



Service Definition Document

TTEC Digital ServiceNow Professional Services



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1. Introduction

1.1. Company Overview

G-Cloud 15 Legal Entity and Ownership

TTEC Consulting (UK) Limited, a TTEC Digital Company, is the legal entity for G-Cloud 15. TTEC Consulting (UK) Limited is ultimately owned by TTEC Holdings, Inc., a listed company publicly traded on the NASDAQ Stock Exchange.

Parent Company Overview: TTEC Holdings, Inc.

TTEC Holdings, Inc. (NASDAQ:TTEC) is a leading global customer experience (CX) technology and services innovator for AI-enabled digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey.

TTEC operates through two business segments:

- TTEC Digital: Designs, builds, and operates omnichannel contact centre technology, CRM, AI and analytics solutions.
- TTEC Engage: Delivers AI-enabled customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services.

TTEC Digital: Customer Experience Technology and Consulting Services

At TTEC Digital, we offer customer experience (CX) consulting, software, and technology services at the intersection of contact centre, CRM, AI and analytics. We call this intersection the point of conversation and we apply our expertise here to drive shareholder value for our clients in the form of revenue growth, cost reduction, and productivity improvement.

In today's digital landscape, customer conversations and the contact centre technologies that support them are inseparable. With decades of innovation across leading contact centre



platforms and deep expertise in CX strategy, data, and AI, TTEC Digital enables organisations to maximise their technology investments and create exceptional customer experiences.

TTEC Digital: Strategic Partnerships

- Microsoft: Seamless CRM and productivity integration through Dynamics 365 and Teams.
- Genesys: Global Platinum Partner delivering advanced cloud contact centre solutions.
- NiCE: Workforce optimisation and analytics for operational excellence.
- ServiceNow: Unified service workflows and agent desktop integration.
- Google Cloud: AI-driven conversational experiences and scalable infrastructure.
- Cisco: Secure, scalable network and telephony solutions for enterprise-grade CX.
- Salesforce: Omnichannel CRM orchestration and customer engagement expertise.
- AWS: Cloud infrastructure and services for scalability and innovation.
- Calabrio: Advanced workforce engagement and analytics solutions.
- Shelf: Knowledge management platform for streamlined agent support and efficiency.

1.2. Value Proposition

TTEC Digital ServiceNow Professional Services deliver exceptional customer experiences through AI-enabled transformation at the point of conversation. TTEC Digital's CXEdge™ methodology (fully aligned to ServiceNow Now Create) ensures measurable, meaningful outcomes, orchestrated by expert teams using proven processes and frameworks. Clients benefit from increased revenue, improved productivity, and reduced costs, supported by decades of industry leadership and award-winning expertise.

Contact Centre Technology

Your contact centre serves as the main point of interaction between your business and your customers. Effective technology, empowered agents, and clear processes are critical to converting these customer interactions into key business outcomes like customer satisfaction, loyalty, and sales growth.



Artificial Intelligence

Along with our technology partners, TTEC Digital has pioneered AI solutions in the contact centre for more than a decade. That means we are ready to help you solve the tough questions, because we have solved them before. If AI is on your list, our team of CX experts can help you assess your AI roadmap, design an AI strategy, and deploy the right AI toolset to enhance your contact centre's productivity.

Customer Relationship Management

Your customer interactions take many forms. From sales to service to every touchpoint in between, a cohesive customer experience is the key to earning repeat business and lifetime loyalty. With CRM at the centre, TTEC Digital can help you execute a holistic CX strategy that strengthens your connection with customers and drives business growth.

CX Strategy and Design

Customer experience (CX) is evolving, but a significant gap remains between what brands think they are delivering and what customers actually experience. Despite investing in new CX technologies, many organisations still face declining customer satisfaction.

At TTEC Digital, we recognise that technology alone cannot bridge the experience gap; it demands a comprehensive strategy. Our CX designers and strategists focus on integrating effective design and operational strategies first, ensuring they deliver the results your brand and customers deserve.



Data and Analytics

Harnessing the power of your data is critical to differentiate your customer experience. TTEC Digital's data and analytics solutions gather customer and journey data from across your organisation, transforming it into insights that strengthen your connection with customers and introduce valuable efficiencies to your contact centre operations.

Managed Services

The world is moving to a multi-cloud, multi-platform, multi-AI landscape. It is a complicated environment, and your customer experience depends on all aspects working perfectly in harmony.

So, how do you monitor the clouds and make sure apps are running as expected? How do you know which new platform features are best for your business? And how do you deploy these features safely and effectively?

You need to spend your time innovating and differentiating, not babysitting your CX technology. SurroundCX™ Managed Services can help.

