



Service Definition Document

TTEC Digital Unified Service Model for Managed 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.

Microsoft Credentials

TTEC Digital is recognised among top Microsoft partners worldwide for our commitment to innovation and delivering outstanding customer solutions. In addition to achieving 2025 Microsoft Dynamics 365 Service Partner of the Year, TTEC Digital has also been named to Microsoft's Inner Circle for AI Business Solutions for ten years in a row. Our deep expertise spans the full Microsoft ecosystem, including their Cloud and AI Platform (Azure, Fabric, Analytics) and AI Business Solutions portfolio (Dynamics 365, Copilot Studio, Power Platform, Teams), enabling us to deliver faster, smarter outcomes.

1.2. Value Proposition

TTEC Digital's Unified Service Model for Managed Services delivers a comprehensive, scalable, and secure approach to supporting UK government organisations in their digital transformation journeys. Designed to align with the G-Cloud 15 framework, the model ensures compliance with public sector procurement standards while offering flexible, cloud-based service delivery across Cloud Software and Cloud Support categories. Leveraging deep expertise in Microsoft technologies, including Dynamics 365 and Power Platform, TTEC Digital provides end-to-end managed services that encompass solution design, implementation, monitoring, optimisation, and continuous improvement. The model is built on a foundation of governance, automation, and proactive support, enabling government departments to reduce operational complexity, enhance service resilience, and improve citizen outcomes. With a strong focus on security, data protection, and regulatory compliance, TTEC Digital ensures that all services meet the highest standards required by UK public sector bodies, including adherence to GDPR, Cyber Essentials, and ISO 27001. By partnering with TTEC Digital, government organisations gain access to a trusted provider with a proven track record in delivering high-impact, cost-effective managed services that drive efficiency, innovation, and long-term value.



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 Unified Service Model for Managed Services delivers a comprehensive, scalable, and experience-first approach to customer engagement. Built on Microsoft Dynamics 365, Power Platform, Azure, and Co-Pilot, the service enables public sector organisations to modernise their contact centre operations, unify customer data, and deploy AI-powered capabilities that drive measurable outcomes.

Key features include:

- SurroundCX™ Managed Services: Proactive monitoring, incident and change management, platform optimisation, and strategic guidance.
- Trusted delivery model backed by leading CX organisations: Reduces costs via optimised resource utilisation and automation.
- Comprehensive application support and proactive maintenance services, improving efficiency through proactive monitoring and incident management.
- AI-Infused CX Delivery: Embedded AI capabilities for automation, sentiment analysis, and predictive insights.
- Unified Release & Environment Management: Streamlined deployment and governance across environments. Delivers predictable performance with standardised governance frameworks.
- Performance & Capacity Tracking to ensure Scalability: Real-time visibility into system health and usage trend allows business to optimise licence value through usage insights and cost controls.
- On-Demand Proof of Concepts (PoCs): Rapid prototyping to validate new features and business cases. Innovation testing keeps pace with updated practices through continuous service evolution.
- Dedicated Account Management: Strategic alignment with business goals through experienced advisors offering flexible support tiers tailored to organisational need
- Accelerates response times with streamlined support workflows.



- Contact centre optimisation for improved efficiency and performance: Maximises uptime with resilient, high-availability service operations.
- Expert guidance on leading contact centre technologies: Enhances scalability to meet evolving business requirements quickly.
- Centralised service delivery for consistent quality and governance: Improves adaptability with flexible, modular managed service components.

This service is designed to reduce operational complexity, accelerate innovation, and deliver exceptional customer experiences across all channels; with the following services available:

Application Support and Maintenance:

- Ensures 24/7 support for cloud contact centre systems.
- Addresses software and hardware issues promptly.

Contact Centre Optimisation Services:

- Integrates data services, artificial intelligence (AI), and customer experience (CX) strategy.
- Creates a future-proof, cloud-based customer experience.

Levels of Support:

- Enhanced Managed Services: Incident management, change management, operations management, platform monitoring, and customer experience monitoring.

Dedicated Client Success Manager (CSM):

- Provides personalised attention and strategic guidance.
- Aligns strategies with business outcomes.

Scalability and Adaptability:

- Works seamlessly whether on-premises or in the cloud.
- Scales to accommodate business growth.

**Expertise and Experience:**

- Leverages decades of platform expertise and hands-on experience.
- Ensures optimal performance and reliability.

Using the Service

TTEC Digital provides comprehensive support services designed to ensure operational continuity, rapid issue resolution, and optimal user experience across all managed service engagements. Our support model is global, scalable, and aligned with ITIL best practices, offering multiple channels and tiered support levels to meet diverse client needs.

