Service Definition Document

TTEC Digital Shelf Knowledge Management

CX Optimized

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1. Introduction

1.1. Company Overview

G-Cloud 15 Legal Entity and Ownership

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

Parent Company Overview: TTEC Holdings, Inc.

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

TTEC operates through two business segments:

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

TTEC Digital: Customer Experience Technology and Consulting Services

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

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

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

TTEC Digital: Strategic Partnerships

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

1.2. Value Proposition

TTEC Digital 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

The Shelf Integration Service provides a fully managed, secure, and standards-based approach to integrating the Shelf Knowledge Management Platform with an organisation's existing digital ecosystem. The service enables public-sector teams to surface accurate, up-to-date knowledge directly within the systems where staff work, improving service quality, reducing handling times, and ensuring consistent information delivery across channels.

The service includes the design, configuration, implementation, and optimisation of integrations between Shelf and line-of-business applications such as CRM platforms, case management systems, contact-centre solutions, and productivity tools.

The service provides:

Integration Design & Architecture

- Assessment of existing systems, data flows, and knowledge processes.
- Production of a secure, compliant reference architecture for Shelf integration.
- Mapping of user journeys, knowledge touchpoints, and integration requirements.

API-Based and Event-Driven Integration

- Configuration of Shelf REST APIs, webhooks, and supported SDKs.
- Bi-directional data flows for knowledge ingestion, metadata synchronisation, and search federation.
- Integration with systems such as Microsoft 365, Dynamics 365, Salesforce, ServiceNow, and contact-centre platforms.

Secure Authentication & Access Control

- Implementation of SSO using OAuth 2.0, SAML, or OpenID Connect.
- Alignment with the customer's identity provider (e.g., Microsoft Entra ID).
- Role-based access configuration and governance controls.

Deployment & Configuration

- Setup of Shelf connectors, embedded knowledge widgets, and agent-assist components.
- Configuration of taxonomies, metadata, and content governance rules.
- Support for cloud, hybrid, or customer-managed deployment models.

Testing, Validation & Assurance

- Functional, integration, and performance testing.
- Security and compliance validation aligned to UK government standards.
- User acceptance testing support.

Knowledge Migration (Optional)

- Migration of existing knowledge bases into Shelf.
- Creation of content taxonomy, including categories and tags
- Metadata mapping, content transformation, and quality assurance.

Training, Enablement & Adoption

- Administrator and editor training.

- End-user enablement sessions and adoption guidance.
- Best-practice recommendations for knowledge governance.

Ongoing Support & Optimisation (Optional)

- Monitoring, maintenance, and continuous improvement of integrations.
- Search relevance tuning, analytics configuration, and periodic optimisation reviews.
- Access to technical specialists for enhancements and troubleshooting.

1.4. Overview of the G-Cloud Service

The Shelf Knowledge Management Service provides a cloud-based, AI-enabled platform designed to help public-sector organisations centralise, govern, and deliver accurate knowledge across all customer-facing and internal channels. The service combines powerful search, automated content governance, multi-channel delivery, and deep integration capabilities to improve operational efficiency and citizen experience.

Shelf enables organisations to consolidate knowledge from multiple systems, maintain content quality at scale, and surface the right information to staff and citizens at the moment of need, whether through contact-centre agents, self-service portals, chatbots, voicebots, or internal productivity tools.

Core Capabilities Provided by the Service

Unified Knowledge Platform

Shelf provides a single, structured repository for all organisational knowledge. Key capabilities include:

- Bulk import and connectors for SharePoint, Google Drive, Dropbox, network drives, and other repositories.
- Rich content authoring with versioning, audit history, and WYSIWYG editing.
- Flexible taxonomy, tagging, folder structures, and group libraries for controlled organisation of knowledge.

- Multi-language support (100+ languages) with unified article management and language-aware search.

Intelligent Search & AI-Driven Knowledge Delivery

Shelf's search and AI capabilities help users find answers quickly and consistently:

- Pinpoint Search for deep, in-document keyword detection across PDFs, Office files, images, and articles.
- Faceted search and browse filters to refine results rapidly.
- AI-powered content recommendations based on user behaviour and context.
- Search Copilot (GenAI) that generates structured answers using only approved organisational knowledge.

Knowledge Governance & Quality Management

The platform includes built-in governance tools to maintain content accuracy and compliance:

- Content health monitoring with rules-based alerts for outdated or low-performing content.
- Publication workflows for authoring, review, approval, and change management.
- Feedback management for user ratings, comments, and improvement suggestions.
- Analytics dashboards for usage, search behaviour, content performance, and optimisation insights.

Multi-Channel Knowledge Delivery

Shelf supports omnichannel knowledge distribution across internal and external services:

- Embedded knowledge panels within CRM, CCaaS, and ticketing systems.
- Self-service portals with configurable themes, SEO optimisation, and accessibility support.
- Chatbot and voicebot integrations for automated knowledge fulfilment.
- Webform and IVR integrations to provide real-time answers during customer interactions.

Automation & Answer Assist

Shelf's automation layer enhances agent and customer experiences:

- Answer Assist SDK for real-time, context-aware knowledge suggestions during live interactions.
- Automated mapping of knowledge to IVR, chat, and digital channels.
- Decision trees and guided workflows to support complex, multi-step processes.

Enterprise-Grade Security & Compliance

Shelf meets key public-sector security expectations:

- SOC 2 Type II, PCI, GDPR compliance.
- AES encryption for data at rest and in transit.
- SSO integration with OpenID, SAML, Azure AD, Okta, AD FS, OneLogin, and GSuite.
- Fine-grained permissions and user group management.