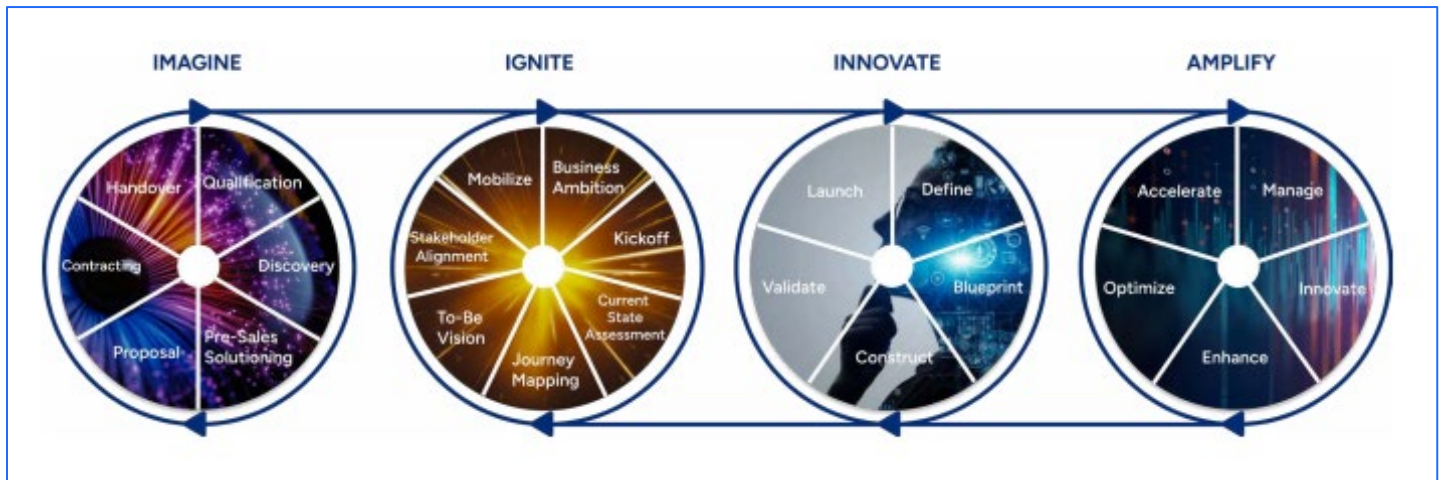
Software and Digital Engineering

Built on the legacy expertise of Avtex, Serendebyte, Voicefoundry, Aria, and others, our comprehensive portfolio of IP solutions is designed to help you effortlessly deploy new features and customer experience capabilities into your contact centre environment.

1.3. What the Service Provides

TTEC Digital's ServiceNow implementation services, empowers public sector organisations to deliver differentiated and personalised experiences at scale by leveraging ServiceNow's AI workflow automation platform with all of its capabilities.

Dedicated delivery teams guide clients through four stages: Imagine, Ignite, Innovate, and Amplify, ensuring tailored solutions and continuous improvement.



Single Platform Data Model

Capabilities:

- Unified single platform data architecture. Combined with zero copy connectors into key enterprise data architecture means that ServiceNow is a cornerstone of model data architecture.

Benefits:

- 360° Customer View: Consolidates customer data, assets, and interactions for personalised service.
- Faster Issue Resolution: Agents can quickly identify affected services or products linked to the customer.
- Improved Trust: Accurate and consistent data builds customer confidence.



Workflow & Automation

Capabilities:

The market leading workflow and orchestration platform. Core low-code / no-code flow designer, business rules, and automation engines.

Benefits:

- Quicker Response Times: Automated case routing and approvals reduce delays.
- Consistent Service: Standardised workflows ensure uniform handling of customer issues.
- Proactive Engagement: Automation can trigger follow-ups or reminders before issues escalate.

Integration Hub

Capabilities:

With over 250+ out of the box connection spokes. ServiceNow Integration hub enables easy connectivity (API) to core business systems including the CCaaS and enterprise data.

Benefits:

- Seamless Experience: Customers do not notice backend silos, data flows smoothly across systems.
- Real-Time Updates: Integrated systems ensure customers get the latest information.
- Omnichannel Support: Enables consistent service across chat, email, phone, and portals.

User Experience

Capabilities:

Service Portal, Now Experience UI, mobile apps.

Benefits:

- Self-Service Empowerment: Customers can resolve issues or find answers independently.
- Intuitive Interfaces: Easy-to-use portals reduce friction and improve satisfaction.
- Mobile Access: Customers can engage anytime, anywhere.



AI & Machine Learning

Capabilities:

Predictive Intelligence, Virtual Agent, AI Search.

Benefits:

- **Faster Case Resolution:** AI suggests solutions or routes cases intelligently.
- **24/7 Support:** Virtual agents provide round-the-clock assistance.
- **Personalised Service:** AI tailors responses based on customer history and behaviour.

Reporting & Analytics

Capabilities:

Performance Analytics, dashboards, and reporting tools.

Benefits:

- **Transparency:** Customers can track the status of their requests or issues.
- **Continuous Improvement:** Insights help organisations refine services based on customer feedback.
- **Service Quality Assurance:** Data-driven decisions lead to better customer outcomes.

Security & Governance

Capabilities:

Role-based access, audit trails, compliance tools.

Benefits:

- **Data Privacy:** Customers' personal data is protected and handled responsibly.
- **Regulatory Confidence:** Compliance with standards like GDPR reassures customers.
- **Trust & Reliability:** Secure systems foster long-term customer relationships.



CRM-Specific Modules (CSM, FSM, etc.)

Benefits:

- End-to-End Service Journeys: From initial contact to resolution, customers experience a seamless process.
- Proactive Service: IoT and connected operations enable issue prevention before customers notice.
- Field Support: On-site service is coordinated efficiently, improving customer satisfaction.

Examples of TTEC Digital Professional Services Roles

Role	Responsibilities
Director, Professional Services	Oversee CCaaS implementations, manage delivery teams, pre-sales support.
Solution Architect	Design technical architecture, ensure integrations, provide governance.
Programme Manager	Oversee multiple related projects to achieve strategic objectives; manage interdependencies, budgets, risks, and stakeholder alignment; ensure programme benefits realisation.
Project Manager	Coordinate execution, manage risks, ensure compliance.
Application Consultant	Configure workflows, IVR scripts, support testing.
Business Analyst	Capture requirements, document specifications, bridge communication.
Developer / Engineer	Develop integrations, APIs, automation scripts.
Quality & Training Consultant	Deliver training, monitor adoption, post-go-live support.
CX Transformation Consultant	Analyse customer journeys, identify pain points, design CX strategies; align processes and technology for seamless experiences; drive cultural change and operational efficiency.