Email / Online Ticketing Support

- Availability
 - Yes. Clients can raise support requests via email or through our secure online ticketing system.
- Accessibility Standards
 - The ticketing platform complies with WCAG 2.1 accessibility guidelines, ensuring inclusive access for all users.
- Ticket Management
 - Each ticket is assigned a unique reference number, with real-time status updates and priority tracking available through the client portal.

Response Times

Our response times are governed by priority-based SLAs to ensure timely resolution:

- Critical Priority
 - Response within 60 mins.
 - 7x24x365.
 - A system wide service failure affecting the whole business.
- High Priority
 - Response within 2 hours.



- 8am to 5pm local Monday to Friday.
 - The system is partially working, but the incident is affecting a small number of colleagues.
- Medium Priority
 - Response within 4 hours.
 - 8am to 5pm local Monday to Friday.
 - An incident that stops individual colleagues from conducting normal activities.
- Low Priority
 - A response will be provided by the next business day.
 - 8am to 5pm local Monday to Friday.
 - A non-critical incident that is not stopping individual users from conducting normal activities.

Phone Support

- Availability
 - 24 hours a day, 7 days a week.
- Contact Details
 - Dedicated support numbers provided upon onboarding.

Web Chat Support

- Availability
 - Not currently provided under the G-Cloud 15 framework.

Support Levels

TTEC Digital operates a tiered support model to address issues efficiently and escalate where necessary:

- Level 1 – Technicians
 - First-line support for common issues, password resets, and basic troubleshooting.
- Level 2 – Escalation Engineers



- Advanced technical support for configuration, integration, and platform-level issues.
- Level 3 – Support Architects
 - Expert-level assistance for complex incidents, root cause analysis, and architectural guidance.

Client Responsibilities

Unless opted into TTEC Digital's enhanced support packages, clients retain responsibility for certain administrative tasks, including user provisioning and basic configuration changes.

Optional Packages

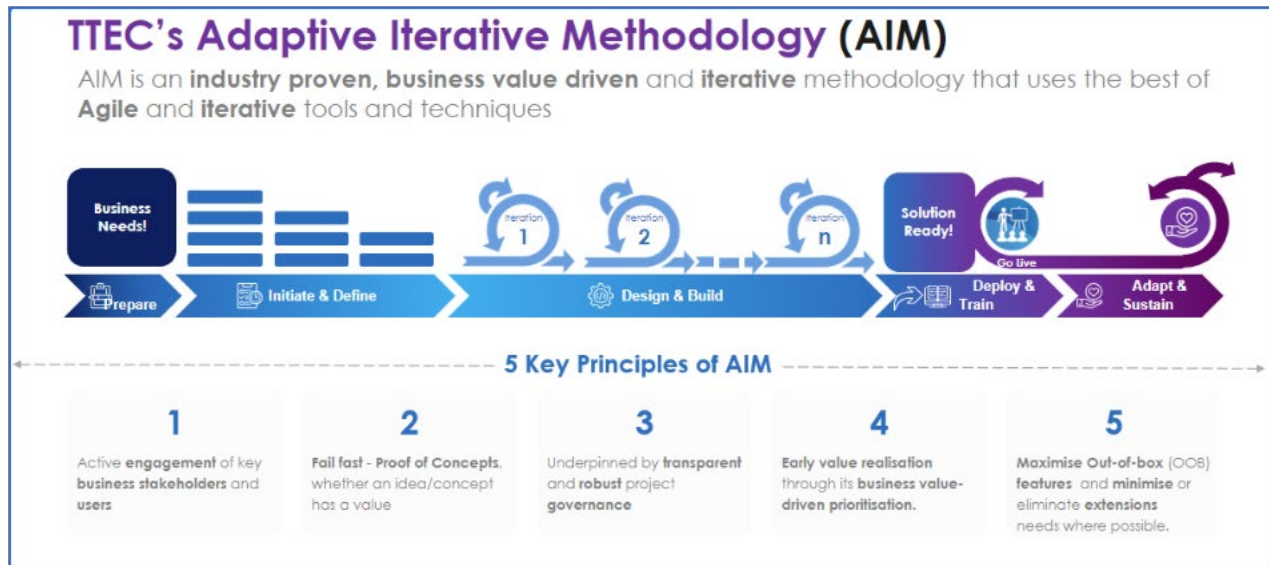
Enhanced Managed Services are available for clients seeking proactive monitoring, change management, and dedicated technical resources. Costs vary based on scope and service requirements.

Accessibility and Compliance

All support services adhere to UK public sector accessibility standards and security requirements, including ISO 27001 and Cyber Essentials Plus.

