



Service Definition Document

TTEC Digital Genesys Cloud CX



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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

TTEC Digital leverages a robust ecosystem of strategic alliances to deliver world-class customer experience solutions. As a Genesys Global Platinum Partner, we design and deploy advanced cloud contact centre platforms that drive operational efficiency and customer engagement. Our integrations extend across leading technology providers, including NiCE for workforce optimisation, Microsoft for collaboration and CRM through Dynamics 365 and Teams, and Google Cloud for AI-driven conversational experiences. We partner with Cisco to enable secure, scalable network and telephony solutions, and with ServiceNow to unify service workflows and agent desktops. Our Salesforce expertise ensures seamless omnichannel CRM orchestration, while AWS powers intelligent automation and secure cloud infrastructure. Additionally, our collaboration with Pega supports dynamic case management and process automation. These partnerships enable TTEC Digital to deliver innovative, scalable, and secure solutions tailored to the evolving needs of public sector organisations.

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



1.2. Value Proposition

TTEC Digital enables G-Cloud organisations to provide secure, citizen-focused, and digitally advanced services through a broad suite of capabilities. Our methodology integrates consulting proficiency, sophisticated technology platforms, and managed services to achieve quantifiable results and maintain compliance with UK standards.

Core Pillars of Our Value Proposition

- Client-Centric Solutions: Our approach is centred on the needs of citizens and end users, ensuring that every service is designed to deliver a seamless and positive experience. We tailor our solutions to address specific organisational goals while maintaining a strong focus on accessibility, ease of use, and satisfaction at every interaction.
- Digital Transformation Expertise: Drawing on deep knowledge and experience in digital transformation, we guide organisations through every stage of technological change. Our team ensures that the adoption of new platforms, tools, and processes is smooth, effective, and aligned with long-term business objectives.
- Integrated Multichannel Engagement: We enable organisations to interact with citizens and customers across a range of channels, including voice, digital, and self-service options. This integrated approach ensures that people can engage in the way that suits them best, resulting in more meaningful and effective communication.
- Data-Driven Insights: Our solutions leverage advanced analytics and data to provide actionable insights. By turning data into knowledge, organisations can make informed decisions that drive continuous improvement and deliver measurable outcomes for both stakeholders and citizens.
- End-to-End Delivery: We manage the complete lifecycle of each engagement, from initial consultation and solution design through to implementation and ongoing support. This comprehensive approach ensures consistency, quality, and reliability at every stage of the project.



1.3. What the Service Provides

Transforming Citizen Engagement

Genesys Cloud CX delivers a secure, scalable, and future-ready contact centre solution for government organisations. Built for flexibility and compliance, it empowers agencies to deliver exceptional experiences across every channel.

Core Service Highlights

- Omnichannel Excellence: Seamless engagement across voice, chat, email, and social with a 360° customer view.
- Robust: Work from anywhere with the cloud-native architecture supporting remote and hybrid teams.
- Secure & Compliant: Fully aligned with UK GDPR, Cyber Essentials, and GDS Service Standards.
- Local & Compliant: Secure, UK GDPR-aligned, Cyber Essentials certified.
- Cost Efficiency: Pay-per-use pricing reduces annual charges.
- Scalable & Flexible: Adapt to workforce size, location, and evolving citizen needs.
- Evergreen Innovation: Continuous feature upgrades for faster time-to-market.

AI-Driven Innovation

Have smarter, faster, more human with automation at scale, bots and self-service reduce manual effort, hyper-personalisation, real-time, context-aware interactions, and predictive insights, data-driven decisions for better outcomes.

Beyond Technology

TTEC Digital can offer more than just CCaaS. We have deep capabilities with CX strategy and design, creating human-centric journeys backed by analytics, as well as data and analytics by turning insight into impact with predictive intelligence. And our SurroundCX™ managed services offering provides an operational enhancement layer, allowing for continuous optimisation and



support. SurroundCX™ will maximise your investment by helping drive technology adoption, increasing visibility across multiple cloud platforms, monitoring license usage to optimise costs and even testing system flows to assure your customer experience is on brand.

1.4. Overview of the G-Cloud Service

Genesys Cloud CX is a suite of cloud-based services for enterprise-grade collaboration, communications, and customer engagement. The platform is built on a distributed, global cloud architecture within Amazon Web Services (AWS), designed for rapid deployment, maximum reliability, and unlimited scalability. It connects customers and employees in new and more efficient ways, enabling organisations to deliver exceptional experiences.

Feature	Description	Benefit
Omnichannel Engagement	Voice, email, chat, SMS, and social media in a unified interface.	• Enables customers to interact across voice, chat, email, social, and SMS seamlessly. • Improves customer satisfaction by allowing channel switching without losing context. • Reduces operational complexity by consolidating multiple channels into one platform.
AI-Powered Experience Orchestration	Predictive routing, virtual agents, and real-time analytics.	• Predictive routing and real-time analytics optimise customer journeys. • Virtual agents and conversational AI reduce wait times and improve self-service.



		Enhances personalisation by leveraging AI-driven insights for dynamic engagement
Workforce Engagement Management (WEM)	Forecasting, scheduling, quality management, and gamification.	- Includes forecasting, scheduling, and quality management tools. - Gamification boosts agent motivation and performance. - Improves operational efficiency and employee satisfaction.
Open API Architecture	Seamless integration with CRM and third-party applications.	- Seamless integration with CRM and third-party applications. - Supports customisation and innovation without vendor lock-in. - Future-proof approach for evolving business needs
Global Scalability	Without the constraints of physical equipment, Genesys Cloud taps into AWS's virtually limitless capacity worldwide.	- Built on AWS for virtually limitless capacity worldwide. - Handles organisations of any size with on-demand scaling. - Eliminates physical infrastructure constraints
Microservices Architecture	Each microservice scales independently; failures are isolated, ensuring uninterrupted service.	- Each microservice scales independently, isolating failures. - Horizontal scaling ensures agility during traffic spikes. - Enhances resiliency and performance consistency.



Unparalleled Reliability & Disaster Recovery	Multi-region AWS deployment with multiple independent data centres provides geographic fault tolerance. A public-facing status page ensures transparency.	• Multi-region AWS deployment with geographic fault tolerance. • Active-active architecture ensures high availability. • Public status page for transparency and trust
Continuous Deployment	Weekly updates deliver bug fixes, upgrades, and new features.	• Minimise service disruption • Weekly updates deliver new features and fixes without downtime. • Evergreen platform keeps technology current and competitive. • Reduces IT overhead for upgrades.
Anywhere Access	Works over the Internet via thin client or desktop app (Windows/Mac). Audio delivered through SIP devices or WebRTC.	• Browser-based and thin client options for remote work. • Supports WebRTC and SIP devices for flexible connectivity. • Empowers distributed teams and hybrid work models
Future-Proof Innovation	Ongoing investment combines cutting-edge technology with human ingenuity.	• Ongoing investment in AI and CX technologies. • Designed for rapid adaptation to market changes.



		• Combines human ingenuity with cutting-edge tech
Rapid Deployment and Scalability	Deploy in days, scale instantly with cloud-native architecture and elastic resources.	• Quick time-to-value with pre-built integrations and AI. • Scales up or down instantly based on demand. • Minimises disruption during implementation.
Omni-Channel Self-Service	Self-service options and consistent omni-channel interactions.	• Enhance the agent and citizen experience, reducing frustration and call handle time.
Cost Efficiency	Flexible subscription models and pay-per-use options.	• Flexible subscription and pay-per-use models. • Reduces capital expenditure on hardware. • Consolidates systems to lower technical debt.
Digital Transformation	Enables remote working and modern service delivery.	• Enables remote working and modern service delivery. • Supports omnichannel and AI-driven customer experiences. • Positions organisations for long-term competitiveness