Implementation, Training & Support Services

The service includes optional onboarding and enablement components:

- Content migration from legacy systems.
- Knowledge analysis, taxonomy design, and governance planning.
- Train-the-trainer sessions, training libraries, and custom training programmes.
- Pre-built integrations, API/SDK support, and custom integration development.
- Ongoing customer success, optimisation, and support personnel.

What This Means for Public-Sector Buyers

Shelf provides a complete, cloud-based knowledge management solution that helps government organisations:

- Improve agent accuracy and reduce handling times.
- Increase citizen self-service and digital deflection.
- Maintain consistent, compliant, and up-to-date knowledge across all channels.
- Reduce operational overhead through automation and governance.
- Integrate knowledge seamlessly into existing systems and workflows.

1.5. Associated Services

The Shelf Knowledge Management Platform is supported by a suite of associated services that enhance the value of the core product, accelerate adoption, and ensure long-term optimisation. These services cover content intelligence, governance, migration, training, integration, and ongoing support.

Content Intelligence Services

Shelf includes a set of AI-driven and analytics-based capabilities that help organisations understand, optimise, and govern their knowledge estate. These services support continuous improvement and ensure that knowledge remains accurate, relevant, and high-performing.

Content Health & Quality Monitoring

- Automated rulesets identify outdated, low-impact, or underperforming content.
- Alerts notify administrators when articles require review, update, or retirement.
- AI-supported recommendations highlight opportunities to improve clarity, structure, or metadata.

Search & Usage Intelligence

- Pre-configured dashboards provide insights into search behaviour, content usage, and user journeys.
- Analytics reveal gaps where users search but do not find relevant answers (“zero-result searches”).
- Drill-down reporting helps teams understand which content drives the most value.

Feedback Intelligence

- User ratings and comments are captured and analysed to identify content issues or improvement opportunities.

- Administrators can track trends in user sentiment and content effectiveness.

AI-Driven Answer Intelligence

- GenAI Search Copilot generates structured answers based solely on approved organisational knowledge.
- Provides source attribution and feedback loops to improve AI-generated responses over time.
- Supports compliance by ensuring AI outputs are grounded in verified content.

Knowledge Governance Services

Shelf provides governance tools and services to help organisations maintain a high-quality knowledge base.

Content Governance Planning

- Development of governance frameworks, including ownership models, review cycles, and escalation paths.
- Definition of metadata standards, naming conventions, and taxonomy rules.

Publication Workflow Management

- Support for authoring, review, approval, and change-request workflows.
- Centralised dashboards for tracking tasks and content lifecycle stages.

Announcements & Compliance Tracking

- Tools for publishing important updates with acknowledgement tracking.
- Analytics to monitor adherence and ensure critical information is consumed.

Content Migration Services

Shelf offers structured migration support to help organisations transition from legacy knowledge systems.

Content Inventory & Assessment

- Review of existing repositories, content types, and information architecture.
- Identification of redundant, outdated, or trivial content (ROT analysis).

Migration Execution

- Bulk import of documents, articles, and media from SharePoint, GDrive, Dropbox, network drives, and other systems.
- Automated indexing and metadata creation during ingestion.

Content Optimisation

- Refinement of structure, tagging, categorisation, and folder hierarchy.
- Application of Shelf's content intelligence to improve findability.

Training & Enablement Services

Shelf provides training programmes to ensure successful adoption across the organisation.

Train-the-Trainer

- Live sessions for power users and administrators.
- Focus on authoring, governance, analytics, and platform configuration.

Training Library

- Access to on-demand videos, guides, and best-practice materials.

Custom Training Programmes

- Tailored training aligned to organisational processes, roles, and learning styles.

Integration & Automation Services

Shelf supports a wide range of integration services to embed knowledge into operational workflows.

Pre-Built Integrations

- CCaaS, CRM, ticketing, IVR, chat, and webform integrations.
- Embedded knowledge panels and agent-assist widgets.

API & SDK Integration

- REST and GraphQL APIs for custom integrations.
- Headless CMS capabilities for publishing knowledge to any digital channel.

Content Connectors

- Pre-built connectors for syncing content from 12+ systems.
- Custom connector development for additional third-party or internal systems.

Automation & Answer Assist

- Real-time knowledge suggestions during live interactions.
- Mapping of knowledge to IVR flows, chatbots, and voicebots.

Knowledge Management Support Services

Shelf provides ongoing KM support to ensure long-term success.

Knowledge Analysis Workshops

- Review of current information architecture, use cases, and pain points.

- Recommendations for optimising knowledge structure and governance.

Taxonomy & Tagging Design

- Creation of metadata frameworks, folder structures, and tagging strategies.
- Ensures consistent content classification and improved search performance.

Continuous Improvement Support

- Regular optimisation sessions.
- Review of analytics, search patterns, and content performance.

Customer Success & Support Services

Shelf offers ongoing support to maintain platform performance and adoption.

Customer Success Management

Dedicated CSM to guide adoption, roadmap alignment, and best practices.

Technical Support

Access to support personnel for troubleshooting, configuration, and enhancements.

Platform Optimisation

Periodic reviews of search relevance, content health, and user engagement.