AI Strategy and Innovation Consultant	Conduct AI readiness assessments; develop strategic roadmaps; identify and prioritise AI use cases; design PoCs; implement governance and ethical frameworks; enable training and adoption; measure ROI.
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1.4. Overview of the G-Cloud Service

The CCS G-Cloud 15 framework provides public sector organisations with a streamlined, compliant, and flexible route to procure cloud-based services, including hosting, software, and support. As an open framework established under the Procurement Act 2023, G-Cloud 15 spans five refined lots covering cloud hosting (IaaS/PaaS), software (SaaS), and cloud support services. It replaces previous frameworks such as Cloud Compute and introduces direct award capability across all lots, enabling faster access to solutions without mandatory competition.

TTEC Digital's offering under G-Cloud 15 focuses on ServiceNow, a cloud-native customer platform composed of multiple capabilities:

1. Single Platform Data Model
2. Workflow & Automation
3. Integration Hub
4. User Experience
5. AI & Machine Learning
6. Reporting & Analytics
7. Security & Governance
8. CRM-Specific Modules (CSM, FSM, etc.)

This flexibility ensures that public sector organisations can align their procurement with strategic priorities, whether that is improving data quality and segmentation, or enhancing citizen



engagement through personalised journeys. Our phased delivery model supports this evolution, with expert guidance from TTEC Digital throughout the lifecycle.

G-Cloud 15 is designed to support the UK government's Cloud First policy and digital transformation goals. It simplifies procurement while ensuring suppliers meet high standards for quality, security, and public value. The framework places increased emphasis on Social Value, requiring suppliers to demonstrate contributions to community, environmental, and economic outcomes. It also enforces sustainability commitments through Carbon Reduction Plans and aligns with Net Zero targets. Suppliers must adhere to cybersecurity standards such as Cyber Essentials Plus and maintain responsible business practices including prompt payment and ethical delivery.

TTEC Digital EMEA combines humanity and technology to serve the public with a digital-first approach. Our Customer Insights services are available on the Digital Marketplace, supporting public sector organisations in modernising citizen services. With deep expertise in CX strategy, data analytics, and ServiceNow, we deliver secure, compliant, and impactful solutions that enhance citizen engagement, operational efficiency, and long-term digital resilience.

1.5. Associated Services

- SurroundCX™: Managed services portfolio for ongoing support and optimisation.
- SandcastleCX™: Invitation-only live solution experience.
- Integration with partner technologies (Microsoft, NiCE, Google, Cisco, AWS, Salesforce, etc.) for comprehensive CX solutions.



2. Data Protection

2.1. Information Assurance/Security

Information security is one of the important pillars of TTEC Holdings, Inc. (NASDAQ: TTEC) and TTEC affiliates core global business model, and maintaining it is crucial for our company, our stakeholders, and our clients. By performing internal audits and independent IT compliance audits, the results provide information that can be used to improve operations, enhance accountability, and identify areas for improvement.

The adherence and certification to multiple compliance frameworks ensures that TTEC maintains industry standards to secure data and network systems for our business and our clients. To maintain compliance across these frameworks, TTEC contracts an independent, third party, accredited, qualified auditing firm to conduct the following assessments. Depending on the platform, TTEC technology environment and business facility space, TTEC aligns and is certified under these compliance frameworks:

Engage:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 1 Type II (SSAE 18) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.
- ISO 27001: 2022 - maintained and assessed annually. Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

Digital:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.



- ISO 27001: 2022 - maintained and assessed annually. Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

TTEC Consulting (UK) Limited and TTEC (UK) Solutions Limited Environments (EU Cloud Services Only):

- Cyber Essentials Certificate of Assurance (Basic) - maintained and assessed annually for EU cloud services only.
- Cyber Essentials Certificate of Assurance (Plus) - maintained and assessed annually for EU cloud services only.

Cyber Essentials and Cyber Essentials Plus are certifications developed and recognised by the UK government to help organisations protect themselves against common cyber threats and demonstrate their commitment to cybersecurity best practices.

TTEC's achievement of the Cyber Essentials and Cyber Essentials Plus certifications validates TTEC's security controls and safeguards implemented and maintained adhere to these cybersecurity best practices, how we secure TTEC and our clients against common cyber threats and how TTEC demonstrates, annually, our commitment to improving our cybersecurity posture to align to these best practices.

The following provides an overview of each Cyber Essentials Certification assessment which includes but not limited to:

- Cyber Essentials Certification:
 - Focuses on five key areas of cybersecurity: boundary firewalls and internet gateways, secure configuration, user access control, malware protection, and patch management.
 - Designed for organisations of all sizes and sectors.



- Requires organisations to complete a self-assessment questionnaire and provide evidence of their cybersecurity measures.
 - Certification is valid for one year and can be renewed annually.
 - Provides a basic level of assurance to customers, suppliers, and stakeholders that an organisation has implemented essential cybersecurity controls.
- Cyber Essentials Plus Certification:
 - Includes all the requirements of Cyber Essentials certification.
 - Involves an independent assessment and verification of an organisation's systems to ensure they meet the necessary security standards.
 - Requires organisations to undergo vulnerability scanning and penetration testing.
 - Provides a higher level of assurance compared to Cyber Essentials certification.
 - Certification is valid for one year and can be renewed annually.

2.2. Back-Up and Restore

TTEC Digital's ServiceNow Implementations are delivered as a consulting-led implementation of ServiceNow cloud based SaaS platform, hosted by ServiceNow. As such, traditional backup and restore responsibilities do not apply to TTEC Digital's service offering.