Security & Compliance

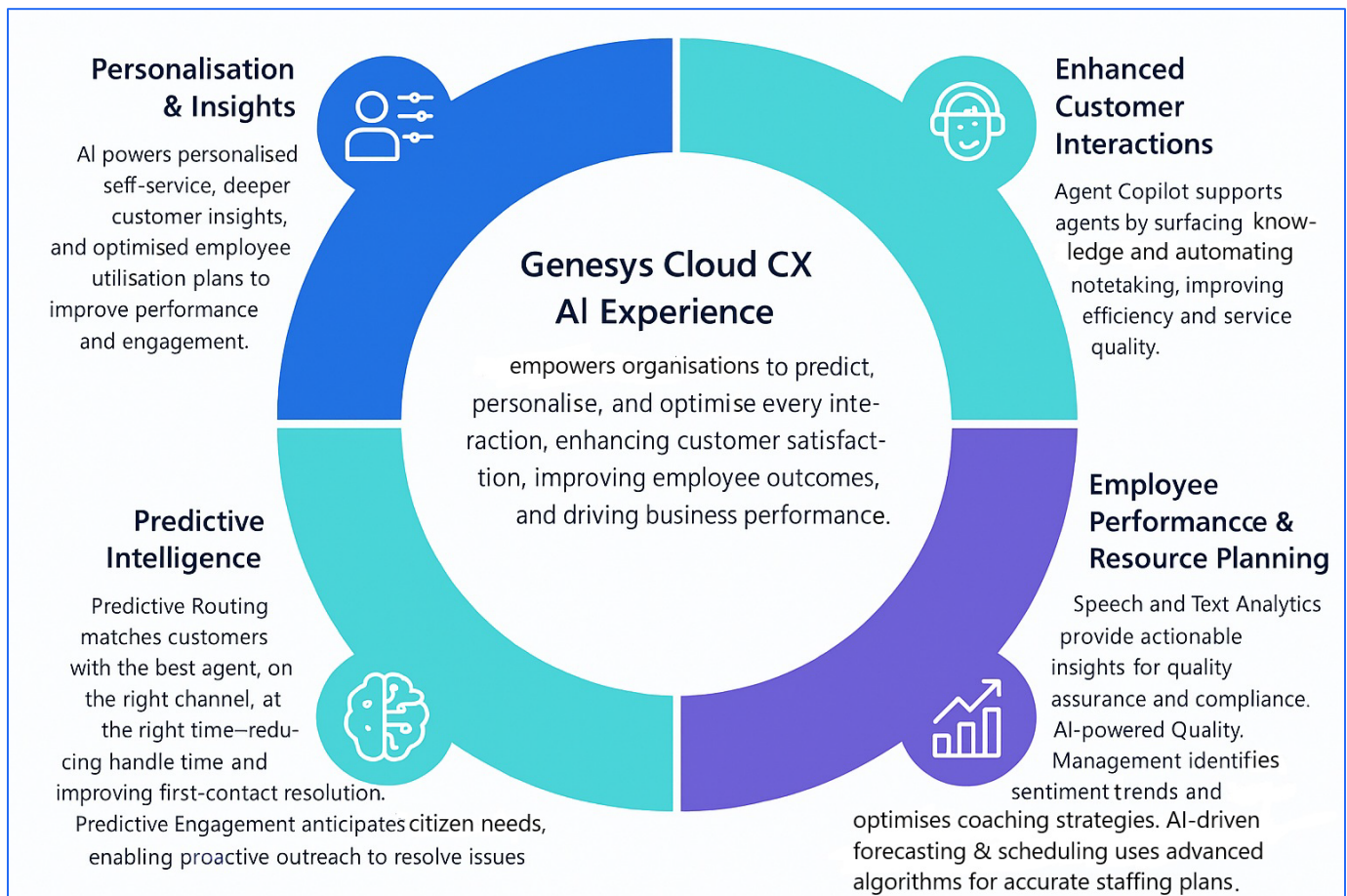
Genesys Cloud has certifications for Cyber Essentials Plus, GDPR, PCI DSS, ISO standards. AES-256 at rest, TLS 1.2+ in transit provide encryption.



Genesys Cloud CX – AI Experience

Artificial Intelligence (AI) is a key differentiator in delivering exceptional customer and employee experiences, and Genesys Cloud CX offers a comprehensive suite of AI-driven capabilities designed for real-time experience orchestration. Built to the highest standards of AI ethics, Genesys AI is rigorously tested, data is protected, and the solution is recognised by industry analysts as a leading CX AI platform.

Core Capabilities





1.5. Associated Services

Flexible Integration Framework

Genesys Cloud CX offers rich public APIs, developer tools, and a comprehensive marketplace, enabling organisations to build differentiated experiences without reinventing existing capabilities. Customers benefit from native all-in-one features and pre-built solutions for rapid deployment.

Integration Methods

Genesys Cloud CX supports three primary integration approaches:

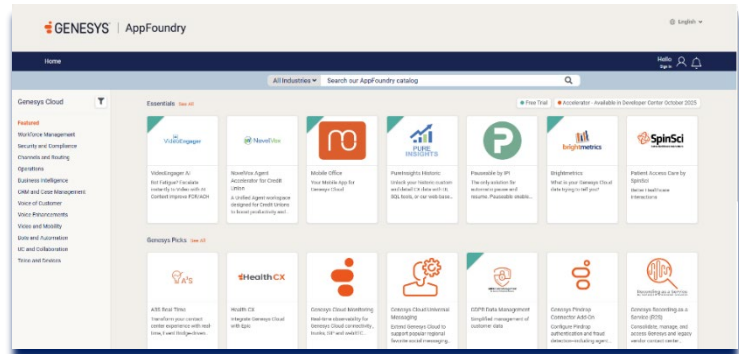
- **API Integrations:** REST-based APIs for invoking platform functions, such as automated user provisioning and telephony setup.
- **Data Integrations:** Event-driven and REST services for synchronising conversation data, enabling near-real-time analytics and exports.
- **UI Integrations:** JavaScript components and SDKs for embedding Genesys functionality within enterprise applications, including WebRTC and messaging.



Genesys AppFoundry Marketplace

AppFoundry provides a curated ecosystem of apps, templates, and blueprints for extending Genesys Cloud CX capabilities. Types of Apps:

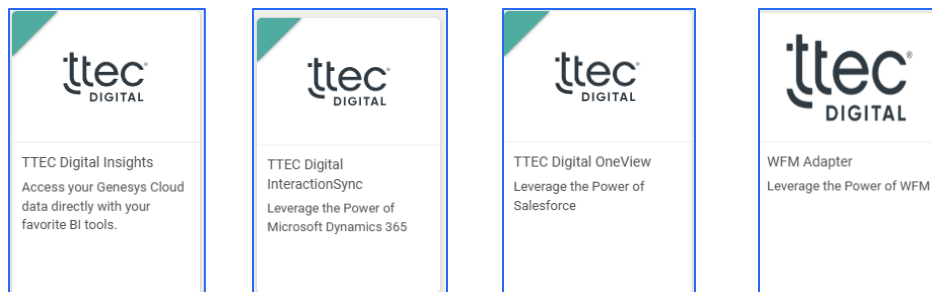
- Premium Apps – Built by Genesys and partners, billed through Genesys Cloud CX with free trials available.
- Community Apps – Free solutions developed by customers and partners.
- Genesys-Built Apps – Pre-integrated tools for CRM, AI, and advanced routing.



TTEC Digital Solutions

TTEC Digital enhances Genesys Cloud CX with proprietary applications:

- Insights for Genesys Cloud – BI-ready data extraction with pre-built Power BI dashboards for operational KPIs.
- InteractionSync – Microsoft Dynamics adapter for unified agent views and automated workflows.
- OneView – Salesforce adapter for streamlined omnichannel interactions.
- WFM Adapter – Integration with NICE, Aspect, Verint, and Calabrio for real-time workforce optimisation.
- Calabrio ONE Connector – Advanced analytics and quality management for voice interactions.