Summary

The associated services of Shelf, particularly its content intelligence capabilities, provide a comprehensive ecosystem for managing, governing, optimising, and delivering knowledge across all channels. These services ensure that public-sector organisations can maintain accurate, compliant, and high-performing knowledge that supports both staff and citizen interactions.

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

The Shelf Knowledge Management Platform provides a secure, resilient, and enterprise-grade back-up and restore capability designed to protect organisational knowledge, ensure business continuity, and support compliance with public-sector data-handling requirements.
Shelf's back-up and restore processes safeguard all core knowledge assets, including articles, documents, metadata, taxonomies, version histories, user groups, permissions, and configuration settings, ensuring that content can be recovered quickly and reliably in the event of accidental deletion, corruption, or system failure.

Back-Up Capabilities

- Automated Platform Back-Ups
  - Shelf performs regular, automated back-ups of all customer content and system data within its secure cloud infrastructure. Back-ups include knowledge articles,

documents, decision trees, metadata, user roles, permissions, and configuration settings.

- Redundant Storage Architecture
    - Back-ups are stored in geographically redundant environments to ensure resilience and continuity in line with enterprise security protocols (SOC 2 Type II, PCI, GDPR).
- Versioning for Content-Level Recovery
    - Shelf's built-in content versioning allows administrators to roll back individual articles or documents to previous versions without restoring the entire environment. This supports granular recovery and reduces operational disruption.
- Integrity and Encryption Controls
    - All back-ups are encrypted at rest and in transit using AES-grade encryption. Integrity checks ensure that back-ups remain complete and uncompromised.

Restore Capabilities

- Full Environment Restore
    - In the event of a major incident, Shelf can restore the full knowledge environment, including content, metadata, workflows, and configuration, to the most recent valid back-up point.
- Selective Content Restore
    - Administrators can restore individual articles, files, or content sets using version history, enabling rapid correction of accidental edits, deletions, or content corruption.
- Recovery Support
    - Shelf support personnel are available to assist with restore operations, including incident assessment, recovery execution, and validation of restored content.
- Minimal Service Disruption
    - Restore processes are designed to minimise downtime and ensure continuity of service for agents, administrators, and end-users.

Retention & Compliance

- Retention Policies
    - Back-up retention schedules follow Shelf's enterprise data-management policies and can be aligned with customer or regulatory requirements.
- Auditability
    - Version histories, content changes, and restore actions are logged to support audit, compliance, and governance processes.
- GDPR & Public-Sector Alignment
    - Back-up and restore processes comply with GDPR principles and support UK public-sector expectations for data protection, resilience, and recoverability.

2.3. Data Processing and Storage Location

The Shelf Knowledge Management Platform processes and stores customer data within secure, enterprise-grade cloud environments that comply with UK Government requirements for data protection, residency, and sovereignty.

Data Storage Location

- All primary customer data, including knowledge articles, documents, metadata, user information, configuration settings, and audit logs, is stored within the United Kingdom.
- Data is hosted in UK-based cloud data centres that meet UK Government security expectations and industry standards for resilience, redundancy, and physical security.

Data Processing Location

- All routine data processing activities (indexing, search, analytics, content governance, versioning, and workflow operations) are performed within UK data centres.
- No customer data is transferred outside the UK for processing unless explicitly agreed with the customer and subject to appropriate legal safeguards.

Back-Up & Redundancy

- Back-ups are stored in geographically separate UK regions to ensure resilience and continuity.
- All back-ups remain within the UK and are encrypted at rest and in transit.

Support & Administrative Access

- Support personnel may access customer environments for troubleshooting or maintenance.
- Administrative access is restricted, logged, and governed by strict role-based access controls.
- Any remote access is performed from the UK or other approved jurisdictions that comply with UK Government data-handling requirements.
- No access is permitted from high-risk or non-approved territories.

Data Sovereignty & Compliance

- The service complies with UK GDPR, the Data Protection Act 2018, and relevant NCSC cloud security principles.
- Data always remains under the control of the customer, with clear contractual provisions governing processing, retention, and deletion.
- Encryption is applied to all data at rest and in transit using industry-standard AES-grade protocols.

Customer Control

- Customers retain full ownership of their data.
- Data can be exported on request and is deleted securely at the end of contract in accordance with UK Government retention and destruction requirements.

2.4. Data Restoration / Service Migration

The Shelf Knowledge Management Platform provides structured, secure, and fully supported processes for both data restoration and service migration, ensuring continuity of service and enabling organisations to transition into or out of the platform with minimal disruption.

Data Restoration

Shelf includes robust mechanisms to restore customer data in the event of accidental deletion, corruption, or operational incidents. Restoration processes are designed to protect knowledge integrity and maintain service availability.

Restoration Capabilities

- Granular Content Restoration
    - Administrators can restore individual articles, documents, or content sets using Shelf's built-in version history. This allows rapid correction of unintended edits or deletions without affecting the wider environment.
- Full Environment Restoration
    - In the event of a major incident, Shelf can restore the entire knowledge environment, including content, metadata, taxonomies, workflows, and configuration settings, from the most recent valid backup.
- Secure, Controlled Recovery
    - All restoration activities are logged, access-controlled, and performed in accordance with UK GDPR and organisational data-handling policies.
- Support-Assisted Recovery
    - Shelf support personnel are available to assist with restoration activities, including incident assessment, execution of restore operations, and validation of recovered data.

Service Migration

Shelf provides structured support for organisations migrating into the platform from legacy systems or out of the platform at contract end. Migration processes are designed to ensure data integrity, minimise downtime, and maintain compliance with UK Government requirements.

