



Service Definition Document

TTEC Digital Customer Experience and Contact
Centre Transformation 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

Enabling Future-Ready Service Excellence

As a strategic partner in customer experience and contact centre transformation, we empower organisations to deliver future ready service through a blend of digital innovations, operational excellence, and human-centric design.

With deep expertise in technology enablement and contact centre optimisation, we guide clients through the entire transformation journey, from shaping customer experience vision to implementing AI-powered solutions and managing organisational change.

Our capabilities span the full transformation lifecycle from CX visioning and service design to AI-powered customer solutions, process optimisation, change management.



We also offer specialism in helping organisations harness the power of customer voice data, implementing advanced analytics and feedback systems that transform insights into actionable strategies.

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

This service helps you transform your contact centres through a comprehensive, business-aligned approach to customer experience (CX) enhancement.

We begin with a detailed assessment of your current environment and objectives, then design and implement tailored solutions using advanced platforms, proprietary IP, data-driven insights, and AI.

The service also supports operational and people transformation, empowering your teams through targeted training, change management, and the adoption of new ways of working

With additional options for ongoing managed services, TTEC Digital ensure continuous optimisation, integrating omnichannel capabilities, automating routine interactions, and providing real-time analytics so your organisation can achieve measurable improvements in efficiency, customer satisfaction, compliance, and scalability.



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.



1.4. Overview of the G-Cloud Service

The service engages and encourages participation and collaboration with the key stakeholders and TTEC Digital use a structured methodology based on best-practice consulting and project management principles. Typically, this consists of the following steps:

1. Assessment and Discovery: An in-depth assessment and discovery phase, utilising stakeholder interviews, data analysis, and process mapping to establish a clear baseline and a deep understanding of your current contact centre environment, operational processes, and business objectives.
2. Visioning and Experience Design: Collaborative workshops to define the desired future state and design tailored customer and employee experiences that align with your strategic goals.
3. Solution Recommendation and Technology Deployment: Identify and implement the optimal mix of platforms, proprietary IP, and advanced technologies to enable improvements. Using agile delivery methods, we deploy and manage the change initiatives, enabling rapid prototyping, iterative improvements, all with the flexibility to adapt to feedback and evolving business requirements. Throughout the process, robust governance and regular checkpoints will ensure transparency, risk management, and accountability, while continuous optimisation leverages data-driven insights to refine and scale solutions over time.
4. Create Business Cases: Support development of business cases that outline the projected benefits, costs, and potential return on investment for proposed initiatives. Providing stakeholders with a clear understanding of the value and impact of each recommended solution, facilitating informed decision-making and helping secure necessary buy-in.
5. Operational and People Transformation: Empower teams with training, change management initiatives, and support for new ways of working to drive engagement and adoption.



6. Implementation: Roll out experience-led changes and technological solutions across the contact centre.
7. Continuous Optimisation: Provide ongoing services to monitor performance, adapt processes, and scale solutions as business needs evolve.

This methodology ensures active stakeholder engagement, quick adaptation to change, and sustained performance improvements, all underpinned by proven frameworks such as Lean, Six Sigma, OPIT and Agile, tailored to the specific needs of your contact centre transformation.

1.5. Associated Services

Not applicable for this service.



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

Not applicable for this service.

2.3. Data Processing and Storage Location

Not applicable for this service.

2.4. Data Restoration / Service Migration

Not applicable for this service.



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

Not applicable for trial service.

3.3. On-Boarding

Not applicable for this service.

3.4. API

Not applicable for this service.

3.5. International SMS

Not applicable for this service.

3.6. Off-Boarding

Not applicable for this service.



3.7. Training

Why Training Matters

Technology alone does not transform experiences people do. Our training programmes ensure your teams have the skills and confidence to maximise the value of your customer experience (CX) solutions.

Our Training Solutions

Platform Enablement

- Instructor-led sessions (onsite or virtual).
- Train-the-Trainer programmes for internal knowledge transfer.
- Custom workshops tailored to your environment.
- Focus Areas: System setup, routing logic, quality management, and administration.