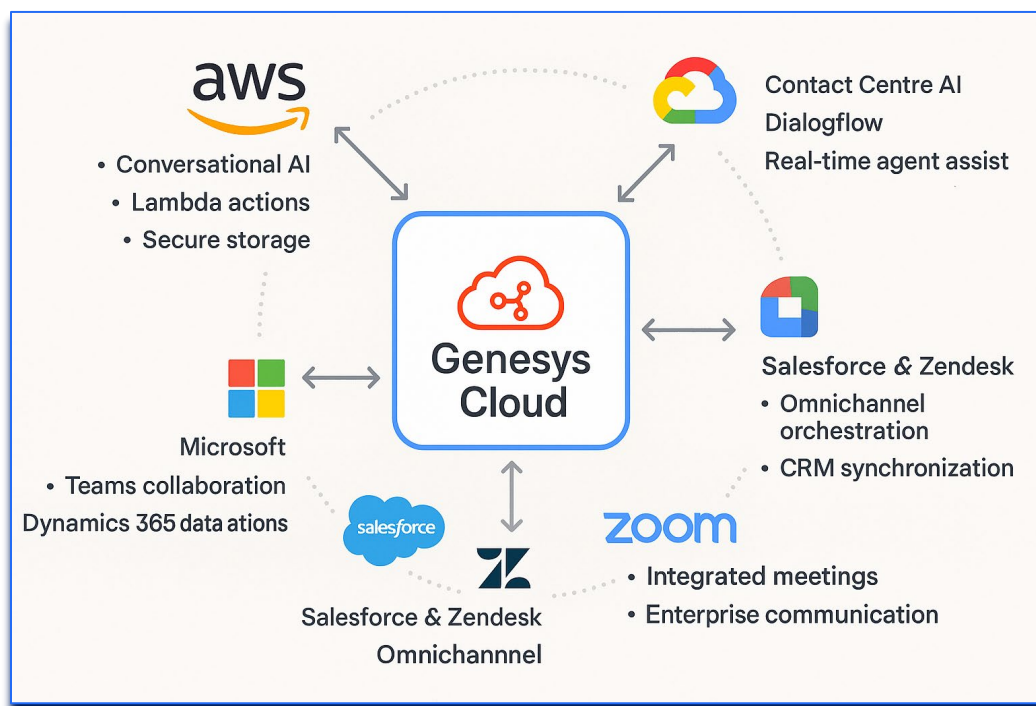
Templates & Bots

Ready-to-use assets accelerate deployment:

- Data Actions – Integrations with CRM systems like Salesforce, Dynamics, and Zendesk.
- Embedded Clients – Genesys Cloud services within third-party apps.
- Call Flows & Bots – Prebuilt workflows and AI bots using Amazon Lex or Google Dialogflow.
- Ecosystem Adobe – Unified data for personalised engagement.

Integrations

Genesys Cloud CX connects seamlessly with leading platforms.



Why It Matters

These integrations empower organisations to deliver consistent, personalised, and efficient customer experiences, leveraging best-in-class technologies across the entire CX ecosystem.



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

Genesys Cloud ensures data protection through daily encrypted backups stored in AWS S3 with multi-region redundancy. The platform's high-availability design minimises the need for restoration, but when required, recovery is performed under strict security protocols. While Genesys manages platform-level backups, customers are responsible for exporting their own data and defining retention policies.

2.3. Data Processing and Storage Location

Genesys Cloud is a multi-tenant SaaS platform hosted on Amazon Web Services (AWS), with UK customer data primarily stored and processed in the AWS Europe (London) Region to meet UK GDPR and data sovereignty requirements.

Redundancy and disaster recovery are supported through other European regions (e.g., Dublin and Frankfurt), ensuring resilience and continuity.

**GDPR Compliance:**

Genesys Cloud acts as a Data Processor, while customers remain the Data Controller. The platform enforces GDPR principles through:

- Encryption of data in transit and at rest using AES-256 and TLS.
- Access controls and audit logging for accountability.
- Data Processing Agreements (DPAs) and recognised privacy frameworks for lawful cross-border transfers.
- Right to erasure and portability supported via secure deletion or export upon contract termination.

Retention Policies:

- Platform-level data (e.g., configuration, interaction metadata) is retained according to contractual terms and regulatory obligations.
- Call recordings and chat transcripts follow customer-defined retention settings, typically ranging from 30 days to several years, depending on compliance needs.
- Upon termination, Genesys securely deletes or returns data within agreed timelines, ensuring no residual data remains in active systems.
- Backup copies stored in AWS are encrypted and automatically purged after the retention period defined in the BC/DR policy.

This architecture guarantees high availability, low latency for UK customers, and compliance with ISO 27001, SOC 2, and PCI-DSS standards, providing a secure and GDPR-aligned environment for customer data.

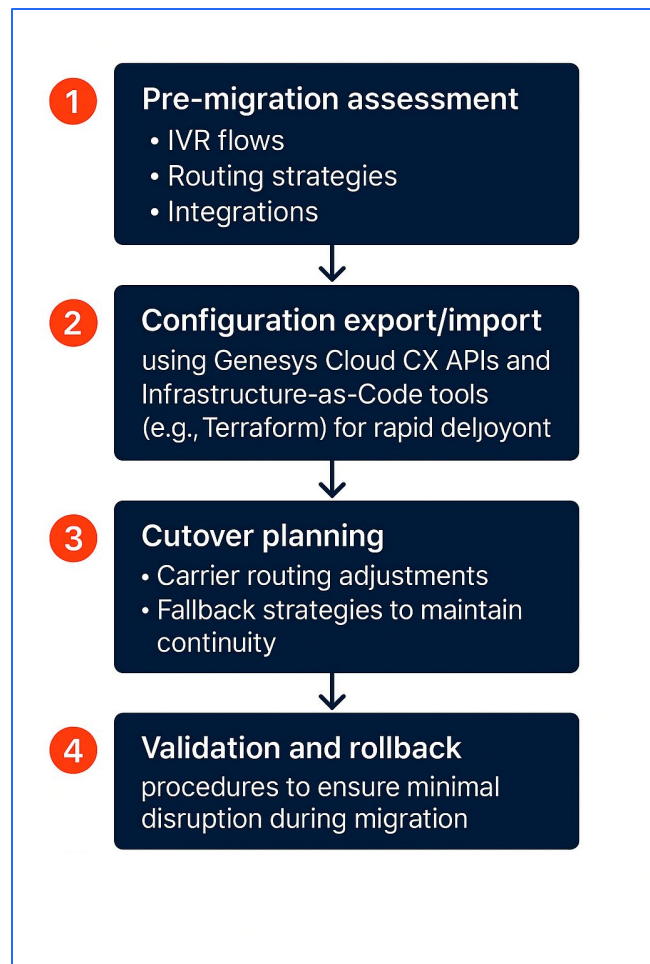


2.4. Data Restoration / Service Migration

Genesys Cloud CX is built on a distributed, microservices architecture hosted on AWS, designed for resilience and scalability. Data Restoration is managed through encrypted backups stored in AWS S3 with multi-region redundancy. In the event of a failure or corruption, restoration processes leverage these backups under strict security controls, ensuring compliance with SOC 2 and ISO 27001 standards. Genesys maintains a Business Continuity and Disaster Recovery (BC/DR) framework that includes automated failover and replication across multiple AWS regions, minimising downtime and data loss.

Service Migration within Genesys Cloud CX uses a phased approach to move customer environments between regions or upgrade service tiers. Please see the phased workflow below illustrating what the migration typically involves.

Genesys recommends maintaining a standby organisation in a secondary AWS region for critical environments, enabling quick failover during regional outages. This approach, combined with resilient voice routing and integration safeguards, ensures high availability and operational continuity even during major incidents





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.