Migration Into Shelf

- Content Inventory & Assessment
    - Review of existing knowledge repositories, formats, metadata, and information architecture.
- Bulk Import & Automated Indexing
    - Migration of content from systems such as SharePoint, Google Drive, Dropbox, network drives, and other repositories using Shelf's bulk import tools and connectors.
- Metadata & Taxonomy Mapping
    - Alignment of legacy structures to Shelf's taxonomy, tagging, and folder hierarchy to ensure optimal searchability and governance.
- Validation & Optimisation
    - Post-migration checks to ensure content accuracy, completeness, and correct metadata assignment.

Migration Out of Shelf

- Customer-Initiated Data Export
    - Customers may export their content, including articles, documents, metadata, and version histories, at any time during or at the end of the contract.
- Structured Export Formats
    - Data is provided in standard, machine-readable formats suitable for import into alternative systems.
- Secure Data Deletion

- Upon contract termination, customer data is securely deleted from Shelf systems in accordance with UK GDPR, the Data Protection Act 2018, and customer retention policies.

Continuity & Compliance

- All restoration and migration processes comply with UK GDPR, NCSC cloud security principles, and UK Government data-sovereignty requirements.
- Data remains under customer ownership and control throughout restoration and migration activities.
- All data remains stored and processed within UK-based data centres unless otherwise contractually agreed.

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

A Shelf Trial Service, delivered through SandcastleCX™, provides public-sector organisations with a secure, time-boxed environment to evaluate the capabilities of the Shelf Knowledge Management Platform before committing to full deployment. The trial is designed to allow organisations to explore core features, validate use cases, and assess integration fit within their existing digital ecosystem.

Purpose of the Trial

The trial environment enables organisations to:

- Experience Shelf's search, content intelligence, and governance capabilities.
- Validate how knowledge performs in real workflows (e.g., contact centre, CRM, self-service).
- Assess usability for authors, administrators, and frontline staff.
- Understand integration options and technical fit with existing systems.
- Build internal confidence and stakeholder alignment prior to procurement.

SandcastleCX™ provides a controlled, cloud-hosted sandbox environment that mirrors the configuration and behaviour of a production Shelf instance. It is designed for rapid onboarding, safe experimentation, and low-risk evaluation.

Key Characteristics

- Isolated Sandbox
    - A dedicated, non-production environment that allows users to test features without affecting live systems.
- Pre-Configured Shelf Capabilities Includes access to core platform features such as:
    - Pinpoint Search
    - Content authoring and versioning
    - Taxonomy and tagging
    - Content health and governance tools
    - Analytics dashboards
    - Decision trees and guided workflows
    - Multi-language support
    - API/SDK exploration
- Sample Content Library
    - Optional pre-loaded sample content to demonstrate search, metadata, and governance behaviour.
- Safe Integration Exploration
    - Ability to test API calls, connectors, and Answer Assist SDK behaviour without touching production systems.
- Short-Term Access
    - Typically offered as a time-limited trial (e.g., 14–30 days), depending on engagement scope.

User Access & Onboarding

- Rapid Provisioning
    - Trial environments can be provisioned quickly through SandcastleCX™, enabling organisations to begin evaluation with minimal setup.
- Role-Based Access

    - Users can be assigned administrator, collaborator, member, or view-only roles to test governance and permissions.
- Guided Walkthroughs
    - Optional onboarding sessions are available to help teams understand platform capabilities and trial objectives.

Support During the Trial

- Lightweight Technical Support
    - Assistance with configuration, navigation, and basic troubleshooting.
- Knowledge Workshops (Optional)
    - Sessions to review existing knowledge structures and demonstrate how Shelf's content intelligence can improve findability and governance.
- Trial Success Criteria
    - Organisations can define evaluation metrics such as search accuracy, content quality improvements, or agent efficiency gains.

Data Handling & Security

- No Production Data Required
    - Organisations may use anonymised or sample content to avoid introducing sensitive information.
- UK-Based Hosting (If Required)
    - Trial environments can be provisioned in UK regions to align with public-sector data residency expectations.
- Secure Access Controls
    - Authentication and permissions follow the same enterprise-grade standards as production Shelf environments.

Outcome of the Trial

At the end of the trial, organisations receive:

- A summary of usage insights and platform performance.
- Recommendations for full implementation, including integration pathways and governance models.
- Optional migration and deployment planning support.

3.3. On-Boarding

TTEC Digital's onboarding process for the Shelf Knowledge Management service provides a structured, collaborative start to the engagement. The purpose of onboarding is to ensure clarity of scope, confirm customer readiness, align delivery teams, and establish the foundations for a successful implementation in accordance with the service definitions and associated rate card.

3.3.1 Scope Confirmation

TTEC Digital will work closely with the customer to define a precise scope of work based on our published service definition and SFIA rate card. This scoped definition will form the basis of the engagement, ensuring all stakeholders share a consistent understanding of objectives, deliverables, timelines, and dependencies.

3.3.2 Stakeholder & Requirements Alignment

- Identification of key stakeholders across knowledge management, IT, digital, and operational teams.
- Validation of business goals, expected outcomes, and success measures.
- Agreement of roles and responsibilities required to support delivery.

3.3.3 Readiness Assessment

- Review of existing knowledge repositories, governance processes, taxonomy structures, and content lifecycle workflows.
- Technical readiness checks including access, integration requirements, and security considerations.

- Assessment of customer-side resources, including SMEs, content owners, and technical contacts.

