank you and go

3.2

Type End call

Customer Complete

+ ADD NEW

Type Decision

Check Attribute

Attribute RepairAnswer

Condition Equals

Value No

4.1

Type Ask

Prompt Text to speech

Text to be spoken Are you available to speak to

Expected answer Yes/No

Store answer as Available

Type Decision

Check Attribute

Attribute Available

Condition Equals

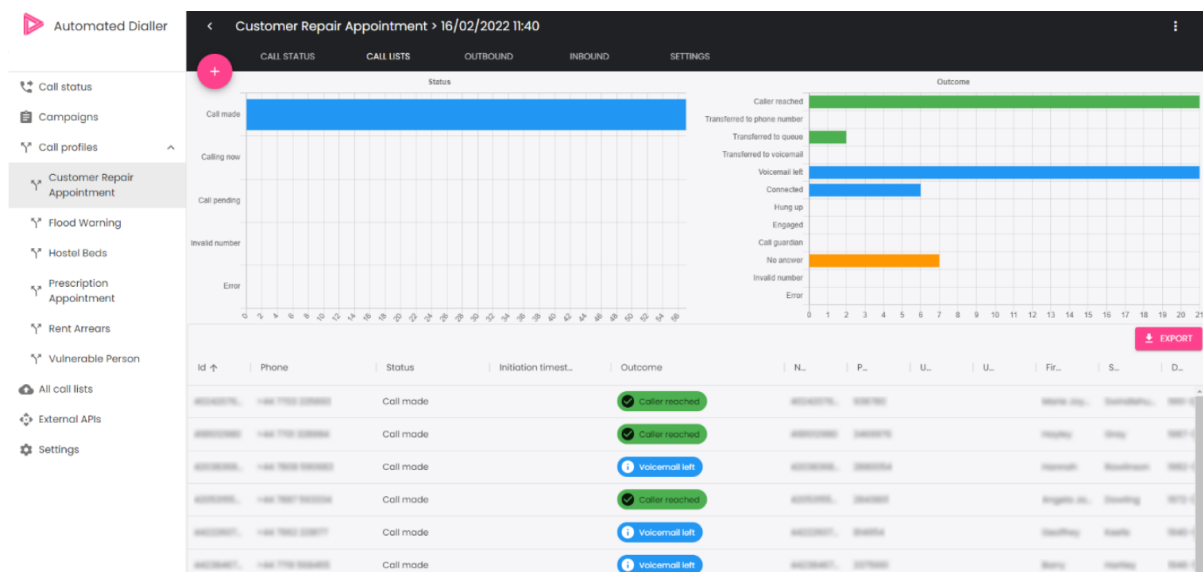
Value Yes

3. Why Digital Space

Cloud

Digital Space has more than 12 years' experience in providing cloud solutions as an AWS Advanced Partner, a Microsoft Gold Partner and an IBM Gold Partner. It also has its own UK-based private cloud and so is able to offer hybrid and multi-cloud services that meet all needs from basic co-location, through to full public cloud.

Connectivity



Cloud requires reliable connectivity and Digital Space is able to provide that through its own networking and connectivity business, which includes a dedicated national network as well as the ability to provide everything from mobile connectivity to PWAN and SD-WAN solutions.

Security

Digital Space Cloud solutions have security built-in via the use of architectural patterns and technical staff who are Security Cleared but we also have partners who are security experts and can offer everything from Security Operations Centre as a service to ethical hacking and penetration tests.

Managed Service

Digital Space is expert in providing managed services and has held the AWS Managed Service Partner accreditation which involves regular external audits for more than 9 years. We also hold the following accreditations:

- ISO27001 – Information Security
- ISO27017 – Cloud Security
- ISO 20000 – IT Service Management
- ISO14001 – Environmental management
- ISO9001 – Quality Management

Our experience in this area means that we can either run services for you, making use of our automated cloud monitoring services and security cleared experts, or implement services that can be easily managed and then train your team in how to provide that service themselves.

Migrating your workloads to AWS allows you to innovate quickly by having compute infrastructure ready as required, enabling you to respond more quickly to shifting business conditions.

Public Sector

Digital Space is experienced in working with the public sector including managing critical national infrastructure for central government, deploying artificial intelligence services for the NHS and delivering cloud migrations for a wide range of organisations. This experience means that we understand your drivers and focus and are better able to supply your needs.

Innovation

In addition to a wide range of infrastructure engineers and architects, we also have developers who create innovative solutions on cloud platforms.

4. Complementary Services

Business Continuity	• Digital Space Backup as a Service • Digital Space Disaster Recovery as a Service • Digital Space Microsoft 365 native Backup as a Service • Digital Space Microsoft Teams Backup as a Service
Communications	• Digital Space 8x8 Cloud PBX Digital Space 8x8 Hosted PBX • Digital Space 8x8 Meetings Collaboration • Digital Space 8x8 Video Conferencing • Digital Space 8x8 Voice for Microsoft Teams • Digital Space Hosted Mitel Cloud (Flex)
Connectivity	• Digital Space Managed SD-WAN Service
Contact Centre	• Digital Space 8x8 CCaaS (Contact Centre as a Service) • Digital Space 8x8 CPaaS (Contact Platform as a Service) • Digital Space 8x8 UCaaS (Unified Communications as a Service) • Digital Space 8x8 XCaaS (Experience Communications as a Service) • Digital Space Amazon Connect Administrative Extensions • Digital Space Cloud Contact Centre (Amazon Connect) • Digital Space Cloud Contact Centre Managed Service
Migration	• Digital Space Cloud migration • Microsoft 365 Discovery • Digital Space Microsoft 365 Migration • Digital Space Cloud Contact Centre Migration
Platform	• Digital Space AWS Managed Service • Digital Space Azure Managed Service / Platform • Digital Space Cloud Architecture, Design and Build Services • Digital Space Cloud Solution Brokerage & Implementation • Digital Space FinOps & Cloud Cost Optimisation • Digital Space Private Cloud Managed Service • Digital Space Well Architected Review

5. Copyright

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