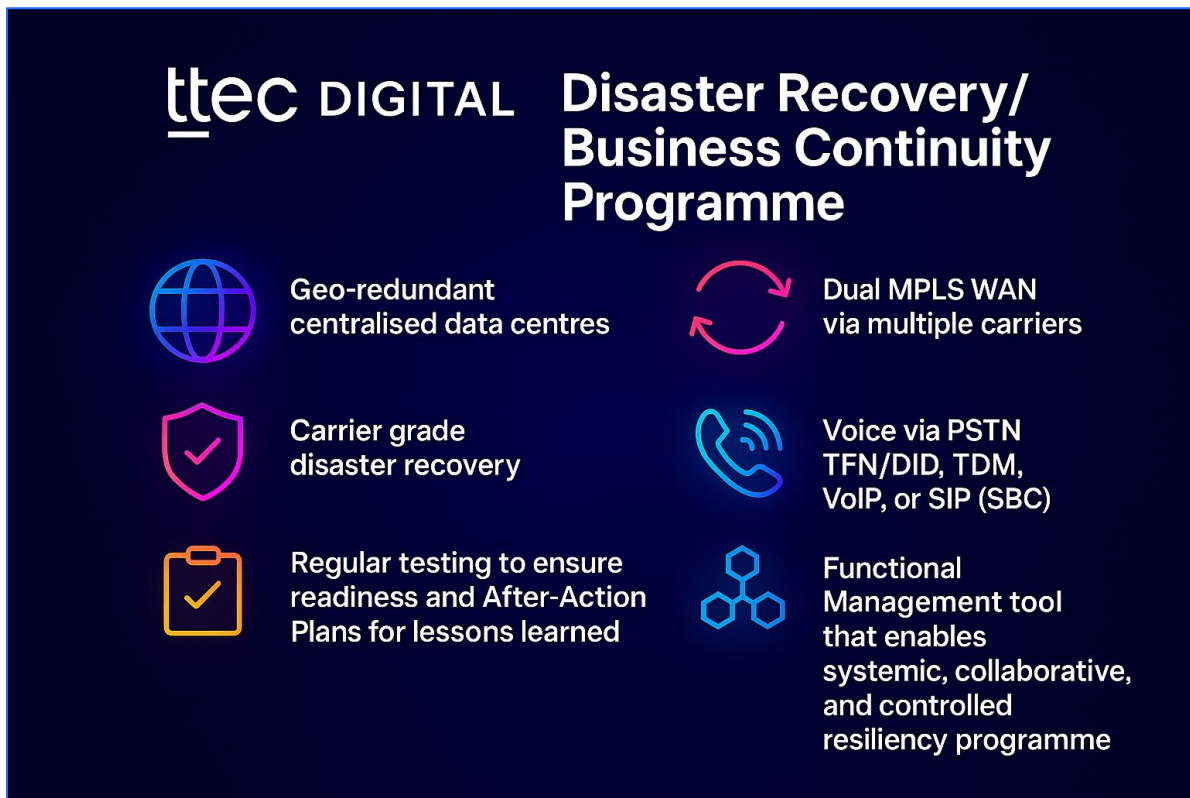
The programme integrates and builds upon existing capabilities within our Security Event Handling Plan, Information Security Operations, Business Continuity, IT Disaster Recovery and Virtual Response teams. Additional partners in resiliency include Information Technology, Operations, Real Estate and 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 are not limited to those illustrated below.



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

An Exclusive Programme for TTEC Digital Clients.

Overview of Offer

The SandcastleCX™ programme has been developed by TTEC Digital to give clients and new potential Customers the chance to run an informal and free Proof of Concept by setting up specific use cases to explore the Genesys Cloud CX Experience.

The package includes:

- **FREE:** 200 hours of Genesys Cloud CX 3 per month.
- Genesys Cloud CX 3 includes unlimited chat and email.
- Cloud Org can be transitioned into production.
- Pay-as-you-go usage fees for:
 - SMS and Messaging
 - Telephony Minutes of Bring Your Own Technology (BYOT (3rd Party NLU/Bots, etc.)
- Hourly overages billed at pre-agreed rate.

Note: SandcastleCX™ is *not* a formal Proof-of-Concept (POC) as it's not intended for production traffic and will not have TTEC Digital Managed Services Support.



What Can You Expect

- No charge for TTEC Digital services for standard use cases
- TTEC Digital resources include:
 - TTEC Digital Solutions Architects and Innovation Architects
 - Enablement
 - Support of Customer's Cloud Pioneer
- Identify valuable use cases together for success

Templates available for import include but not limited to:

- "Out-of-the-box" call flows: Dial-by-Extension, press 1 for Sales, press 2 for Customer Service
- Queues & Agents
- Supervisor Monitoring & Dashboarding & Reporting
- Recording & QM
- SMS - Agentless, One-to-one, and Inbound Queuing.

**Custom integrations, development, etc. may require a scoped, paid project

How to Get Started

Next Steps:

- Understanding of potential charges:
 - Over 200 GC3 hours / month
 - Telco minutes & SMS messaging
 - BYOT
 - Scoped projects.
- Sign Quote for zero Pounds, defines Genesys Cloud CX T&C's, outlines potential costs (if over 200 hours in a month, and for per-minute call and per-text charges).
- Org is stood up, kick-off session with TTEC to establish plan and go through the basics.

Key Benefits



- Dedicated time and focus with the TTEC Digital team.
- Full sandbox that can become production or stay a sandbox.
- Deep dive with top cloud architects.
- Top Use Cases, proving:
 - Admin Simplicity - Flows, Queues/Skills/Schedules, WebRTC
 - Supervisor Power – Dashboards & Reports
- WEM – QM / Coaching / Learning / Gamification
- Transcription & Sentiment Analysis
- Bots – Native & 3rd Party, Voice & Digital
- Channels – Ease of Deployment & Use
- Integrations / APIs
- WFM & BI (especially for larger clients)
- Architecture/Security/Resiliency Deep Dive
- Deployment-centred discussion

3.3. On-Boarding

Regarding Scope, TTEC Digital will work with the customer to define a precise scope of work based on our service definitions and associated rate card. This will form the basis of our engagement.

Migration

Being the Genesys global partner of the year and having over 200+ Genesys Cloud migrations to our name we have experience in all aspects of CX from a Partner of record change to a full migration of a large on premise solution with multiple complex integrations such as CRM WFM, SAP, call flows and knowledge bases.

TTEC understands that migration is not an all or nothing process. There will be occasions where migration has to be planned around operational requirements. An example of this includes a voice first approach, where only telephony is initially migrated from an existing platform over a



number of sites and set number of days. Digital and other applications such as WFM are migrated after this initial migration as part of a phased approach. TTEC will work closely with the customer to agree the correct migration approach.

Transition

During the transition process, TTEC will provide support to the customer to ensure a seamless migration. Once the contract is transferred to TTEC, our support services will be provided through TTEC Support. We are committed to working with the customer to develop their CX strategy and provide ongoing support and guidance.

The onboarding process involves an administrative task undertaken by TTEC. Examples of these tasks are:

TTEC will capture essential details relevant for the managed services migration including:

- Essential configuration and architecture details.
- Existing solution and configuration documentation.
- Customer support organisation and process details, escalation process details, relevant 3rd parties.
- Change management process details.
- Open incidents and problems.
- Review if any in-progress support tasks will need to be transferred to TTEC.

TTEC's Support Service will be engaged following go live.



3.4. API

Overview

Genesys Cloud CX provides a comprehensive set of REST-based APIs designed to enable secure integration, automation, and extension of contact centre functionality. These APIs allow UK Government organisations to connect Genesys Cloud CX with existing systems, streamline workflows, and support digital transformation initiatives in compliance with G-Cloud standards.

API Types and Functions

- Platform REST APIs
 - Manage core platform resources including:
 - Users & Roles: Create, update, and manage user profiles.
 - Conversations: Access and control voice, chat, and digital interactions.
 - Analytics: Retrieve real-time and historical performance data.
 - Content Management: Upload and manage documents.
 - Recordings: Access and manage call recordings for compliance.
- Streaming APIs & Webhooks
 - Subscribe to real-time events for dashboards, alerts, and monitoring.
 - Ideal for workforce management and operational reporting.
- Data Actions & Integrations
 - Create custom actions to interact with external systems (CRM, HR, ERP).
 - Pre-built connectors available for Salesforce, ServiceNow, Microsoft Dynamics 365, and other platforms.

Integration Scenarios

- CRM Integration: Synchronise citizen data between Genesys Cloud CX and CRM systems for improved case management.
- Workforce Management: Share real-time adherence and scheduling data with WFM platforms.



- AI and Automation: Integrate with AI services for predictive routing, chatbots, and sentiment analysis.

Security and Compliance

- Authentication: OAuth 2.0 framework with multiple grant types (Authorisation Code, Client Credentials, PKCE).
- Encryption: TLS 1.2 or higher for all API traffic.
- Compliance: Fully aligned with UK GDPR and UK Government Cloud Security Principles.
- Rate Limiting: Fair use policy enforced to maintain platform stability.

Developer Support

- SDKs: Available in .NET, Java, Python, JavaScript, Go, and iOS.
- API Explorer: Interactive tool for testing and documentation.
- AppFoundry Marketplace: Pre-built apps and accelerators for rapid deployment.