3.3.4 Implementation Planning

TTEC Digital will develop a detailed implementation plan aligned to the agreed scope. This includes:

- Milestones and delivery cadence
- Migration and integration approach
- Customer resource commitments
- Governance checkpoints and quality gates

The implementation plan will be tailored to reflect the complexity of required integrations, organisational maturity, and target deployment models.

3.4. API

TTEC Digital supports full integration of the Shelf Knowledge Management platform through a comprehensive suite of RESTful APIs, SDKs, and pre-built connectors. These APIs enable customers to embed Shelf knowledge, automate content flows, integrate user provisioning, and support bot-driven or system-driven knowledge retrieval across their digital estate.
Shelf's API capabilities ensure that knowledge can be surfaced securely, consistently, and in real time across CRM, CCaaS solutions, self-service channels, and internal productivity tools. The API framework adheres to modern security standards and supports both API-based and event-driven integrations.

3.4.1 API-Based Integration Capabilities

Shelf provides a broad set of API endpoints covering the following integration areas:

User & Access Management APIs

Shelf exposes endpoints for user provisioning, authentication, and group assignment.

Typical use cases include automated onboarding and synchronisation of user permissions.

Examples include:

- Create/Invite Users:

  POST https://api.shelf.io/users/v1/invite

  Supports bulk user invitations, with system-generated User IDs returned for downstream use.
- Retrieve User Groups:

  GET https://api.shelf.io/user-groups

  Used to map users to appropriate libraries or access control groups.

3.4.2 Content Access & Search APIs

Shelf provides rich APIs for retrieving knowledge articles ("GEMs") and performing contextual search queries.

GEM Retrieval API

Used by customer-facing bots, agent-assist tools, and digital applications to fetch specific content items by ID.

Search APIs

Support precise filtering using:

- Search term (intent or utterance)
- Category
- Tags (e.g., account attributes or scheme details)

These APIs enable Bot journeys and CCaaS platforms to request the most relevant article with exact-match confidence scoring.

3.4.3 Headless CMS / API-Only Delivery

Shelf supports a Headless CMS mode, enabling customers to consume all knowledge exclusively via API.

This model provides:

- API-driven content access for embedded components
- Predictable API usage allowances
- Scalable performance for bot and agent-assist workloads

3.4.4 SDKs, Connectors & Pre-Built Integrations

Shelf provides additional integration tooling including:

SDKs & Developer Resources

Technical consulting and documentation are available to support advanced custom integrations.

Content Integration Layer (CIL)

Pre-built, API-driven connectors for systems such as:

- Salesforce Knowledge
- SharePoint
- Zendesk
- Contentful

These connectors allow import, sync, and enrichment workflows via API-parameterised connection profiles.

3.4.5 Event-Driven Integrations

Shelf supports event-driven integration patterns, enabling downstream applications to respond to knowledge updates, workflow steps, or content lifecycle events.

This supports advanced automation scenarios and seamless interoperability across platforms.

3.4.6 Security & Authentication

- Shelf APIs use modern authentication frameworks (e.g., OAuth2).
- Customers must securely store secrets when generated, as they cannot be retrieved via API once created.
- All API interactions adhere to the customer's Data Processing Agreement and encompass strict security controls, including encryption and privacy safeguards.

3.4.7 API Use Cases

Typical implementation scenarios include:

- Embedding knowledge into CRM systems such as Salesforce or Dynamics
- Powering agent-assist features within Genesys Cloud or other CCaaS platforms
- Enabling digital bots to perform intent-driven knowledge searches
- Synchronising content from enterprise repositories via CIL connectors
- Implementing self-service portals using Shelf's headless CMS mode

3.5. International SMS

TTEC Digital does not provide International SMS capabilities as a native feature of the Shelf Knowledge Management platform. However, Shelf can be integrated with customer communication systems that support SMS, such as CCaaS platforms, CRM solutions, or external messaging gateways, to enable knowledge-driven SMS experiences where required.
Where International SMS is part of the customer's broader architecture (e.g., for outbound notifications, two-way messaging, or bot-triggered knowledge responses), Shelf can participate in these workflows by supplying the knowledge content or enriched responses that are surfaced within those SMS interactions via API-based integrations.

3.5.1 Supported Integration Model

- Shelf provides structured knowledge content through REST APIs, which can be consumed by any third-party SMS service capable of rendering text-based knowledge responses.

- Integrations are typically implemented through:
    - CCaaS digital messaging frameworks (e.g., Genesys Digital, Chat/SMS orchestration layers).
    - CRM or case management systems that trigger outbound messaging using Shelf-provided responses.
    - Custom middleware that orchestrates SMS workflows and calls Shelf's APIs for context-relevant content.

3.5.2 Customer Responsibilities

Customers are responsible for:

- Procuring and configuring their International SMS provider(s).
- Ensuring SMS routing, compliance, and country-specific regulations (including opt-in/opt-out rules).
- Managing any associated messaging costs, throughput limits, and shortcode/long-code provisioning.
- Ensuring that their SMS orchestration layer is able to consume Shelf APIs to retrieve content.

3.5.3 TTEC Digital Responsibilities

TTEC Digital will:

- Provide API-level support and technical guidance required to integrate Shelf knowledge with customer SMS workflows.
- Assist in identifying the data elements or knowledge structures best suited for SMS-based delivery (e.g., short-form content, answer cards, tagged knowledge).
- Collaborate with customer SMS/CCaaS teams to define the interaction pattern for sending concise knowledge responses over SMS.
- Ensure that API responses comply with content delivery requirements for low-bandwidth, text-only channels.