Delivery Methodology

TTEC has delivered over 500 full lifecycle Dynamics 365 programmes. Combining TTEC Digital's industry-proven AIM (Adaptive Iterative Methodology) framework with our deep Dynamics experience helps our customers achieve their transformation goals. AIM has five distinct phases, namely: Prepare, Initiate and Define, Design and Build, Test, Train and Deploy and Adapt and Sustain. Each phase has quality gates with well-defined entry and exit criteria.



AIM focuses on three key tenants:

1. Customer Experience:

- Defining a CX strategy - engage with the business to consistently render experiences that impress and inspire engagement and loyalty.
- Developing a comprehensive and actionable strategy is the first step in creating experiences that engage the end-users.

2. Robust and scalable architecture:

- Plug-and-play to onboard different regions.
- An architectural best practice is applied across the technology stack and line of business applications.
- A strong and repeatable test and release strategy.
- Integration is stable, scalable, and monitorable as each region is onboarded.
- Internal tickets categorised as application services, integration and other architecture are low.

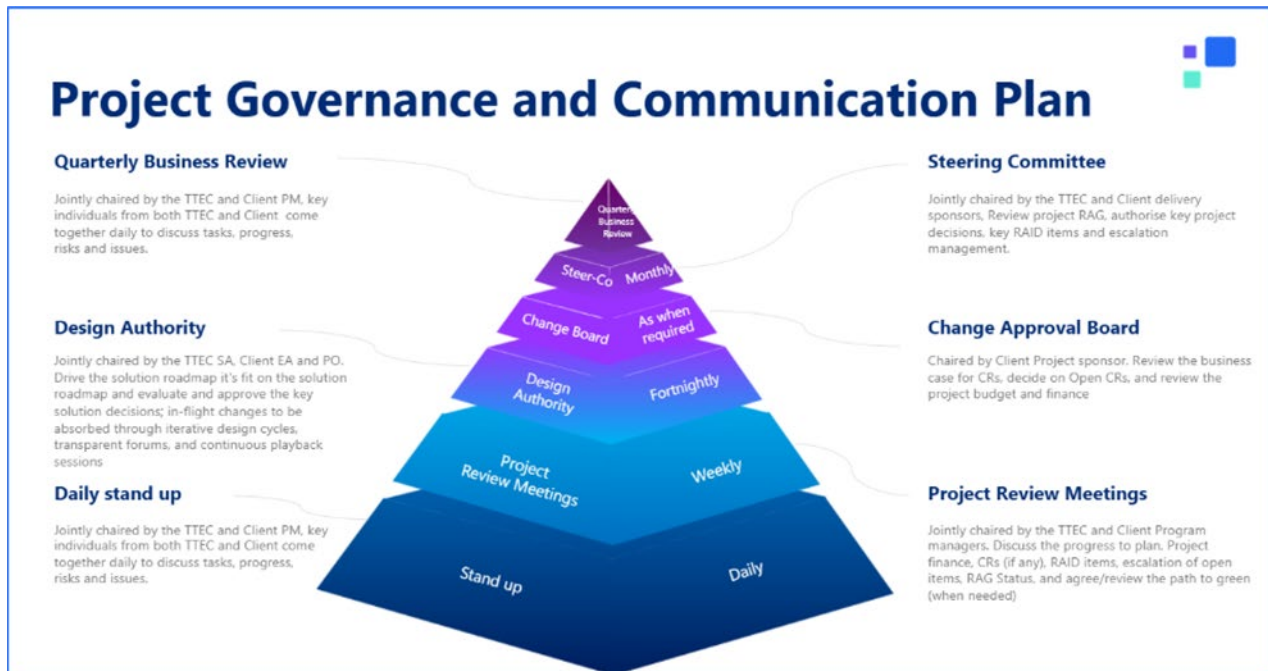
3. Adoption and Ownership:

- Adoption is high for groups that contribute most to the business case (ROI).
- End users pro-actively asking for new features or upgrades.
- A high number of advocates.



Our Governance

AIM is supported by TTEC Digital's governance model, thus ensuring effective and timely governance is applied throughout the SDLC.



1.4. Overview of the G-Cloud Service

This G-Cloud 15 offering provides public sector organisations with a compliant, flexible, and outcome-driven managed service model. It supports digital transformation initiatives by combining cloud-native technologies with deep CX expertise.

TTEC Digital's G-Cloud service:

- Aligns with the G-Cloud 15 framework's principles of transparency, scalability, and value for money.
- Enables rapid procurement and onboarding through the Digital Marketplace.
- Offers modular service components that can be tailored to specific organisational needs.
- Supports hybrid and cloud-first environments, ensuring compatibility with existing infrastructure.



- Promotes innovation through continuous improvement and access to emerging Microsoft features.

The service is underpinned by robust governance, security certifications (ISO 27001:2022, Cyber Essentials Plus), and a commitment to social value and environmental sustainability.