Benefits for UK Government

- Automation: Reduces manual processes and improves efficiency.
- Flexibility: Seamlessly integrates with existing government systems.
- Scalability: Supports future digital transformation initiatives under G-Cloud compliance.

Customer Responsibilities

- Manage API keys and credentials securely.
- Ensure API usage aligns with organisational security policies.
- Validate integrations through testing before production deployment.



3.5. International SMS

Genesys Cloud CX provides secure, scalable international SMS messaging capabilities as part of its omnichannel contact centre solution. This service enables UK Government organisations to communicate effectively with citizens worldwide, supporting inbound and outbound SMS, multimedia messaging (MMS), and compliance with UK and international regulations.

Key Features

- Inbound and Outbound SMS
 - Send and receive SMS using long codes, short codes, or toll-free numbers.
 - Supports two-way messaging for citizen engagement and notifications.
- Global Reach
 - Native SMS aggregation service for international delivery.
 - Bring Your Own (BYO) SMS Provider option for integration with third-party providers (e.g., Twilio, SMPP).
- Rich Media Support (MMS)
 - Enables sending and receiving images and multimedia content for enhanced communication.
- Routing and Campaign Management
 - Skill-based routing for inbound SMS.
 - Outbound SMS campaigns with configurable rate limits (e.g., 700 messages per minute for international long codes).

Compliance and Security

- UK Longcode Registration (KYC)
 - Mandatory registration for UK SMS long codes under Know Your Customer (KYC) regulations.
 - Genesys assists with registration to ensure uninterrupted service.



- Data Protection
 - All SMS data encrypted in transit (TLS 1.2+) and at rest.
 - Fully compliant with UK GDPR, UK Government Cloud Security Principles, and international standards (ISO 27001, SOC 2).
- Opt-Out Compliance
 - Standard opt-out keywords included in outbound messages to meet telecom regulations.

Technical Requirements

- Licensing: Requires Genesys Cloud CX 2 or higher (or Digital Add-on).
- Rate Limits: International long codes capped at 700 messages per minute.
- Integration: APIs available for CRM, WFM, and case management systems.

Use Cases for UK Government

- Emergency Notifications: Alerts during crises or service outages.
- Citizen Engagement: Appointment reminders, benefit updates, and two-way communication.
- Surveys and Feedback: Post-interaction SMS surveys for service improvement.

Customer Responsibilities

- Ensure compliance with local telecom regulations for international messaging.
- Manage opt-in/opt-out processes for citizens.
- Secure API credentials and validate integrations before production deployment.

Benefits

- Global Reach: Communicate with citizens across borders.
- Secure and Compliant: Meets UK Government and international standards.
- Flexible Integration: Works with existing CRM and case management systems.



3.6. Off-Boarding

TTEC Digital follows a structured, compliance-driven process to ensure a smooth, secure, and transparent transition when a customer contract ends. The approach typically includes:

1. Transition and Knowledge Transfer

- TTEC Digital initiates a comprehensive knowledge transfer to the new provider or the client's internal team. This involves meetings with the Client Success Manager, Solutions Architect, and other key resources familiar with the customer's environment.
- All operational and technical documentation, such as call flows, IVR pathing, and integration details, is updated and handed over to ensure continuity.

2. Data and Artifact Transfer

- All customer data, records, and artifacts are securely transferred to the client or their nominated supplier within 30 days of notification, in line with contractual obligations and data retention requirements.
- Strict protocols are applied to maintain data integrity and security during migration, including encryption and controlled access.

3. Access Revocation and Account Closure

- TTEC Digital ensures timely removal of user accounts and system access for its staff from client environments, including CRM, collaboration tools, and cloud platforms.
- Federated identity management (e.g., via Okta and SAML) is used to enforce secure offboarding and prevent residual access risks.

4. Compliance and Data Privacy

- Offboarding aligns with GDPR and contractual data protection clauses, ensuring that personal and sensitive data is either returned or securely deleted after the retention period.



- TTEC Digital provides written confirmation of data deletion or transfer, maintaining audit trails for compliance.

5. Service Continuity and Exit Planning

- A draft exit plan is prepared early, detailing timelines, responsibilities, and any applicable exit costs.
- Optional transitional support projects may be delivered to minimise disruption, such as temporary hosting or migration assistance.

3.7. Training

At TTEC Digital, we believe that education is critical to the success of our clients. We understand that as time goes on, your company may experience growth, turnover, or simply decide it is time to become more hands on.

To help keep or bring your staff up to speed, TTEC Digital offers a comprehensive education curriculum, including:

- Public and private training options
 - Private onsite or online instructor led.
 - Public online instructor led.
- Training courses on Genesys Cloud
- Private train-the-trainer or end user audience options
- Private custom build option

Our training consultants will explain how the Genesys Cloud Organisation is set up and how to maintain the system, including:

- Set up of WebRTC phones
- Invitation of new users
- Quality Manager Policies



- Roles and Permissions
- Email setup and routing
- Schedules and call routing
- Prompt Management
- Subscriptions and Billing

The following is an overview by role:

Role	Details	Duration
Agent	Learn how to navigate the user interface and manage interactions, access personal performance information, and schedule.	1.5 to 3 hours
Supervisor/Manager	Learn to navigate the user interface and access and understand live activity views, performance views, and reports. Find out how to create dashboards and performance views, manage agent activation/status, access recorded interactions, and create and use evaluation forms.	5 to 10 hours
Quality Manager	Learn about call recording and evaluation forms.	90 Minutes
Administrator	Learn how to create/manage entities in the Admin workspace including: • People • Roles • Groups • Queues • Routing • Schedules	6 to 10 hours



	• Phone Management • Organisation Settings • Authentication • Status Management	
Business User	Learn about call recording and evaluation forms.	90 Minutes

TTEC records train-the-trainer sessions delivered during implementation. These recorded sessions can be shared with the customer to view online.

Certification

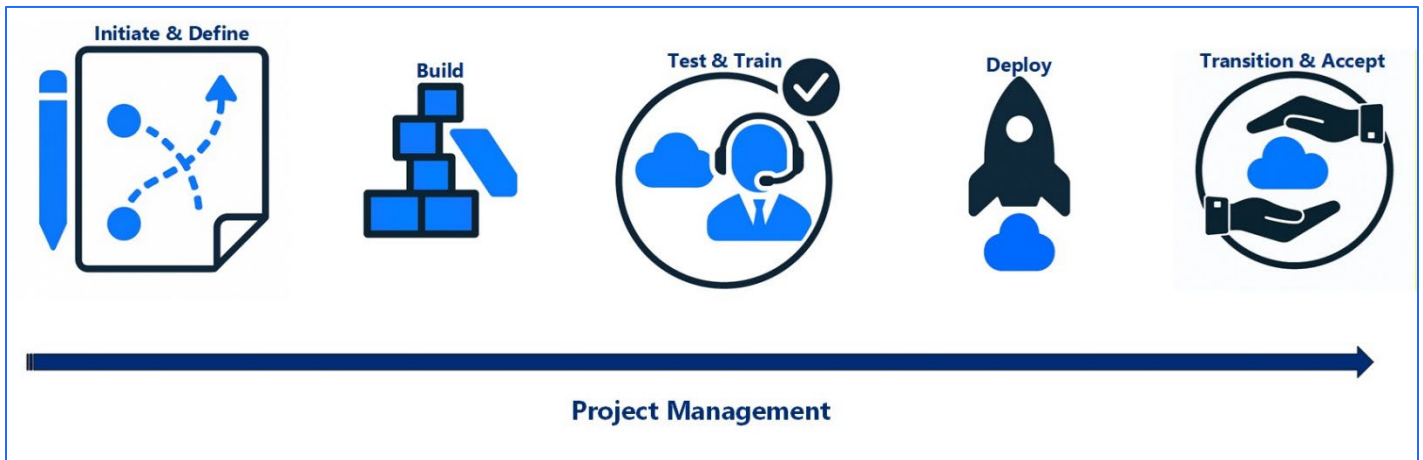
Genesys offers free (and paid for), extensive online training on all aspects of Genesys Cloud at <https://beyond.genesys.com/explore/home>.