3.5.4 Constraints & Considerations

- SMS character limitations may require the creation of shorter “SMS-ready” variants of knowledge articles.
- Shelf does not control SMS deliverability, country-specific restrictions, carrier filtering, or message formatting beyond the content delivered via API.
- Rich-media content, such as images or documents, may not be supported by third-party SMS platforms and may require alternative link-based approaches.

Summary

While Shelf does not send SMS directly, it fully supports International SMS use cases through integration with customer-operated messaging systems. By providing structured, API-accessible knowledge, Shelf enables accurate, concise, and channel-appropriate knowledge delivery across global SMS environments.

3.6. Off-Boarding

TTEC Digital follows a structured, compliance-driven off-boarding process to ensure a smooth, secure, and transparent transition when the customer’s engagement concludes. All off-boarding activities are delivered in accordance with the agreed scope of work, contractual terms, and applicable data protection obligations.

3.6.1 Exit Planning & Scope Confirmation

At the start of off-boarding, TTEC Digital works collaboratively with the customer to define and confirm the precise scope of exit activities. This includes agreeing responsibilities, identifying required deliverables, and establishing timelines. A formal exit plan is prepared that outlines the sequence of tasks, required customer participation, and any applicable exit costs.

3.6.2 Knowledge Transfer

TTEC Digital will conduct a structured knowledge transfer to ensure continuity following service cessation. This typically includes:

- Handover sessions with the customer's operational, technical, and knowledge management teams.
- Transfer of documentation relevant to the Shelf deployment, including governance processes, configuration summaries, content workflows, and integration notes (where applicable).
- Support in enabling the customer's internal teams or new supplier to assume management responsibilities.

3.6.3 Data & Content Extraction

TTEC Digital will support the customer in exporting or transferring content and metadata stored within the Shelf Knowledge Management platform. This includes:

- Assistance with extracting structured knowledge content, taxonomies, categories, and metadata.
- Guidance on bulk exports or use of native Shelf export tooling.
- Supply of any agreed artefacts required for knowledge continuity.

All data transfer activities adhere to contractual data protection provisions and the customer's Data Processing Agreement.

3.6.4 Decommissioning & Access Removal

Upon completion of knowledge extraction and handover, TTEC Digital will:

- Remove or deactivate user access in line with customer instruction.
- Decommission integrations or connectors implemented as part of the service, where applicable.
- Provide written confirmation of data deletion or transfer, ensuring appropriate audit trails are maintained.

3.6.5 Continuity Support (Optional)

If required, TTEC Digital may provide optional transitional support services to minimise operational disruption, such as temporary administrative support, extended access during migration windows, or consultancy to assist in the customer's transition to a new supplier or internal capability.

3.6.6 Completion & Closure

The off-boarding phase concludes once all agreed exit activities have been completed, documentation has been transferred, and confirmation has been provided by both parties. TTEC Digital ensures that disengagement is executed with the same rigour, transparency, and governance applied throughout onboarding and delivery.

3.7. Training

TTEC Digital provides a comprehensive training and enablement programme to ensure successful adoption and long-term sustainability of the Shelf Knowledge Management platform. Training combines structured live sessions, self-paced online learning, role-based enablement, and access to reusable support materials. This approach ensures that administrators, content managers, trainers, and end users can confidently use, manage, and maintain the platform.
Shelf training is delivered using a proven tandem-learning model that includes self-paced courses in Shelf Academy and live instructor-led working sessions, as evidenced in multiple project SOWs and customer programmes.

3.7.1 Training Approach

Shelf's training framework is designed around two complementary methods:

Self-Paced Online Learning (Shelf Academy)

Learners gain 24/7 access to Shelf Academy, Shelf's online learning management system, offering:

- Video tutorials
- Step-by-step instructions
- Product feature overviews
- Learning paths tailored to user roles
- Updates on new features and platform enhancements

This model is described consistently across project documents.

Live Instructor-Led Training

Interactive live training is delivered via virtual conferencing and structured by user responsibility. Sessions typically include:

- Administrator Training
- Content Manager / SME Training
- Train-the-Trainer Programme
- Additional working sessions for Q&A, best practice guidance, or feature deep-dives

All live sessions may be recorded and shared with the customer, and all training materials are placed into the organisation's dedicated Shelf Training Resources Library

3.7.2 Role-Based Training Structure

Training is tailored to the three primary personas involved in operating Shelf:

Administrators

- Complete the Admin Learning Path (minimum 1.5 hours)
- Learn library configuration, permissions, and platform setup
- Review broader system features to support configuration

Content Owners / Content Managers

- Complete the Content Management Learning Path
- Learn how to create and maintain Shelf Gem types
- Understand usage of tags, categories, and metadata

- Receive guidance on the Content Feedback Manager

Trainers / Train-the-Trainer Participants

- Complete the Train-the-Trainer module
- Receive templates, training outlines, and enablement materials
- Empowered to deliver scalable end-user training

3.7.3 Live Training Duration & Format

Typical training engagements include:

- 3–5 hours of live instructor-led training over 2–3 weeks, depending on deployment complexity.
- Up to five hours of training in larger enterprise rollouts, with additional working sessions included.