TTEC Digital ensures that all configuration, business logic and data architecture changes are implemented in alignment with best practices and are fully supported by ServiceNow upgrades and patches alongside the underlying platform capabilities. In the event of platform-level incidents, ServiceNow internal recovery mechanisms restore service availability and data integrity. TTEC Digital provides advisory and governance support to ensure clients are informed of platform updates, maintenance schedules, and recovery procedures.



2.3. Data Processing and Storage Location

All customer data is stored in ServiceNow's hosted environment, with ServiceNow managing infrastructure-level backups, updates, and maintenance. TTEC Digital complements this with advisory services that ensure clients are informed of platform updates, patches and maintenance. TTEC Digital provides strategic guidance to help clients select the most appropriate licensing from ServiceNow and assist our customers in monitoring consumption to avoid overages. Our experts also assist in forecasting usage patterns, aligning licensing with business growth, and ensuring that organisations maximise ROI from their ServiceNow investment.

2.4. Data Restoration / Service Migration

TTEC Digital's approach to data restoration and service migration for ServiceNow implementations is designed to ensure continuity, resilience, and strategic flexibility.

Data Restoration

As ServiceNow is a SaaS solution hosted by ServiceNow including automated backups, geo-redundancy, and disaster recovery are all owned and operated by ServiceNow. TTEC Digital complements this with advisory and governance support to ensure clients are informed of platform updates, maintenance schedules, and recovery procedures.

For data restoration broadly there are two types of backups ServiceNow undertake. There is a light backup which captures operational activity and full platform backup which is periodic. Restoration from back is available on request to ServiceNow. TTEC Digital will work on the customers behalf to broker such restoration conversations.



Service Migration

TTEC Digital supports seamless migration of services whether transitioning from legacy systems, onboarding new departments, or scaling across regions.

Our migration services include:

- Discovery and Planning: Assessment of existing data sources, systems, and business objectives to define migration scope.
- Data Mapping and Transformation: Alignment of legacy data structures with the ServiceNow Data schema, ensuring consistency and compliance.
- Platform build and Optimisation: Re-creation or enhancement of existing processes and workflows, leveraging real-time triggers and personalisation capabilities.
- Testing and Validation: End-to-end testing of processes, workflows and orchestration activities to ensure accuracy and performance.
- Stakeholder Enablement: Training and documentation to support adoption and ownership post-migration.

TTEC's modular delivery model allows organisations to begin with configuration of the ServiceNow platform while simultaneously performing service migration. This phased approach ensures that migration efforts are aligned with digital maturity and organisational readiness.

2.5. Business Continuity Statement / Plan

TTEC and TTEC's affiliates are committed to business continuity planning, a prudent business practice to protect employees, clients, stakeholders, and TTEC from various risks and events that may impact the ability to conduct business. TTEC's programme aligns with ISO 22301, NIST 800-34 & 84, CSF (Cyber Security Framework) and Disaster Recovery Institute International – The Professional Practices for Business Continuity Management.



TTEC, being a global company, must remain diligent and be prepared when unexpected incidents occur (fire, earthquakes, typhoons, hurricanes, human events, etc.). TTEC's Crisis and Resiliency Management programme, which includes Business Continuity (BC) and IT Disaster Recovery (DR), emphasises the ability to continue providing business services in the face of adverse operational impacts. TTEC's Global Crisis Management Programme is led by the Vice President of Business Continuity (BC) and IT Disaster Recovery (DR).

TTEC's approach to global crisis and business continuity and IT disaster recovery is to adhere to guiding principles of: Putting People First; Establish Trust; Protection of Clients; and Providing Leadership, with managing unexpected and expected incidents and events. With a strong focus on these principles, TTEC will have the ability to anticipate, prevent, recover from, and learn from crises that may impact employees, facilities, brand/reputation, or operations. Along with TTEC achieving the protection of TTEC's people, TTEC's clients and client's brand, profits and TTEC's brand.

TTEC's Global Crisis and Business Continuity (BC) and IT Disaster Recovery (DR) Management programme has developed a product-driven customer focused recovery model that is both practical and scalable. TTEC establishes, implements, and maintains world class crisis response capabilities through solidifying policies and procedures for response to an emergency or other occurrence that can compromise the privacy, confidentiality, integrity, or availability of Client Personal Information and/or damage TTEC's information systems. Such policies and procedures include, but are not limited to: creating and maintaining retrievable copies of Client Personal Data; restoring any loss of Client Personal Information; enabling continuation of critical business processes involving Client Personal Information in emergency mode; assessing relative criticality of specific applications and Client Personal Information to support other contingency plan components; periodic and annual testing and updates of contingency plans and implement lessons learned from testing.



The programme integrates and builds upon existing capabilities within our Security Event Handling Plan, Information Security Operations, Business Continuity, IT Disaster Recovery and Virtual Response teams. Additional partners in resiliency include Information Technology, Operations, Real Estate and Facilities, Legal, People and Culture, and other shared services. The unifying approach and framework are contained in TTEC's Global Crisis Management Policy for managing and responding to crises across TTEC's global enterprise (including but not limited to WFH environment).

TTEC provides redundancy in our technology through hardware and software configuration. Redundancy provides clients with the services that in the event of hardware failure, or software failure, services remain active and available.

Redundant premise equipment mitigates the risk of equipment failure; dual firewalls with stateful inspection, dual routers, and dual core switches in the data centre provide a highly available architecture for client links. TTEC firewall infrastructure provides stateful inspection and the configuration is in active/active or active/standby mode depending on the project specifications/requirement.

The different types of DRP technology and redundancy capabilities used include but not limited to:

- Geo-redundant centralised data centres.
- Dual MPLS WAN via multiple carriers.
- Carrier grade disaster recovery.
- Voice via PSTN TFN/DID, TDM, VoIP, or SIP (SBC).
- Regular testing to ensure readiness and After-Action Plans for lessons learned.
- Functional Management tool that enables systemic, collaborative, and controlled resiliency programme management.