The customer can purchase a learning subscription for Genesys Beyond. A learning subscription is an individual, one-year subscription package that includes unlimited access to new and existing training content and one voucher per certification exam. A subscription to Genesys Beyond includes certification vouchers for both the Genesys Certified Associate (GCA) and Genesys Certified Professional (GSP) certifications.



3.8. Implementation Plan

TTEC Digital has an engagement framework, CXEdge™ that governs our approach to the client experience. This framework allows for a consistent delivery methodology across all technologies.



With CXEdge™, the Client will have a dedicated team of experts for the project, clearly communicated outcomes, and defined, distinct stages to ensure continuous improvement and value delivery. the Client will have a dedicated team to ensure a seamless implementation from the contract signature to go live. Our methodical implementation approach has been used for hundreds of clients ranging in scale across all industries and is proven to reduce overall project risk. We will bring best practices and our experience from delivering cloud services to other clients with similar business challenges that we support to ensure optimal transition and performance. Our methodology has defined distinct phases to ensure continuous improvement and value delivery.

During the initial "**Initiate and Define**" phase, TTEC Digital's business analyst will work with the Client to review business goals, objectives, and map the customer journey through the contact centre. The BA will be primarily responsible for designing a solution that meets the desired goals and objectives. This role is occasionally shared in some areas, and certain technical design sessions may be led by a skilled developer working in concert with our BA and PM, where



appropriate. If the Client's solution includes workforce management (WFM) or other specialised applications, additional TTEC Digital consultants may participate in design sessions.

For the "**Build**" phase, TTEC Digital will complete the configuration and custom development work included in the project's scope once design documents and decisions are completed and signed off by the Client. As part of the configuration build out, TTEC Digital will perform quality assurance (QA) testing before turning the system over to your project team for testing. Based on the project scope, TTEC Digital will conduct additional application configuration, custom solution development, and unit testing.

After QA testing, the Client will conduct UAT as part of the "**Test and Train**" phase. TTEC Digital trainers will train the Client's key resources e.g., team leads, trainers, administrators during this phase, most often prior to UAT to ensure the Client's testers can effectively navigate the solution and execute test scripts. Any resulting issues that do not meet the agreed upon design, as outlined in the customer journey diagrams and the DCW, will be addressed by TTEC Digital's project team. Occasionally, new requirements result from business test cases that may require change requests, which will be handled through the project change control process. After UAT testing is complete and TTEC Digital has addressed any issues, the Client will be required to indicate their acceptance of the Genesys Cloud solution before TTEC Digital finalises a production deployment plan. TTEC Digital and the Client will then confirm a go live date. the Client's trainers will then complete preparations for conducting end-user training during the Deploy phase.

The "**Deploy**" phase involves moving the Genesys Cloud solution into production state, so it is ready to support the Client's business operations. the Client's assigned trainers will conduct end user training for agents and business users (when appropriate). We recommend the Client conduct the end user training sessions as close to the go live date as possible to best ensure user preparedness. The production deployment plan will be executed, and the Genesys Cloud system will take live traffic. Your trainers will train your agent and business end users just prior and during the Go Live period to ensure their preparedness.



For the “**Transition & Accept**” phase, TTEC will provide the Client with up to two weeks of HyperCare before transitioning final tasks to the Client. During this phase, TTEC will open a support bridge and will complete open tasks and documentation activities outlined in the SoW. The TTEC project manager will then work with the Client to transition them to our SurroundCX™ manages services offering and will ask the Client to sign off on the project completion document.

Once the Client has transitioned to SurroundCX™, their TTEC account executive and client success manager will partner with them to drive success by providing client success management and platform adoption services.



3.9. Service Management

TTEC Digital's Service Management is fully aligned with the specific scope of work agreed upon with the client and delivered upon completion of that scope. This ensures that all service activities directly support the client's operational and strategic objectives.

TTEC Digital will supply an operational enhancement layer we refer to as "SurroundCX™". SurroundCX™ is our service management offering that supports tens of thousands of agents for some of the most complex customer service deployments in the world, including major financial institutions and government agencies where uptime is measured in seconds. SurroundCX™ will help the Client to maximise your investment by helping drive technology adoption, increasing visibility across multiple cloud platforms, monitoring license usage to optimise costs and even testing system flows to assure your client experience is on brand.

The SurroundCX™ Service Management function is led by a Customer Success Manager (CSM), who acts as the single point of contact for the client. The CSM's responsibilities include:

- **Support Oversight:** Managing day-to-day support activities and ensuring timely resolution of issues.
- **Escalation Management:** Serving as the escalation point for critical incidents and coordinating internal resources to resolve them quickly.
- **Commercial Administration:** Handling contractual matters, invoicing, and any financial queries related to the engagement.
- **Reporting and Insights:** Providing regular reports on support activity, performance metrics, and service health to maintain transparency.
- **Client Advocacy:** Acting as the client's representative within TTEC Digital, ensuring their needs and priorities are communicated and addressed across all internal teams.

This structured approach ensures clear accountability, efficient communication, and a proactive partnership model, enabling clients to maximise value from TTEC Digital's services.



As a leader in customer experience orchestration, TTEC Digital enjoys partnerships with the major technology platform players, hyper-scalers, and niche application providers that together can solve our clients' business objectives. We front-end the technology discussion with an extensive capability in the CX consulting space and wrap the technology with SurroundCX™.

3.10. Service Constraints

Service constraints for Genesys Cloud CX are very limited due to its cloud-native architecture built on highly flexible and resilient microservices. Unlike traditional on-premises solutions, Genesys Cloud CX avoids the physical limitations of proprietary data centres and hardware dependencies, enabling rapid scalability and high availability.

However, certain considerations may apply:

- **Third-Party Dependencies:** Constraints can arise from client-side infrastructure, such as network connectivity, desktop/browser compatibility, and security policies that impact access to the cloud platform.
- **Integration Requirements:** Where integrations with in-house applications, legacy systems, or third-party tools are needed, additional design and development effort may be required. This includes APIs, middleware, and custom connectors.
- **Enhanced Functionality:** Advanced features beyond standard configuration, such as bespoke routing logic, AI-driven analytics, or workforce management enhancements, may require solution design, implementation, and ongoing support.

TTEC Digital will work closely with you during the scoping phase to identify any such needs. These will be documented in the Scope of Works, ensuring all relevant people, systems, and information are available to deliver a seamless deployment.



3.11. Service Levels

TTEC Digital priorities and Service Level Objectives for technical implementations are as follows:

Priority	Business hours	Non-Business hours and Holidays	Hours of Activity
P1 - Emergency Requires live call into queue	Initial Contact: Immediate Follow-up: Constant	Contact: 30 min Follow-up: Hourly Escalation: 4 Hours	24 x 7
P2 - High Live call into queue	Initial Contact: Immediate Follow-up Service Level: Daily	Contact: 10:00 AM next business day Follow-up Service Level: Daily	UK Business Hours M-F
P2 - High Logged via Portal	Initial Contact: 4 Hours Follow-up Service Level: Daily	Contact: 10:00 AM next business day Follow-up Service Level: Daily	UK Business Hours M-F
P3 - Medium All interaction types	Initial Contact: 4 Hours Follow-up Service Level: 3 business Days	Contact: 10:00 AM next business day Follow-up Service Level: 3 business Days	UK Business Hours M-F
P4 - Low All interaction types	Initial Contact: 4 Hours Follow-up Service Level: 5 Business Days	Contact: 10:00 AM next business day Follow-up Service Level: 5 Business Days	UK Business Hours M-F
Move, Add,	Requests will be completed within a target of 2	Changes will be scheduled during TTEC Digital business hours and will have a target	UK Business Hours M-F



Change, Deletion (MACD) All interaction types	business days following receipt of the request	completion date within 2 business days after receipt of the request	
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SurroundCX™





TTEC Digital's SurroundCX™ provides comprehensive support and optimisation services for organisations using Genesys Cloud. Designed to enhance platform adoption, ensure operational resilience, and deliver measurable outcomes, this service includes:

Key Features

- Client Success Management
 - Assigned Client Success Manager (CSM) for strategic guidance.
 - Regular Executive Business Reviews (EBR) and outcome planning.
- Incident Management
 - Unlimited break/fix support for Genesys Cloud.
 - Direct engagement and escalation with Genesys and TTEC IP support.
- Platform Adoption
 - Annual hours for feature rollouts, moves/adds/changes (MAC), and knowledge transfer.
 - Weekly feature updates and monthly webinars to drive adoption.
- Voice Flow & Endpoint Monitoring
 - Real-time monitoring of voice flows and agent endpoints.
 - Proactive performance checks to maintain service quality.
- Tiered Service Plans
 - Flexible options: Essential, Plus, and Premium.
 - Scalable to meet organisational requirements.