There are no Service Constraints for a Consulting exercise beyond the need to have the relevant people and information available to conduct the exercise. TTEC will work with you to define all necessary information during the scoping of the requirement and these needs will be identified in the appropriate Scope of Works.



1.5. Associated Services



TTEC Digital's Unified Service Model includes a suite of associated services that enhance and extend the core offering, ensuring clients achieve long-term success, adaptability, and measurable impact across their customer experience landscape.

Support Services: Adapt and Sustain

TTEC Digital's Adapt and Sustain services provide a unified delivery operations framework for Microsoft Business Applications, enabling continuous change management across Dynamics 365, Power Platform, Azure, and Co-Pilot environments.

This steady-state support model ensures:

- Ongoing alignment with Microsoft's evolving roadmap, including proactive adoption of new features and platform updates.



- Centralised governance and release management, reducing risk and accelerating time-to-value.
- Operational resilience, with embedded monitoring, incident response, and performance optimisation.
- Business agility, allowing clients to respond quickly to internal changes or external market shifts.

This model is ideal for public sector organisations seeking to maintain momentum post-implementation and ensure their technology investments remain future-proof.

CX Strategy & Design

TTEC Digital's CX Strategy & Design services help organisations define and deliver exceptional customer experiences through:

- Expert-led workshops and design sprints, tailored to public sector needs.
- Customer journey mapping, identifying friction points and opportunities for transformation.
- Experience blueprints, aligning technology with service goals and citizen expectations.
- Human-centred design principles, ensuring accessibility, inclusivity, and measurable impact.

These services bridge the gap between technology and empathy, ensuring every interaction is meaningful and aligned with organisational values.

CRM & Data Integration

Our CRM and data integration services unify customer data across departments and systems to enable:

- 360° customer views, supporting personalised and efficient service delivery.
- Seamless integration with legacy and cloud platforms, including Dynamics 365, Azure, and third-party systems.



- Real-time analytics and reporting, empowering decision-makers with actionable insights.
- Secure and compliant data handling, aligned with UK public sector standards and G-Cloud requirements.

This foundation supports smarter engagement, better resource allocation, and improved outcomes for citizens.

Digital Engineering & IP Solutions

TTEC Digital offers a portfolio of accelerators and reusable components that reduce delivery risk and speed up transformation:

- Pre-built connectors, templates, and automation scripts, tailored for public sector use cases.
- Rapid prototyping and PoC development, enabling quick validation of ideas.
- Low-code/no-code solutions, empowering non-technical users to innovate.
- Scalable architecture, supporting multi-region deployments and future growth.

These tools help organisations innovate faster while maintaining control and compliance.

Training & Change Management

Successful transformation depends on adoption. TTEC Digital's training and change management services include:

- Tailored training programs, including Train-the-Trainer and End-User formats.
- Change impact assessments, stakeholder engagement plans, and communication strategies.
- Performance tracking, to measure adoption and identify areas for reinforcement.
- Digital enablement, ensuring staff are confident and capable in using new tools.

This ensures technology investments translate into real-world improvements and sustained value.



Environmental & Social Value Initiatives

TTEC Digital is committed to delivering social value alongside technology outcomes:

- Net Zero Commitment by 2045, supported by a published Carbon Reduction Plan aligned with PPN 06/21.
- Digital Dev Academy, a youth empowerment initiative providing underserved communities with digital skills and career pathways.
- Living Wage Accreditation, ensuring fair employment practices across UK operations.
- Community engagement, with paid volunteering days and CSR partnerships.

These initiatives reflect TTEC Digital's dedication to inclusive growth, sustainability, and public sector leadership.



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 Unified Service Model for Managed Services is built on Microsoft's cloud-native platforms, including Dynamics 365 and Azure, which inherently provide robust data protection and resilience features. While TTEC Digital does not directly manage infrastructure-level backups, the service ensures:

- Redundancy through geo-redundant data centres, enabling high availability and fault tolerance.
- Platform-level backup and restore capabilities, managed by Microsoft under its SLA and compliance frameworks.
- Business continuity support, including retrievable copies of client data and restoration protocols in case of data loss or service disruption.
- Disaster recovery readiness, with regular testing and validation of recovery procedures.



Clients benefit from a resilient architecture that supports continuity and rapid recovery, aligned with ISO 22301 and NIST 800-34 standards.

2.3. Data Processing and Storage Location

TTEC Digital's services operate within Microsoft's secure cloud infrastructure, with data processing and storage locations governed by compliance and client-specific requirements. Key attributes include:

- EU and UK-based data residency options, ensuring alignment with GDPR and UK data protection laws.
- ISO 27001:2022 certified environments, including Cyber Essentials Plus for UK public sector assurance.
- Client-specific data processing agreements (DPAs), detailing controller-processor responsibilities and safeguards.
- Use of intercompany standard contractual clauses, where applicable, to support cross-border data flows.