In addition, at least annually, TTEC's Executives (Sr. Advisor BCDR/Resiliency, CSO, CIO, IT, and other supporting departments) review the Global Crisis Programme and the Business Continuity and IT Disaster Recovery plans, processes, and policies, update (as needed) to align to TTEC's business, security and compliance models and adherence with industry compliance framework requirements. TTEC's BCDR and applications are exercised annually and are governed by our Crisis Management and Disaster Recovery policies and guidelines. TTEC's Global Crisis and Resiliency Management Programme, including TTEC's Security Event Handling Programme is assessed and maintained annually, and is certified against TTEC's ongoing industry compliance audit assessments of PCI DSS, SOC 2 Type II, ISO 27001:2022, HITRUST and more.

Lastly, regarding TTEC's Business Continuity (BC) and IT Disaster Recovery (DR) plan approach, TTEC bridges a partnership with our clients with the development of a specific client focused business continuity (BC) and disaster recovery (DR) plans. TTEC collaborates with clients to build a tailored, resilient, and mutually agreeable BC and IT DR plan that encompass applicable TTEC Technology and Services, prevailing industry compliance standards, information security controls, safeguards, and measures, along with operational best practices, and client-specific SLA requirements. Through TTEC and client partnership and strong collaboration will result with eliminating risks and returning to "business as usual" status, and more.

2.6. Privacy by Design

TTEC Digital accommodates applicable data privacy regimes through bespoke data processing agreements (DPA) with its customers that set forth relevant rights and obligations in the context of the data controller-data processor relationship. TTEC Digital also applies appropriate agreed technical and organisational measures and data privacy safeguards (including intercompany standard contractual clauses) to satisfy the legal requirements and the DPA undertakings.

Privacy and security are integral to CXEdge™, with documented processes and compliance measures guiding every engagement.



3. Using The Service

3.1. Ordering and Invoicing Process

Buyers wishing to find out more about this service and how to order should contact Wayne Kay, VP EMEA, at gcloud@ttecdigital.com

3.2. Availability of Trial Service

Our SandcastleCX™ offering provides a secure, customised series of solution sandbox's for testing and exploring CX technologies, including CCaaS, CRM, AI, and analytics. It offers expert guidance, platform validation, and flexible trial access to customers looking to prove out concepts and demonstrate value. SandcastleCX™ is Ideal for innovation and proof-of-concept projects, enabling rapid evaluation without production risk.

3.3. On-Boarding

Onboarding is structured through the Ignite stage, with stakeholder alignment, discovery, and kick-off activities.

3.4. API

TTEC Digital delivers robust and scalable API and integration services leveraging over 250+ native integration spokes via the ServiceNow platform. Our approach leverages ServiceNow's native capabilities including RESTful APIs, and SOAP to enable secure, extensible, and monitorable integration with telephony platforms, payment gateways, citizen portals, and third-party applications. These integrations support our implementations and ensure that the necessary data and process flows function as required.



Integration requirements are captured and validated throughout the delivery lifecycle), which includes governance checkpoints and quality gates across each phase. Where required, TTEC Digital can develop custom APIs to meet unique needs or collaborate with third-party vendors who have built connectors or integration components via the ServiceNow store. This flexible and future-ready approach ensures seamless interoperability across the public sector's digital ecosystem while aligning with ServiceNow capabilities.

3.5. International SMS

TTEC Digital will leverage numerous options within ServiceNow's SMS capabilities (notify). Including the native Twilio integration and alternatives like Email-to-SMS, Vonage, MessageBird, TrueDialog.

The options are broadly listed below:

1. ServiceNow Email-to-SMS (Carrier gateways) built-in.
2. Notify supports external gateways, such as the native Twilio.
3. Third-party providers such Vonage/Nexmo, MessageBird, TrueDialog, ClickSend, Telnyx, Trumpia, D7 Networks, Telesign, WaSMS.net, etc.

3.6. Off-Boarding

TTEC Digital's offboarding process for ServiceNow is designed to ensure a smooth, structured, and secure disengagement at the conclusion of the engagement. In alignment with the agreed scope of work and commercial terms, TTEC Digital works collaboratively with the customer to define a clear exit plan that includes the transfer of all relevant deliverables, documentation, and knowledge required to support continuity of contact centre operations.

This includes reports, configuration artefacts and training materials related to the ServiceNow environment. Where applicable, TTEC supports the customer in transitioning services to internal



teams or alternative providers, including guidance on maintaining integrations with third-party platforms.

TTEC Digital ensures that all offboarding steps meet contractual obligations and uphold data protection and confidentiality standards. Our approach is underpinned by governance checkpoints and quality gates, to ensure that disengagement is executed with the same rigour and transparency as onboarding and delivery.

3.7. Training

TTEC Digital's training approach for ServiceNow implementations is designed to accelerate adoption, build user confidence, and ensure measurable business impact. Training is delivered as part of rollout implementation support and includes expert project management to ensure successful enablement key stakeholders. Training begins with the development of a comprehensive training plan aligned to the client's operational model and user roles. This includes content creation and delivery through flexible formats such as Train-the-Trainer programmes and role-based enablement sessions.

To support adoption of new AI capabilities within day-to-day workflows TTEC Digital typically schedules targeted enablement sessions. These sessions are designed to demystify AI capabilities and Now Assist in particular, promoting confidence in its use, and accelerate productivity gains through AI enabled platform capabilities.