Live training sessions cover:

- Platform fundamentals
- Knowledge creation and optimisation
- Governance processes
- Implementing decision trees, content blocks, and other advanced Gem types
- Best practices and Q&A sessions

3.7.4 Training Materials & Resource Library

Customers receive full access to:

- Learning paths and Shelf Academy courses
- Session recordings (unless prohibited by customer policy)
- Slides, guides, templates, and job aids
- A dedicated Shelf Training Resources Library within their environment

These assets remain available to support new hires, refresher training, and ongoing enablement.

3.7.5 Integrated Training During Implementation

Training also occurs organically throughout the implementation lifecycle as administrators and content managers collaborate with TTEC Digital on:

- Knowledge analysis
- Information architecture design
- Content migration
- Content optimisation
- Governance design

This embedded learning model is described consistently across Shelf SOWs.

3.7.6 Customer Responsibilities

Customers are responsible for:

- Nominating personnel for administrator, content management, and trainer roles
- Ensuring all role-based online learning is completed
- Supporting internal change management and communications
- Providing training resources for Train-the-Trainer activities

3.7.7 TTEC Digital Responsibilities

TTEC Digital will:

- Deliver all agreed live training sessions
- Provide working sessions for best practices and feature guidance
- Supply training materials and recordings
- Provide access to Shelf Academy and resource libraries
- Support customer L&D teams in planning and executing end-user training

3.8. Implementation Plan

TTEC Digital follows a structured, multi-phase implementation methodology to deliver the Shelf Knowledge Management platform in a controlled, predictable, and outcome-focused manner. The plan ensures that information architecture, content, integrations, training, and governance foundations are established before go-live, and that each stage is supported by clear deliverables and quality gates.

Shelf's implementation approach is consistent across engagements and is described throughout Shelf SOWs, including phases such as Knowledge Analysis, Information Architecture design, Content Migration, Technical Integration, Content Governance, Training & Enablement, and Deployment.

3.8.1 Implementation Phases

Phase 1 – Project Set-Up

TTEC Digital establishes the foundational elements required for delivery, including:

- Project governance, cadence, and communication channels
- Success criteria and scope confirmation
- Initial access provisioning and environment setup

Deliverables:

- Project Plan
- Governance framework
- Success criteria baseline

Phase 2 – Discovery & Design

This phase focuses on understanding the customer's current knowledge estate and designing the optimal structure for Shelf.

Activities include:

- Knowledge analysis of existing repositories, content types, and usage patterns
- Stakeholder interviews on pain points and knowledge needs
- Information Architecture design covering libraries, categories, tags, and user groups
- Definition of metadata and content governance structures

Deliverables:

- Finalised Information Architecture Worksheet
- Metadata (Categories/Tags) design
- User group definitions
- Training Needs Assessment (TNA)

Phase 3 – Content Migration & Optimisation

TTEC Digital coordinates with customer SMEs to migrate, structure, and improve content.

Key activities:

- Migration of content according to agreed scope (articles, PDFs, wikis, decision trees)
- Quality assurance checks on migrated content
- Co-creation or optimisation of a sample of articles for best practice modelling
- Development of reusable content blocks

Deliverables:

- Migrated content within the Shelf platform
- Optimised content samples
- QA validation report
- Approval for UAT

Phase 4 – Technical Integration

TTEC Digital configures and validates any required integrations such as:

- Single Sign-On (SSO)
- CRM or CCaaS integrations (e.g., Genesys Cloud)
- Content connectors via API, SDK, or Shelf's Content Integration Layer
- Configuration to support Answer Assist or bot-driven use cases

Deliverables:

- Integrated environment with validated authentication
- External integrations with required systems
- Technical documentation

Phase 5 – Content Governance & Sustainability

TTEC Digital designs governance structures to ensure long-term success.

Activities:

- Establish workflows for content lifecycle (creation, review, approval, retirement)
- Define roles, responsibilities, and BAU ownership
- Produce a Content Governance Plan tailored to the customer

Deliverables:

- Content Governance Plan
- Governance model sign-off

Phase 6 – Training & Enablement

Training is delivered using Shelf's combined model of self-paced courses via Shelf Academy and live, role-based working sessions.

Activities span:

- Administrator training
- Content Manager / SME training
- Train-the-Trainer sessions
- Additional working sessions for Q\&A and best practice alignment

Deliverables:

- Training sessions & recordings
- Access to Shelf Academy
- Training Resources Library
- Training & enablement sign-off

Phase 7 – User Acceptance Testing (UAT)

Customer teams validate the platform configuration, content, integrations, and workflows.

Activities:

- Review migrated and optimised content
- Validate search relevance, taxonomy, and permissions
- Test integrations and channel experiences (agent, bot, self-service)
- Capture and resolve defects prior to go-live

Deliverables:

- UAT test cases
- UAT validation and defect logs
- Final go/no-go approval

Phase 8 – Deployment & Go-Live

Shelf is deployed into production after successful UAT.

Activities include:

- Final configuration review
- Migration of production-ready content
- Cutover coordination with customer stakeholders
- Execution of go-live readiness checklist

Deliverables:

- Production deployment
- Service design documentation
- Support transition handbook

Phase 9 – Hypercare & Transition to Support

Following go-live, TTEC Digital provides short-term post-deployment assistance to stabilise the environment and transition responsibilities to customer teams and/or ongoing TTEC support teams.