SurroundCX™ for Genesys Cloud CX is a managed service offering, providing end-to-end support, monitoring, and optimisation for Genesys environments. The service is cloud-first, multi-tenant, and designed for organisations seeking to leverage Genesys' advanced CX capabilities while minimising operational complexity:

- CX Success Plans: Three tiers (Essential, Plus, Premium) with increasing levels of support, monitoring, and adoption hours.



- CX Platform Monitoring: 24/7 monitoring of Genesys Cloud instances, SBCs, and web services.
- CX Platform Hosting: Hosting and management of Genesys-related assets, including journey orchestration and integrations.
- CX Innovation Services: Advanced programmes for conversational AI, analytics, and knowledge management.

Service Credits

Genesys Cloud services is available 24 hours a day, 7 days a week, and Genesys uses commercially reasonable best efforts to provide 100% uptime, except for the following "Uptime Exclusions": (i) occasional planned downtime at non-peak hours (for which Genesys will provide advance notice); or (ii) any unavailability caused by circumstances beyond Genesys reasonable control, including failure or delay of a customer's Internet connection, misconfiguration by a customer's or any third party acting on behalf of our customer, issues on customer's network, or telecommunications services contracted directly by customer.

Uptime %	Credit %
Below 99.99%	10%
Below 99.0%	30%
Below 97.0%	100%

Compliance & Security

- Adherence to UK GDPR, ISO 27001, SOC 2, and PCI-DSS standards.
- Multi-layered security with encryption (AES-256 at rest, TLS 1.2+ in transit).
- FedRAMP-authorized architecture for government-grade assurance.



3.12. Outage and Maintenance Management

TTEC Digital manages outages and maintenance through a structured support process designed to minimise disruption and maintain service continuity.

A dedicated support team is available 24/7, operating in line with the Service Level Objectives (SLOs) defined in section 3.9. Clients can report issues or outages via live call, email, or the online support portal, where each help desk ticket is assigned to a qualified support engineer who owns the case from initiation to resolution.

If an outage requires escalation, senior engineers or developers are engaged to expedite resolution. The Customer Success Manager (CSM) remains informed throughout, ensuring transparent communication with the client.

Maintenance activities, including software updates, security patches, and scheduled downtime, are planned and executed by the support team. Clients receive advance notifications of any maintenance windows, and efforts are made to perform updates during low-impact periods. In the event of unplanned outages, TTEC Digital follows a rapid response protocol, prioritising restoration, and root cause analysis to prevent recurrence.

This approach ensures proactive maintenance, swift outage resolution, and clear communication, safeguarding service reliability, and client confidence.



Escalation Matrix

To ensure timely resolution of issues, TTEC Digital follows a structured escalation process:

Priority Level	Response Time	Escalation Contact
P1 – Critical (Service outage)	Immediate	Customer Success Manager (CSM) → Service Delivery Director
P2 – High (Major functionality impact)	2 hours	CSM → Technical Lead
P3 – Medium (Minor impact)	4 hours	CSM
P4 – Low (Informational)	Next business day	CSM

Notification Process

- Initial Notification: Client reports issue via support portal or email; automated ticket confirmation sent.
- Status Updates: Regular updates provided at agreed intervals (e.g., hourly for P1, daily for P2).
- Resolution Confirmation: Client receives closure notice with root cause analysis for P1/P2 incidents.
- Escalation Alerts: If SLA thresholds are at risk, escalation notifications are sent to client stakeholders and internal leadership.



3.13. Financial Recompense Model for not Meeting Service Levels

Genesys Cloud CX operates under a formal Service Level Agreement (SLA) that guarantees platform availability and performance targets, typically at 99.99% uptime.

In the event that these service levels are not met, customers are entitled to service credits as the primary form of financial recompense. These credits are calculated based on the duration and severity of the outage and applied against future invoices. The SLA excludes downtime caused by factors outside Genesys' control, such as client-side network issues or third-party dependencies.

This model ensures accountability while maintaining transparency, and all remedies are clearly defined in the SLA terms agreed during contract execution.

TTEC Digital will honour any service credits of the platform vendor as a pass-through. For more information, please see the following link: <https://help.mypurecloud.com/articles/service-level-agreements/>



4. Provision of the Service

4.1. Customer Responsibilities

To ensure successful delivery and ongoing performance of the Genesys Cloud CX service, the customer is responsible for:

- **Access and Information:** Providing TTEC Digital with timely access to relevant personnel, systems, and documentation required for implementation, configuration, and support activities.
- **Infrastructure Readiness:** Ensuring that client-side infrastructure (network connectivity, desktop/browser compatibility, and security policies) meets the minimum requirements for Genesys Cloud CX.
- **Data and Integrations:** Supplying accurate data and specifications for any integrations with in-house or third-party applications and maintaining those systems in a supported state.
- **Compliance and Governance:** Managing internal compliance obligations, including GDPR responsibilities as the Data Controller, and ensuring lawful processing of personal data.
- **Change Management:** Coordinating internal change management processes, including user training and communication, to support adoption and minimise disruption.
- **Escalation and Collaboration:** Engaging with the Customer Success Manager (CSM) and support team for issue resolution and following agreed escalation paths when required.

These responsibilities will be clearly defined during the scoping phase and documented in the Scope of Works, ensuring alignment between both parties.



4.2. Technical Requirements and Client-Side Requirements

To successfully deploy and operate Genesys Cloud CX, certain technical and client-side prerequisites must be met:

Technical Requirements

- **Internet Connectivity:** A stable, high-speed internet connection with sufficient bandwidth to support voice, video, and data traffic.
- **Supported Browsers:** Latest versions of Google Chrome, Microsoft Edge, or other Genesys-approved browsers for accessing the cloud interface.
- **Secure Access:** Implementation of TLS 1.2 or higher for encrypted communication and adherence to corporate security standards.
- **Firewall and Network Configuration:** Proper configuration to allow Genesys Cloud CX traffic, including SIP and WebRTC protocols, through approved ports.

Client-Side Requirements

- **End-User Devices:** Modern desktops or laptops with adequate CPU and memory to run browser-based applications and softphones.
- **Peripheral Equipment:** Certified headsets and microphones for optimal audio quality.
- **Authentication and Identity Management:** Integration with client identity systems (e.g., SAML, SSO) for secure user access.
- **Infrastructure Readiness:** Any required VPN or proxy settings must be configured to ensure uninterrupted connectivity.
- **Integration Support:** Availability of client-side resources for API-based integrations with CRM, ERP, or other business applications.

These requirements will be validated during the scoping phase and documented in the Scope of Works, ensuring readiness for a seamless implementation.



4.3. Browsers

Genesys Cloud CX is designed to work with modern, standards-compliant browsers. The platform officially supports the current release and one previous version of the following desktop browsers:

- Google Chrome
- Microsoft Edge (Chromium-based)
- Mozilla Firefox
- Safari (for macOS)

For mobile access, Genesys Cloud CX supports:

- Google Chrome on Android
- Safari on iOS

To ensure optimal performance, users should keep browsers updated to the latest versions and enable JavaScript, cookies, and TLS 1.2 or higher. Pop-up blockers should be disabled when using WebRTC phones or embedded clients.

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 prototypes.
- 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

To complement Genesys Cloud CX's native omnichannel capabilities, TTEC Digital offers integration and advisory services for additional messaging platforms that enhance customer engagement and operational flexibility. These services ensure organisations can meet customers on their preferred channels while maintaining a unified agent experience.

Supported Messaging Channels



WhatsApp Business Messaging

Secure, global reach for conversational interactions, integrated with Genesys routing and analytics.