Training is delivered alongside a structured change management plan, which includes stakeholder communication strategies, adoption tracking, and reinforcement activities to drive engagement and ensure a smooth adoption. TTEC Digital also provides post-training support and performance measurement to ensure that learning translates into sustained business value.



3.8. Implementation Plan

The CXEdge™ methodology aligned to Now Create provides a documented, phased implementation plan: Initiate, Plan, Execute, Deliver and Close.

- **Initiate:** We begin by deeply understanding the customer's strategic objectives, cost optimisation, productivity gains, and enhanced customer satisfaction, ensuring alignment before mobilisation.
- **Plan:** Requirements gathering and architecture design are guided by a CX-first mindset, focusing on how technology enables business outcomes rather than just technical execution.
- **Execute:** Using our deep ServiceNow expertise and AI automation we streamline configuration, integration, and testing activities. This reduces manual effort, accelerates delivery timelines, and improves quality.
- **Test & Validate:** Our approach incorporates AI-driven testing optimisation, ensuring faster defect resolution and higher accuracy during SIT and UAT phases.
- **Deliver:** Deployment is supported by global delivery teams and asset-based efficiencies, ensuring a smooth cutover and early life support with minimal disruption.

3.9. Service Management

TTEC Digital's service management approach for ServiceNow implementations is structured to ensure consistent delivery, operational transparency, and long-term value realisation. Service management is aligned to the specific scope of work agreed with the buyer, which embeds service oversight, quality assurance, and stakeholder alignment into each phase of the lifecycle, from preparation through to sustainment.

Each engagement is supported by a dedicated Client Success Manager (CSM) who acts as the strategic advisor and primary point of contact. The CSM ensures that service delivery remains



aligned with business objectives, facilitates regular service reviews, and supports roadmap planning for future enhancements, including AI enablement.

Our service management model includes structured governance checkpoints, performance tracking across key agreed upon metrics and escalation protocols to ensure accountability and responsiveness. TTEC Digital integrates with client-side programmes and service teams to ensure seamless coordination across delivery, support, procurement, and finance functions.

We recognise that public sector environments are dynamic and evolving. Our service management framework is designed not only to deliver consistent outcomes and minimise risk, but also to foster long-term partnerships. This includes proactive support for platform optimisation, feature enablement aligned with ServiceNow named releases, and continuous improvement initiatives driven by data and user feedback.

TTEC Digital's values, customer-centricity, transparency, and innovation, are reflected in every aspect of our service management approach. We aim to empower public sector organisations with resilient, scalable, and future-ready contact centre capabilities that evolve with their needs.

3.10. Service Constraints

There are no fixed service constraints for a ServiceNow consulting engagement beyond the essential requirement for timely access to relevant stakeholders, systems, and information necessary to support the successful delivery of the engagement. TTEC Digital will collaborate closely with your teams during the scoping phase to define all required inputs, including access to infrastructure, environments, and subject matter experts. These dependencies, along with any technical, functional, and governance-related assumptions, will be clearly documented in the Scope of Work (SoW). This ensures alignment on agreed deliverables.



3.11. Service Levels

TTEC Digital does not provide formal Service Level Agreements (SLAs) for consulting-only engagements. However, for ServiceNow technical implementations Service Levels may be defined in alignment with the delivery phases and support models outlined in the Scope of Work. These typically include commitments around deployment timelines, configuration milestones and post-go-live support (e.g., hypercare, knowledge transfer). Where applicable, SLAs for ongoing operations and support are governed by separate managed services or support contracts.

3.12. Outage and Maintenance Management

Outage and Maintenance Management is not required for this engagement. As a cloud-native platform and SaaS solution, ServiceNow is hosted directly by ServiceNow, where platform availability, maintenance, and updates are managed. This includes automated patching, high availability, and built-in resiliency features. As such, customers are not responsible for coordinating or managing outages or maintenance windows.

3.13. Financial Recompense Model for not Meeting Service Levels

TTEC Digital does not provide Service Levels for consulting arrangements. Service Levels are available for technical implementations.

TTEC Digital does not provide formal Service Level Agreements (SLAs) for consulting-only engagements related to ServiceNow. However, for technical implementations of ServiceNow Service Levels may be defined in the Scope of Work. These typically include commitments around deployment timelines, configuration milestones and post-go-live support (e.g., hypercare,



knowledge transfer). Where applicable, SLAs for ongoing operations and support are governed by separate managed services or support contracts.

Where SLAs are contractually agreed for ongoing support or managed services, a Financial Recompense Model may be applied. This model outlines the conditions under which service credits or other remedies may be issued in the event of SLA breaches, such as failure to meet uptime, response, or resolution targets. These terms are typically governed under a separate support agreement or managed service contract and are tailored to the client's operational risk profile and service criticality.



4. Provision of the Service

4.1. Customer Responsibilities

TTEC Digital's successful delivery of ServiceNow services depends on active collaboration with the customer. The following responsibilities and assumptions apply and will be tailored based on the specific requirements and capabilities being implemented. We acknowledge that not all customers will adopt every platform capability from the outset and some may begin with a single capability and expand their capabilities over time.

1. Access and Availability

The customer will provide timely access to relevant personnel, systems, and environments required to perform the service. This includes:

- Business stakeholders and leadership.
- Subject matter experts for the selected requirements.
- Technical contacts.
- Access to existing systems and business logic, where applicable.

2. Data and Information Provisioning

The customer is responsible for supplying accurate and complete data and documentation to support:

- Workflows (e.g., queue structures, escalation paths).
- Historical process volumes and data .
- Integration points with applicable third-party systems.

3. Decision-Making and Governance

The customer will:

- Participate in governance checkpoints and design workshops.
- Provide timely feedback on deliverables.



- Approve configuration changes and test plans to avoid delays.