This ensures that all data is stored and processed in secure, compliant environments tailored to public sector needs.

2.4. Data Restoration / Service Migration

TTEC Digital supports data restoration and service migration through a structured and resilient approach:

- Restoration capabilities are embedded within the business continuity and disaster recovery framework, enabling recovery of client personal data and continuation of critical services.



- Service migration support includes planning, execution, and validation of transitions between environments or platforms, ensuring minimal disruption.
- Custom migration strategies are developed in collaboration with clients, considering business priorities, compliance requirements, and technical dependencies.
- Functional management tools enable controlled and auditable migration processes, with rollback and failover options.

This approach ensures that clients can restore services or migrate platforms confidently, with full support from TTEC Digital's delivery and governance teams.

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.



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

TTEC Digital does not currently offer a formal trial service under the G-Cloud 15 framework. However, clients may request access to sandbox environments, proof-of-concept (PoC) demonstrations, or guided walkthroughs of platform capabilities. These can be arranged as part of the initial engagement or discovery phase to validate solution fit and explore functionality prior to full deployment.

3.3. On-Boarding

TTEC Digital provides a structured onboarding process tailored to each client's scope and objectives. This includes:

- Discovery workshops to define business goals, technical requirements, and success metrics.
- Scope definition based on service descriptions and rate card, forming the basis of the engagement.
- Environment setup and provisioning, including access control and configuration.
- Implementation planning, aligned with TTEC's AIM (Adaptive Iterative Methodology) framework.
- Stakeholder alignment, ensuring all parties are informed and engaged from the outset.

This approach ensures a smooth transition into service delivery and accelerates time-to-value.



3.4. API

TTEC Digital's Unified Service Model supports integration via secure APIs across Microsoft Dynamics 365, Power Platform, Azure, and third-party systems. Capabilities include:

- RESTful and OData endpoints for data exchange and automation.
- Custom connectors and reusable components, enabling rapid integration.
- Support for Microsoft Dataverse, Azure Logic Apps, and Power Automate.
- API governance and security, aligned with ISO 27001 and Cyber Essentials Plus standards.

These APIs enable seamless interoperability across systems and support extensibility for future enhancements.

3.5. International SMS

TTEC Digital supports international SMS capabilities through integration with Microsoft Communication Services and approved third-party providers. Features include:

- Global reach with local compliance, supporting SMS delivery across multiple regions.
- Use cases such as appointment reminders, service notifications, and customer engagement.
- Integration with CRM and contact centre platforms, enabling automated and contextual messaging.
- Support for Unicode and multi-language content, ensuring accessibility and inclusivity.

This service enhances omnichannel communication strategies and supports scalable citizen engagement.



3.6. Off-Boarding

TTEC Digital ensures a structured and secure off-boarding process that protects client data and supports continuity. This includes:

- Scope-based disengagement planning, aligned with the original service definition and rate card.
- Data extraction and transfer, ensuring clients retain ownership and access to their information.
- Knowledge transfer and documentation, supporting internal teams post-transition.
- Decommissioning of environments, with audit trails and compliance checks.

Clients can expect a collaborative and transparent exit process that minimises disruption and supports future transitions.

3.7. Training

TTEC Digital's training and change management services are designed to ensure successful adoption and long-term value realisation. The training approach includes:

- Tailored training programs based on user roles and solution scope.
- Train-the-Trainer and End-User formats, enabling scalable knowledge transfer.
- Change impact assessments, stakeholder engagement plans, and communication strategies.
- Digital enablement, ensuring staff are confident and capable in using new tools.
- Performance tracking, to measure adoption and identify areas for reinforcement.

Training is delivered through a combination of virtual sessions, hands-on workshops, and digital content, ensuring accessibility and effectiveness across diverse user groups.



3.8. Implementation Plan

TTEC Digital provides a structured implementation plan aligned with its Adaptive Iterative Methodology (AIM), which includes five distinct phases:

1. Prepare: Mobilisation, stakeholder alignment, and environment readiness.
2. Initiate and Define: Discovery workshops, scope definition, and success metrics.
3. Design and Build: Configuration, integration, and testing of the solution.
4. Test, Train and Deploy: User acceptance testing, training delivery, and go-live support.
5. Adapt and Sustain: Post-deployment support, optimisation, and transition to steady-state operations.

Each phase includes quality gates with defined entry and exit criteria, ensuring governance and delivery assurance throughout the lifecycle.