Role-Based Training

- Designed for agents, supervisors, and administrators.
- Covers omnichannel workflows, analytics, and AI-enabled features.
- Delivered during rollout for rapid adoption and operational readiness.

Workflow Optimisation

- Enablement sessions for process automation and digital workflows.
- Targeted training for advanced capabilities such as AI and analytics.
- Programmes to ensure measurable business impact.

Change Management and Consulting

- Experience Optimisation Workshops.
- Change Impact and Readiness Programmes.
- Stakeholder Engagement Strategies to drive adoption.



Innovation and AI Integration

- Specialised sessions for AI-driven CX strategies.
- Focus on embedding AI into workflows and leveraging insights for decision-making.

Delivery Formats

- Instructor-led (onsite or virtual).
- Self-paced digital modules.
- Custom workshops.
- Train-the-Trainer programmes.

Benefits

- Accelerate adoption and ROI.
- Build confidence across roles.
- Drive measurable business impact.
- Ensure long-term success with scalable training.

3.8. Implementation Plan

A detailed delivery plan, aligned with the specific scope of works will be provided to the buyer on completion of the scope of works.

3.9. Service Management

Service Management is aligned with the specific scope of work that will be provided to the buyer on completion of the scope of work.



3.10. Service Constraints

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.

3.11. Service Levels

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

3.12. Outage and Maintenance Management

Not applicable for consulting services.

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.



4. Provision of the Service

4.1. Customer Responsibilities

The customer responsibilities include:

- Providing access to people as required by the service provider to perform the service.
- Providing the data and information required by the service provider to perform the service.

4.2. Technical Requirements and Client-Side Requirements

As per the above "Customer Responsibilities".

4.3. Browsers

Not applicable for this service.

4.4. Outcomes/Deliverables

The deliverables/outcomes of this service will be aligned with the specific scope of work that will be provided to the buyer whilst awarding the contract.

Typical deliverables include:

- Documented customer experience vision and strategy.
- Documented customer journey maps and prioritised friction points.
- A solution prototype.
- Documented implementation plan.
- Documented reports on the performance of the change on key performance.



- Measurement.
- Successful fulfilment of the agreed requirements.
- Documented change management plan.
- Documented training plan and training content.

4.5. Development Life Cycle of the Solution

The specifics of the development Lifecycle of this service will be aligned with the scope of work and agreed upon with the buyer whilst awarding the contract.

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 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

A UK-based housing association sought to modernise its contact centre operations to better serve residents across its housing portfolio. The organisation faced challenges with long queue times, inefficient workflows, and limited personalisation due to legacy systems.

Challenge

The existing contact centre infrastructure was fragmented and outdated. Key issues included:

- High average handling time (AHT) and after-call work (ACW).
- Limited omnichannel capabilities.
- Inability to personalise resident interactions.
- Lack of integration between telephony and CRM systems.

TTEC Digital's Transformation Approach

1. Assessment and Discovery

TTEC Digital initiated the engagement with an "Art of the Possible" workshop in collaboration with the client. This included:

- A comprehensive assessment of the contact centre environment.
- Mapping of existing workflows and customer journeys.
- Identification of pain points and technology gaps.



2. Visioning and Experience Design

Through a series of collaborative workshops, TTEC Digital and the Housing Association co-created a future-state vision focused on:

- Seamless omnichannel engagement.
- Personalised resident experiences.
- Operational efficiency and scalability.

3. Solution Recommendation and Technology Deployment

TTEC Digital recommended the appropriate Contact Centre as the core platform, enabling:

- Unified customer data across channels.
- Integration of voice, IVR, and chatbot capabilities.
- Real-time analytics and automation.

A sandbox prototype was developed to validate the solution's fit and refine key journeys before full deployment.

4. Business Case Development

TTEC Digital supported building a robust business case, highlighting:

- Projected reductions in AHT and ACW.
- Improved customer satisfaction (CSAT).
- Enhanced compliance and scalability.
- ROI from reduced operational costs and improved agent productivity.