Apple Messages for Business

Seamless engagement for iOS users with rich media and secure authentication.



Facebook Messenger & Instagram Direct

Social media messaging for real-time customer support and marketing campaigns



SMS & MMS (Bring Your Own Provider)

Integration with providers like Twilio or SMPP for international SMS and MMS



Open Messaging API:

Enables custom or niche messaging platform integration, using Genesys Cloud CX's ACD and workflow capabilities.



Advanced Messaging Enhancements

- **Web Messaging:** Persistent, asynchronous chat that supports rich media and predictive engagement.
- **Third-Party Platforms:** Advisory and integration for solutions like MessageBird, Intercom, and Sinch to extend omnichannel reach and automation.

Benefits

Genesys Cloud offer omnichannel consistency with unified routing and reporting across all channels. The Client can use AI and automation like bots and predictive engagement for improved efficiency. And with its enterprise-grade security and global messaging support, Genesys Cloud is scalable and compliant.



6. Environmental Action and Social Value

6.1. Environmental Action

Global Environmental Governance and Strategy

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

UK-Specific Environmental Action and Net Zero Commitment

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



6.2. Social Value

Creating Positive Impact for Customers and Communities

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

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

Empowering Youth Through Digital Skills

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

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

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



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

Promoting Fair Employment and Economic Resilience

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

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

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



7. Our Experience

7.1. Case Study 1

INNER LONDON LOCAL GOVERNMENT AUTHORITY

Objective

To replace the legacy 8x8 telephony system with Genesys Cloud CX, enabling comprehensive omnichannel communication capabilities across the contact centre.

Scope

- Support for up to 270 agents, available as concurrent or named users.
- Deployment of Genesys Cloud 3 licenses, including Bring Your Own Carrier (BYOC) trunk configuration for telephony integration.
- Integration with Microsoft Teams and InteractionSync to streamline collaboration and communication.
- Provision of learning subscriptions, call recording functionality, and Single Sign-On (SSO) for secure and efficient access.

Delivery

- Implementation managed by TTEC Digital through the G-Cloud 13 framework.
- Comprehensive training offered, including train-the-trainer sessions and role-based training for agents, administrators, supervisors, and quality management (QM) staff.
- Integration of JSON-based REST APIs to facilitate Interactive Voice Response (IVR) and data lookup processes.

Outcome

The migration from the legacy 8x8 telephony system to Genesys Cloud CX was successfully completed, delivering a modern, scalable, and omnichannel contact centre solution. Key results include:



Seamless Transition and Enhanced Infrastructure

- Replaced the outdated 8x8 system with Genesys Cloud CX, ensuring robust omnichannel capabilities for voice, chat, and digital channels.
- Supported up to 270 agents through flexible licensing options (concurrent and named users).

Advanced Telephony and Integration

- Configured Bring Your Own Carrier (BYOC) trunks for reliable and cost-effective telephony integration.
- Integrated Microsoft Teams and InteractionSync, enabling streamlined collaboration between contact centre agents and back-office teams.

Improved Security and Compliance

- Implemented Single Sign-On (SSO) for secure, simplified access.
- Enabled call recording functionality, supporting compliance and quality assurance requirements.

Workforce Enablement and Training

- Delivered comprehensive training programs, including train-the-trainer sessions and role-based learning for agents, supervisors, administrators, and QM staff.
- Provided Genesys Beyond Learning subscriptions, ensuring ongoing skill development and system adoption.

Enhanced Customer Experience and Operational Efficiency

- Deployed JSON-based REST API integrations for IVR and data lookups, improving automation and reducing handling times.
- Positioned the organisation for future scalability and innovation through cloud-native architecture and best-practice configurations.



7.2. Case Study 2

UK FACILITIES MANAGEMENT PROVIDER

Overview

The primary goal was to transition service delivery from incumbent to TTEC Digital, optimise Workforce Engagement Management (WEM) processes, and deploy Genesys Cloud Voice to enhance communication and operational efficiency.

Scope

- Provision of 130 Genesys Cloud CX3 licenses to support the organisation's contact centre needs.
- Deployment of Genesys Cloud Voice capabilities and integration of the Email Wizard for streamlined customer interactions.
- Configuration and training for Workforce Management (WFM) to ensure effective scheduling and resource optimisation.
- Setup of WebRTC softphones and Bring Your Own (BYO) carrier integrations to facilitate flexible and scalable telephony options.

Delivery Approach

- Change of Partner of Record and renewal of contract arrangements to support the transition and ongoing service delivery.
- Comprehensive support and configuration provided by TTEC Digital, ensuring implementation aligns with best practices and client requirements.
- Training delivered through Genesys Beyond Learning subscriptions, equipping staff with the necessary skills to utilise new systems and processes effectively.



Outcome

The transition and deployment of Genesys Cloud Voice delivered significant improvements in operational efficiency and customer experience. Key achievements include:

Seamless Transition and Service Continuity

- Successfully migrated service delivery from the incumbent provider to TTEC Digital without disruption to business operations.
- Partner of Record change and contract renewal completed, ensuring long-term support and governance.

Enhanced Contact Centre Capabilities

- Provisioned 130 Genesys Cloud CX3 licenses, enabling robust omnichannel functionality for voice, email, and digital interactions.
- Implemented Genesys Cloud Voice with BYO carrier integration and WebRTC softphones, providing scalable and flexible telephony options.

Workforce Engagement Optimisation

- Configured and deployed Workforce Management (WFM) tools, improving scheduling accuracy and resource utilisation.
- Delivered targeted training via Genesys Beyond Learning subscriptions, empowering staff to leverage new tools effectively.

Improved Customer Interaction Processes

- Integrated Email Wizard, streamlining email handling and reducing response times.
- Established best-practice configurations aligned with organisational requirements, enhancing overall service quality.

Operational and Strategic Benefits

- Increased agility and scalability of the contact centre infrastructure.



- Reduced operational complexity through centralised cloud-based solutions.
- Positioned the organisation for future innovation and continuous improvement in customer engagement.



7.3. Case Study 3

GLOBAL ADVISORY AND BROKERAGE FIRM

Objective

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

Scope

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

Delivery

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



Outcome

The delivery of robust IT support and managed services resulted in measurable improvements in operational efficiency, infrastructure stability, and strategic alignment with business objectives.

Key outcomes include:

Operational Excellence

- Achieved SLA-driven performance with consistent adherence to defined KPIs, ensuring timely resolution of incidents and service requests.
- Embedded continuous improvement practices, reducing recurring issues and enhancing service quality.

Infrastructure Reliability

- Proactive monitoring and optimisation of servers, storage, networks, and cloud platforms, minimising downtime and improving system performance.
- Implemented patch management and vulnerability remediation, strengthening security posture and compliance.

Enhanced End-User Experience

- Delivered responsive service desk operations and desktop support, improving user satisfaction and productivity.
- Streamlined device lifecycle management, ensuring timely provisioning and maintenance of end-user devices.

Security & Compliance Assurance

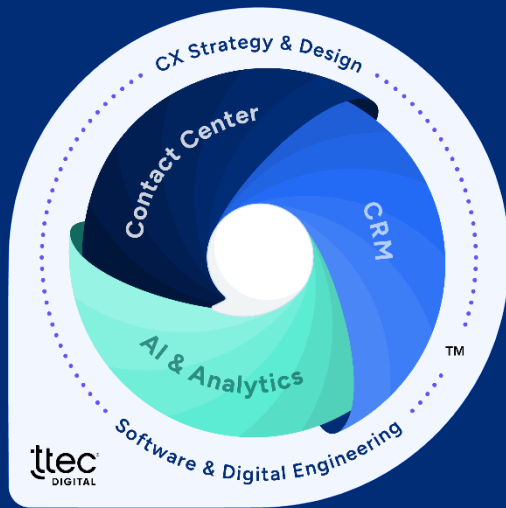
- Maintained regulatory compliance through structured governance and regular audits.
- Reduced risk exposure via proactive security measures and vulnerability management.

Strategic Partnership

- Established governance frameworks with regular service reviews and performance reporting, fostering transparency and accountability.



- Collaborated with client stakeholders to align IT services with evolving business goals, enabling scalability and innovation.



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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