3.9. Service Management

Service Management is aligned with the specific scope of work agreed upon with the buyer. It typically includes:

- Dedicated Account Manager to oversee service delivery and act as a strategic advisor.
- Regular service reviews to monitor performance, identify improvement opportunities, and align with evolving business needs.
- Incident and change management, platform monitoring, and customer experience tracking.
- Governance model embedded throughout the service lifecycle to ensure accountability and transparency.

This ensures that clients receive proactive, responsive, and outcome-driven service management.



3.10. Service Constraints

There are no inherent service constraints for consulting engagements beyond the need for client collaboration. Specifically:

- Availability of relevant stakeholders and information is essential to conduct discovery, design, and implementation activities.
- Access to systems and environments must be provisioned in a timely manner to avoid delays.
- Scope definition will identify any dependencies or limitations, which will be documented and managed through the engagement.

TTEC Digital works closely with clients to define and manage these requirements during the scoping phase.

3.11. Service Levels

TTEC Digital does not provide formal Service Level Agreements (SLAs) for consulting engagements under the Unified Service Model. However, for technical implementations such as the deployment of Microsoft Digital Contact Centre, performance expectations are defined through:

- Acceptance criteria catalogued in Azure DevOps, aligned with user stories and solution requirements.
- Monitoring and reporting capabilities, including real-time and historical dashboards via Power BI.
- Operational KPIs, such as first-call resolution, queue wait times, and agent productivity, which are tracked and visualised for supervisory oversight.

These metrics are used to guide delivery quality and ensure alignment with client expectations.



3.12. Outage and Maintenance Management

Outage and maintenance management is not required for consulting-only engagements. For technical implementations, the following principles apply:

- Non-scheduled downtime caused by the client may result in commercial implications via change requests.
- Warranty period for delivered solutions is limited to 30 days post-production release.
- Emergency messaging and call forwarding capabilities are provided via a custom administrative application for supervisors.
- Monitoring tools are used to track system health and performance, with support available during hypercare and transition phases.

This ensures continuity and responsiveness during critical phases of deployment and stabilisation.

3.13. Financial Recompense Model for not Meeting Service Levels

TTEC Digital does not offer a financial recompense model for consulting arrangements. For technical implementations, any deviation from agreed deliverables or timelines is managed through:

- Change Request (CR) process, which addresses scope changes, delays, or unmet dependencies.
- Milestone-based invoicing, tied to completion of defined phases such as Initiate & Define, Build, UAT, and Go-Live.
- Hypercare support, with defined exit criteria and ticket resolution tracking.

This model ensures transparency and accountability without formal SLA penalties.



4. Provision of the Service

4.1. Customer Responsibilities

To ensure successful delivery of services under the Unified Service Model, the customer is expected to fulfil the following responsibilities:

- **Timely Access & Approvals:** Provide access to systems, environments, and stakeholders as required. Respond to requests for information, decisions, and approvals within agreed timelines.
- **Business Readiness:** Ensure internal teams are prepared for workshops, testing, and deployment activities. Assign a dedicated Project Manager and Product Owner.
- **Governance Participation:** Mobilise a project team per process concept and designate leads for Product, Process, and Data. Participate in governance forums and workshops.
- **Environment Provisioning:** Stand up development, test, and training environments and grant access to TTEC Digital teams.
- **Licensing & DevOps Setup:** Procure and allocate necessary Microsoft licenses. Provision Azure DevOps projects and repositories.
- **Testing & UAT:** Lead System Integration Testing (SIT) and User Acceptance Testing (UAT), including creation of test scripts, execution, and feedback.
- **Training & Support Transition:** Nominate trainers and ensure participation in Train-the-Trainer sessions. Prepare internal support teams for post-hypercare transition.
- **Documentation & Sign-Offs:** Review and sign off deliverables within 3–5 business days. Provide process maps and field mapping templates where applicable.

These responsibilities are critical to maintaining project velocity, minimising risk, and ensuring alignment with business goals.



4.2. Technical Requirements and Client-Side Requirements

The technical and client-side requirements are aligned with the customer responsibilities and include:

- **Infrastructure Readiness:** Ensure compatibility with existing telephony infrastructure, including certified Session Border Controllers (SBCs) for Azure Communication Services.
- **Security & Compliance:** Implement role-based access controls, monitoring, and data protection measures in line with UK GDPR and Microsoft standards.
- **System Access:** Provide secure access to Dynamics 365 environments, Azure DevOps, and Microsoft Teams channels.
- **Email & Service Accounts:** Configure service mailboxes and accounts required for channel enablement.
- **Data Availability:** Supply sample data for testing and validation phases.
- **Browser Compatibility:** Ensure users access the system via supported browsers (see next section).

These requirements ensure a secure, scalable, and compliant implementation environment.