4. Environment Readiness

The customer will ensure that the following are provisioned and accessible:

- ServiceNow subscriptions and environments for deployment.
- Identity and access management (e.g., Azure AD, MFA policies).
- Test and production environments integrated systems.

5. Third-Party Coordination

If third-party systems or vendors are involved the customer will:

- Facilitate introductions and access for integration and testing.
- Facilitate requirements and communication between parties.
- Own the overall cross vendor requirement.
- Ensure contractual and technical readiness for go-live.

6. Compliance and Security

The customer is responsible for:

- Ensuring internal compliance with PCI-DSS, GDPR, and other regulatory requirements.
- Providing security policies and access controls required for ServiceNow.

7. Operational Readiness

The customer will:

- Prepare internal teams for change management, training, and adoption.
- Support user acceptance testing (UAT) and provide feedback on agent workflows.
- Define success metrics and provide baseline KPIs.

These responsibilities will be validated and refined during the scoping phase and documented in the final Scope of Works. TTEC Digital will collaborate with the customer to ensure all



dependencies are clearly understood and managed to support a successful engagement whether starting with a single application or deploying a full cross platform solution.

4.2. Technical Requirements and Client-Side Requirements

TTEC Digital's successful delivery of ServiceNow implementation services requires specific technical and organisational prerequisites to ensure a smooth and effective engagement. As per "Customer Responsibilities" section, these requirements are shaped by the nature of the ServiceNow deployment and will be tailored accordingly during the scoping phase.

These requirements, including access to key stakeholders and systems, environment provisioning, third-party integration support, security and compliance alignment, and operational readiness, will be validated and agreed during the scoping phase. They will be documented in the final Scope of Works to ensure alignment, manage dependencies, and minimise delivery risk. TTEC Digital will collaborate with the client to ensure all prerequisites are clearly understood and addressed, whether the engagement begins with a single channel or evolves into a broader omnichannel strategy.

4.3. Browsers

TTEC Digital's delivery of ServiceNow implementation services is underpinned by ServiceNow's cloud-based SaaS platform, which is accessible via modern web browsers. For optimal performance and compatibility should leverage supported browsers such as Microsoft Edge, Google Chrome, Mozilla Firefox, or Apple Safari.

We recommend using the latest stable versions of these browsers to ensure full access to ServiceNow features. Where applicable, browser settings may need to:

- Allow pop-ups
- Enable JavaScript for dynamic UI elements and real-time updates



- Support cookies for session management and authentication

TTEC Digital will validate browser compatibility during the scoping and testing phases to ensure a seamless user experience for relevant stakeholders.

4.4. Outcomes/Deliverables

The deliverables and outcomes of this service will be aligned with the specific Scope of Work agreed with the buyer at contract award. These will reflect the capabilities in scope and will be tailored to the client's transformation objectives.

Typical deliverables include:

- Documented ServiceNow vision and strategy.
- Documented implementation plan, including phased rollout and channel onboarding.
- Documented reports on the performance of the change against key performance indicators.
- Successful fulfilment of the agreed functional and non-functional requirements.
- Documented change management plan, including stakeholder engagement and communications.
- Documented training plan and training content tailored for agents, supervisors, and administrators.
- High-level and detailed solution design documentation.
- Configuration of ServiceNow applications.
- Tailored demonstrations and playback sessions based on operational workshops.
- Operational readiness assessment and go-live support plan.
- Post-implementation hypercare and transition-to-support documentation.



4.5. Development Life Cycle of the Solution

The CXEdge™ methodology structures the solution lifecycle: Imagine (discovery), Ignite (planning), Innovate (implementation), Amplify (optimisation).

4.6. After Sales Account Management

Once you become a TTEC Digital Customer, you will be assigned a Client Success Manager (CSM), who will be responsible for the relationship with your organisation. Your CSM will act as your trusted advisor and will get to know you and your business and help you to identify key strategic objectives to meet your organisational goals. Your CSM will also run regular business/service reviews with you to make sure that we are helping you to deliver effective solutions and will also help you to roadmap your journey to digital transformation. Your CSM is your first point of escalation in times of need. Whilst our teams will align directly with your teams (Project & Programme Management, Service, Support, Procurement, Finance, etc), your CSM will take overall responsibility for the relationship and communication with your organisation. TTEC Digital's Account Strategy is to make sure that we meet and exceed your expectations. We see the role as a key function to ensure smooth service delivery and to educate, benchmark and challenge the status quo, helping you to drive efficiencies and outstanding Customer Experience wherever possible.

We see effective Account Management as a way to build a long term and valuable partnership with your organisation.

4.7. Termination Process

TTEC Digital is open to entertaining reasonable termination mechanisms as part of the contract negotiation that will account for the specificities of the individual business opportunity and the associated commercial terms.



5. Other Messaging Services

Not applicable for this service.



6. Environmental Action and Social Value

6.1. Environmental Action

Global Environmental Governance and Strategy

TTEC manages its environmental impact through a structured governance and operational framework. Oversight is provided by a dedicated Board committee and an Environmental, Social, Governance (ESG) Executive Council. We operate under a formal [Climate Change and Environmental Responsibility Policy](#) and align our disclosures with recognised frameworks, including SASB and TCFD. Our environmental strategy includes initiatives focused on energy efficiency, waste reduction, and emissions tracking, with progress informed by regular materiality assessments.

UK-Specific Environmental Action and Net Zero Commitment

TTEC Consulting (UK) Limited is committed to environmental sustainability and achieving net zero emissions by 2045, ahead of the UK Government's 2050 target. Our UK Executive Team has formally endorsed and published a comprehensive [Carbon Reduction Plan](#) that fully complies with PPN 06/21 and its associated guidance. The plan includes transparent disclosures of Scope 1 and Scope 2 emissions, as well as relevant Scope 3 categories, and is reviewed annually to ensure continued alignment with evolving regulatory standards and net zero objectives. This proactive approach reflects our leadership in climate responsibility and our dedication to supporting public sector clients in meeting their sustainability goals.