5. Operational and People Transformation

TTEC Digital provided:

- Change management support.
- Targeted training for agents and supervisors.
- New workflows and performance metrics aligned with the new platform.

6. Implementation

The solution was rolled out in phases, minimising disruption. Key milestones included:

- Migration of telephony to the cloud platform.
- Deployment of omnichannel capabilities (voice, chat, social).
- Integration with CRM and knowledge management systems.

7. Continuous Optimisation

The Housing Association opted for TTEC's managed services, ensuring:

- Ongoing performance monitoring.
- Feature enhancements (e.g., voice and chatbots).
- Continuous improvement through analytics and feedback loops.

Results

By creating a Customer Hub that unified systems and services, Flagship was able to deliver faster, more effective, and more personalised support. From day one, the results spoke for themselves:

- 65% improvement in Average Queue Time (AQT).
- 96.3% of calls answered.
- 89% of calls answered within 60 seconds.



- 20% reduction in Average Handling Time (AHT).
- 39% reduction in After-Call Work (ACW).



7.2. Case Study 2

UK City Council provides over 700 services to its community. Like many public sector organisations, it faced increasing service demands amid constrained resources. The legacy contact centre infrastructure hindered the Council's ability to streamline citizen journeys, offer channel choice, and enable self-service key goals in their digital transformation strategy.

Challenge

- Fragmented systems and siloed data limited the Council's ability to deliver consistent and efficient citizen services.
- The existing contact centre lacked omnichannel capabilities and modern self-service options.
- Operational inefficiencies led to longer wait times and reduced citizen satisfaction.

TTEC Digital's Transformation Approach

1. Assessment and Discovery

TTEC Digital conducted a comprehensive review of the contact centre environment, identifying key pain points and opportunities for improvement.

2. Visioning and Experience Design

A future-state vision was co-created with the Council, focusing on:

- Unified citizen data
- Omnichannel engagement
- Scalable and future-proof technology



3. Solution Recommendation and Technology Deployment

TTEC Digital recommended a cloud-based contact centre platform that:

- Integrated voice and live chat channels
- Enabled enhanced self-service
- Streamlined omnichannel interactions
- Provided a foundation for continuous innovation

4. Business Case Development

The Council was supported in building a business case that demonstrated:

- Projected improvements in CSAT
- Reduction in average wait times
- Operational cost savings

5. Operational and People Transformation

TTEC Digital provided:

- Change management support
- Training for agents and supervisors
- New workflows aligned with the modernised platform

6. Implementation

The solution was deployed in a phased manner to minimise disruption and ensure smooth adoption.

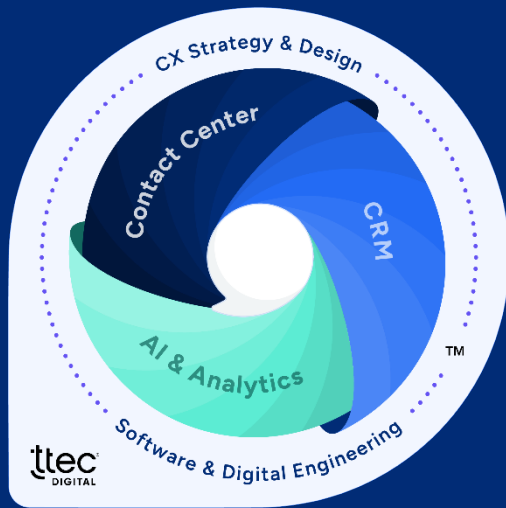


7. Continuous Optimisation

Ongoing support was provided to monitor performance, adapt processes, and scale the solution as needed.

Results

- CSAT Score: 70%
- Conversations handled (voice + live chat): 500,000+ within the first few months upon go-live.
- Reduction in Average Wait Time (AWT): 27%
- Enhanced citizen experience through unified data and omnichannel capabilities.
- Scalable platform ready for future digital initiatives.



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.

Contact Us

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