4.3. Browsers

The Unified Service Model supports modern web browsers that are compatible with Microsoft Dynamics 365 and Azure services. Supported browsers include:

- Microsoft Edge (latest version)
- Google Chrome (latest stable release)
- Mozilla Firefox (latest stable release)
- Safari (latest version on macOS)

Browser compatibility ensures optimal performance, security, and user experience across all modules, including agent desktops, dashboards, and administrative portals.



4.4. Outcomes/Deliverables

Deliverables are aligned with the specific scope of work and structured across the AIM (Adaptive Iterative Methodology) phases.

Typical outcomes include:

- Documented CX Vision & Strategy: Developed through workshops and stakeholder engagement.
- Customer Journey Maps: Including prioritised friction points and future-state planning.
- Solution Prototypes: Built using Dynamics 365, Power Platform, and Azure components.
- Implementation Plan: Detailed delivery roadmap with milestones and dependencies.
- Performance Reports: Real-time and historical dashboards via Power BI.
- Change Management Plan: Including stakeholder communications and adoption strategies.
- Training Plan & Content: Tailored for agents, supervisors, and administrators.
- Technical Documentation: Including solution design, architecture diagrams, and configuration guides.

All deliverables are catalogued in Azure DevOps with acceptance criteria and signed off by the client.

4.5. Development Life Cycle of the Solution

TTEC Digital applies its Adaptive Iterative Methodology (AIM) to deliver Microsoft Dynamics 365-based solutions. AIM is a business-value-driven, agile framework tailored for SaaS implementations, emphasising early value realisation, low-code/no-code configuration, and robust governance.

The lifecycle is structured into five distinct phases, with each phase typically including:



1. Prepare

- a. Mobilisation of teams and environments
- b. Stakeholder mapping and governance setup
- c. Azure DevOps project creation
- d. Environment strategy workshop
- e. Deliverables: Kick-off meeting, project plan, DevOps setup

2. Initiate & Define

- a. Requirements workshops covering current and future-state journeys
- b. Definition of epics, features, and user stories in Azure DevOps
- c. Technical architecture and solution design documentation
- d. Deliverables: BRD, MoSCoW prioritisation, wireframes, signed-off user stories

3. Design & Build

- a. Iterative sprints for configuration and unit testing
- b. Show-and-tell sessions for stakeholder feedback
- c. Incorporation of feedback into successive iterations
- d. Deliverables: Configured solution, test cases, build documentation

4. Test, Train & Deploy

- a. UAT led by the client with support from TTEC
- b. Train-the-Trainer sessions for agents, supervisors, and admins
- c. Deployment to production and hypercare initiation
- d. Deliverables: UAT sign-off, training materials, go-live checklist

5. Adapt & Sustain

- a. Hypercare support via dedicated Teams channel
- b. Ticket resolution and system stabilisation
- c. Final documentation and code handover
- d. Deliverables: Hypercare sign-off, support transition plan

Each phase is time-boxed, governed by quality gates, and tracked in Azure DevOps to ensure transparency, accountability, and delivery assurance.



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

TTEC Digital's Unified Service Model supports a comprehensive suite of messaging and communication channels, enabling seamless omnichannel customer engagement. These services are designed to meet the evolving expectations of public sector organisations and their constituents, ensuring accessibility, responsiveness, and personalisation across every interaction.

Supported Messaging Channels

- Live Chat
 - Real-time web-based chat integrated into websites and portals, enabling immediate support and service.
- Email
 - Managed email workflows with intelligent routing, automated responses, and integration with CRM and case management systems.
- SMS
 - Secure and scalable text messaging for notifications, reminders, and two-way communication, with international reach and compliance.
- Social Messaging
 - Integration with platforms such as Facebook Messenger, WhatsApp, and Twitter for conversational engagement.
- Voice Messaging
 - First-party voice capabilities via Microsoft Azure Communication Services, including voicemail, call recording, and transcription.
- Video
 - Secure video interactions for high-touch engagements, such as consultations or virtual appointments.
- Web Messaging
 - Embedded messaging widgets for asynchronous communication, including co-browsing and contextual support.



- Power Virtual Agents (PVA)
 - AI-powered chatbots and voice bots for self-service, built using Copilot Studio and integrated with knowledge bases and backend systems.

Advanced Capabilities

- Conversational IVR
 - Natural language-based IVR systems powered by Copilot Studio, enabling intuitive self-service and routing.
- Real-Time Translation
 - Multilingual support for chat and voice interactions, enhancing accessibility and inclusivity.
- Sentiment Analysis
 - Embedded AI tools to assess customer sentiment and adjust responses dynamically.
- Agent Assist
 - Generative AI support for agents, including suggested replies, conversation summaries, and contextual knowledge surfacing.
- Unified Agent Desktop
 - A single pane of glass for managing all messaging channels, integrated with CRM and case data.
- Supervisor Tools
 - Real-time monitoring, coaching, and escalation capabilities across all messaging channels.