6.2. Social Value

Creating Positive Impact for Customers and Communities

At TTEC Digital, we are committed to creating lasting social value that benefits both our clients and the communities they serve. Our efforts focus on tackling economic inequality, advancing equal opportunities, and expanding digital inclusion throughout the UK.

To support this mission, every UK-based TTEC Digital employee is encouraged to participate in corporate social responsibility (CSR) initiatives, with one paid day annually reserved for volunteering and community engagement.

Empowering Youth Through Digital Skills

At TTEC Digital, we believe in leveraging our expertise and partnerships to create opportunities for the next generation. One example is the Digital Dev Academy, a collaborative programme that equips students from underserved communities with essential digital and technology skills. The programme is delivered in partnership with TTEC Digital and its network of clients, with support from local authorities and education stakeholders. Its goal is to create inclusive pathways into technology careers by providing hands-on learning experiences and exposure to real-world digital environments.

We work closely with clients to co-design the curriculum, ensuring it reflects current industry needs and emerging technologies. These partners also contribute mentorship, resources, and opportunities for students to engage with professionals across sectors. Their involvement helps bridge the gap between education and employment, making the learning experience both practical and aspirational.

In parallel, we collaborate with county councils to identify eligible schools and students, coordinate logistics, and ensure the programme is accessible to those who need it most. This partnership is vital for community engagement and helps embed the academy within local



development strategies. It culminates in a showcase event where students present their work and explore career opportunities with participating partners. The Digital Dev Academy is a powerful example of how cross-sector collaboration can drive social impact and digital inclusion.

Promoting Fair Employment and Economic Resilience

TTEC Digital is a Living Wage accredited employer in the UK, reinforcing our commitment to fair pay, community resilience, and inclusive growth. This milestone reflects our broader mission to empower future talent, support public sector innovation, and create lasting social impact.

At TTEC Digital, we believe that fair pay fosters a positive and collaborative work environment. By ensuring our employees feel genuinely valued, we strengthen relationships across teams and empower individuals to thrive. This leads to better outcomes for our clients, including:

- More engaged teams focused on solving customer challenges.
- Technical experts who go the extra mile to deliver innovative solutions.
- Project managers who build stronger, more trusting relationships.
- Consultants who invest their full expertise in transforming businesses.



7. Our Experience

7.1. Case Study 1

UK CITY COUNCIL

The Challenge

The City Council provides over 700 services to local residents in its community. Like many government entities facing budget pressures, they have been tasked to do more with less, a difficult proposition with their previous technology stack. They needed a system that streamlined citizen journeys, offered channels of choice, and provided self-service capabilities to achieve operational efficiency and improved citizen experiences as part of their wider digital transformation strategy.

The Solution

The City Council partnered with TTEC Digital due their rich expertise in contact centre optimisation to assist in identifying an alternative platform aligned to their needs. Through the initial assessment, TTEC Digital identified an integrated omnichannel approach to customer service, bringing together customer data across various business line applications and digital channels such as chatbot, voice, and social into a single cohesive platform to deliver a connected experience.

The Result

With TTEC Digital, The City Council has seen the following benefits:

- Full visibility across customer journeys
- Improved call handling time and advisor workflow
- Ability to identify repeat calls with improved insights
- Enhanced self-service capabilities through Chatbot & IVR



7.2. Case Study 2

GLOBAL ADVISORY AND BROKERAGE FIRM

Objective

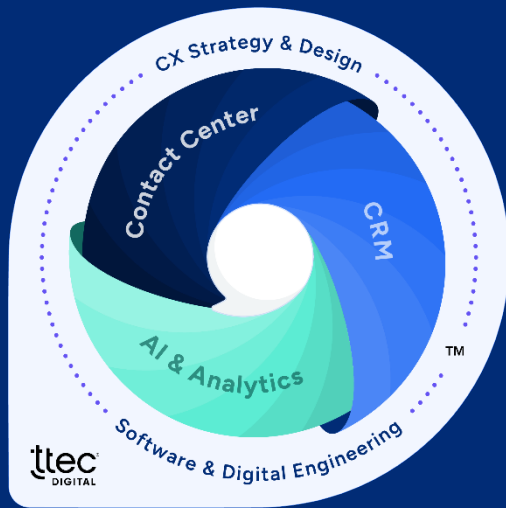
To deliver robust IT support and managed services that ensure operational excellence, infrastructure reliability, and strategic alignment with the client's business goals.

Scope

- Service Management: Full lifecycle management of incidents, problems, changes, and service requests.
- Infrastructure Support: Monitoring, maintenance, and optimisation of servers, storage, networks, and cloud platforms.
- End-User Services: Service desk operations, desktop support, and device lifecycle management.
- Security & Compliance: Patch management, vulnerability remediation, and regulatory compliance.
- Governance: Performance reporting, service reviews, and continuous improvement initiatives.

Delivery

- Hybrid delivery model combining on-site and remote support.
- SLA-driven performance with defined KPIs.
- Embedded continuous improvement and proactive issue resolution.
- Strategic collaboration with client stakeholders to evolve service delivery.



About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. Today customer conversations, and the contact centre technologies that support them, are inseparable. We bring decades of innovation experience across the world's leading contact centre technology platforms – and blend it with in-house expertise in CX strategy, data and analytics, AI and more – to help organisations maximise their technology investments and create truly exceptional customer experiences.

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