Integration & Extensibility

- CRM Integration
 - Native support for Dynamics 365 and compatibility with Salesforce, ServiceNow, and other third-party CRMs.
- Power Platform Connectors



- Over 1,200 connectors available for extending messaging workflows via Power Automate.
- Custom Apps
 - Tailored messaging applications built on Power Apps and Azure for specialised use cases.

Compliance & Security

- All messaging services are delivered in compliance with UK GDPR, ISO 27001:2022, and Cyber Essentials Plus standards.
- Data is encrypted in transit and at rest, with role-based access controls and audit logging.



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 program 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

ENHANCED CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY

Industry

Facilities Management

Technology Stack

Dynamics 365 Finance & Operations, Azure Synapse, Power Platform, Azure B2C.

Business Challenge

The Client operated a Dynamics 365 Finance & Operations environment to manage vendor transactions. However, the system lacked traceability, user experience optimisation, and efficient release management. Manual processes and fragmented portals hindered operational efficiency and customer satisfaction.

Solution Delivered

TTEC Digital applied its Unified Service Model to assess and optimise the client's existing implementation.

Key enhancements included:

- Track & Trace
 - Improved UI and code quality, enabling better supply chain visibility.
- Vendor & Customer Portals
 - Branded, secure portals with Azure B2C authentication.
- Application Lifecycle Management (ALM)
 - Automated deployments using ALM Build Trigger utility.



- Azure Synapse Integration
 - Real-time reporting via Data Lake and SQL integration.
- Multi-Vendor Item Logic
 - Custom pricing logic embedded in D365 F&O.

Impact

- Operational Efficiency
 - Streamlined workflows and reduced manual effort.
- Cost Savings
 - Automation freed up staff for value-added tasks.
- Enhanced CX
 - Improved traceability and user experience.
- Scalability
 - Foundation laid for future enhancements and continuous delivery.

"TTEC Digital's assessment and subsequent optimisations have advanced our Dynamics 365 system to industry best practices. Their enhancements in traceability and user experience are fundamental to fulfilling our strategic vision."

— Chief Information Officer



7.2. Case Study 2

UNIFIED MICROSOFT CONTACT CENTRE DEPLOYMENT

Industry

Automotive Services.

Technology Stack

Dynamics 365 Customer Service, Azure Communication Services, Copilot Studio, Power Platform.

Business Challenge

The client operated a fragmented contact centre using RingCentral and Zoom, lacking enterprise-grade analytics, call recording, and integration with Microsoft infrastructure. This led to inefficiencies, poor scalability, and inconsistent customer experiences.

Solution Delivered

TTEC Digital deployed a unified Microsoft-based contact centre using its Unified Service Model.

Key components included:

- Dynamics 365 Customer Service with Contact Centre
 - Unified agent workspace for voice and digital channels.
- Azure Communication Services (ACS)
 - Cloud-based telephony with geographic number support.
- IVR System
 - Configurable menu-driven IVR using Copilot Studio.
- Power Platform Integration
 - Power BI for reporting, Power Automate for workflows, Azure Entra ID for SSO.
- Supervisor Tools
 - Real-time dashboards, call monitoring, and whisper coaching.

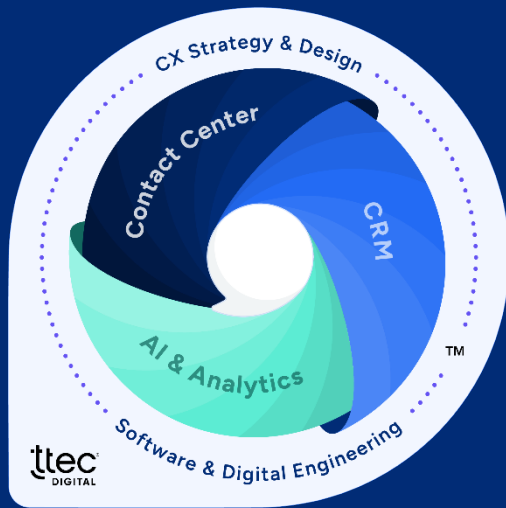


Impact

- Improved First-Call Resolution
 - Intelligent routing and queue management.
- Compliance & Reporting
 - Automated call recording and analytics.
- Scalable Architecture
 - Ready for future AI enhancements like summarisation and sentiment analysis.
- Operational Ownership
 - The client took over post-go-live operations with full training and support.

"TTEC's deployment of a unified Microsoft contact centre has transformed our operations. We now have a scalable, integrated platform that supports our agents and supervisors with real-time insights and seamless call handling."

— Executive Sponsor



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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