Activities:

- Troubleshooting and configuration refinements
- Addressing early-life usage questions
- Handover to TTEC Support (where included in contract)

Deliverables:

- Hypercare report
- Support transition completion
- Handover to managed support services (if applicable)

3.8.2 Implementation Timeline

While exact timelines depend on scope, content volume, and integration complexity, Shelf implementations follow a structured monthly or multi-wave model, with repeatable Pod deployment cycles where required.

3.8.3 Customer Responsibilities

Customers are expected to:

- Provide SMEs for content, process, and system knowledge
- Supply source content in agreed formats
- Complete training activities (Admin, Content Manager, Trainer roles)
- Participate in UAT and timely sign-off steps

3.8.4 TTEC Digital Responsibilities

TTEC Digital will:

- Deliver all phases of Shelf implementation according to scope
- Provide project management and progress updates
- Lead information architecture, migration, training, and integration tasks
- Ensure quality controls and readiness at every stage

3.9. Service Management

TTEC Digital provides a structured, SLA-aligned service management framework to ensure the reliable operation, ongoing optimisation, and continuous improvement of the Shelf Knowledge Management platform. The service management model combines handling, governance routines, performance reporting, and defined escalation paths. This framework is aligned with TTEC Digital's Shelf platform-specific operational processes.

3.9.1 Service Management Overview

TTEC Digital manages Shelf as part of a fully governed service lifecycle, supported by:

- Incident and problem management processes aligned with defined response SLAs
- Regular service reviews
- Escalation paths and support channels

Operational guidance for day-to-day management of Shelf is defined within a guide, which outlines operational processes, status monitoring, organisation structure, and core Shelf functions used during BAU operations.

3.9.2 Incident & Service Request Management

TTEC Digital follows a structured tiered support model for handling incidents and service requests.

Severity Levels & Response Objectives

- P1 (Critical): 10-minute response, 24×7×365 coverage
- P2 (High): 30-minute response, 24×7×365 coverage
- P3 (Medium): 2-hour response, 5×12 (08:00–20:00 UK)
- P4 (Low): Next business day response, 5×12 (08:00–20:00 UK)

Incident Logging & Required Details

Customers must provide, at minimum:

- Time and description of issue
- Steps to reproduce
- Impacted search terms or Gem IDs
- Expected vs actual behaviour

Escalation Path

A documented escalation procedure is provided within the same support handbook, ensuring rapid routing of high-impact issues.

3.9.3 Platform Monitoring & Status Management

Shelf provides a live operational status page showing:

- Uptime over the last 90 days
- Authentication, notification, and API latency metrics
- Service component health
- Subscription options for service updates

Customers may subscribe for automated outage and maintenance notifications.

3.9.5 Roles & Responsibilities

TTEC Digital Responsibilities

- Operate Incident Management in relation to the Shelf platform according to SLA and service processes
- Raise incidents with Shelf on behalf of clients
- Coordinate with Shelf (vendor) where platform-level actions are required
- Liaise with Shelf to drive incident triage, problem resolution, and root cause analysis where appropriate

Vendor-related responsibilities (e.g., security safeguards, data integrity controls) are defined in artefacts which confirm Shelf's platform-level support duties.

Customer Responsibilities

- Raise incidents and service requests via defined channels
- Provide required context, access, and reproduction steps
- Manage internal user access and business processes where required
- Participate in governance routines and review cycles

3.9.6 Service Reviews & Governance

TTEC Digital conducts formal service reviews with customers to ensure ongoing alignment, transparency, and continuous improvement.

These sessions typically include:

- Review of incidents, trends, and SLA adherence
- Platform availability and performance reporting
- Review of change requests and release activity
- Discussion of risks, dependencies, and forward roadmap
- Tactical and strategic issue management

Such governance is exemplified by monthly operational reviews which includes incident analysis, platform stability updates, training needs, MACD utilisation, user management updates, Active Directory sync improvements, and broader service concerns.

3.9.7 Maintenance & Scheduled Downtime

- Shelf follow defined maintenance windows to minimise operational impact.
- Shelf may conduct emergency maintenance at any time for critical issues
- Scheduled maintenance is typically performed during low-impact time windows.

- Customers are notified in advance of any expected service interruption.

3.9.8 Continuous Improvement

TTEC Digital supports ongoing optimisation of the Shelf experience across:

- Content quality and governance
- User experience and search relevance
- Integration adjustments (e.g., Answer Assist, CRM workflows)
- Operational enhancements identified through service reviews

3.10. Service Constraints

The Shelf Knowledge Management platform is delivered as a cloud-based SaaS solution with minimal technical limitations. However, as with any cloud deployment and consulting-supported implementation, several service constraints and dependencies apply. These constraints ensure that the service can be delivered effectively, securely, and in line with the agreed Scope of Work (SoW).

3.10.1 General Constraints (Consulting & Implementation)

There are no fixed constraints for consulting, enablement, or implementation activities beyond the requirement for the customer to provide timely access to the necessary stakeholders, systems, content sources, and information required to deliver the service. This follows the standard TTEC Digital consulting model, in which constraints are primarily driven by access to people, systems, and data.

TTEC Digital will work with the customer during scoping to identify all necessary inputs, access requirements, and assumptions. These will be documented within the agreed Scope of Works (SoW).

3.10.2 Technical Constraints (SaaS / Cloud Architecture)

Because Shelf operates as a SaaS platform:

- Deployment is fully cloud-based; on-premises hosting is not available.
- Availability and performance are subject to standard cloud dependencies such as internet connectivity, browser compatibility, and organisational security policies.
- Some technical limitations may arise when integrating Shelf with customer legacy systems, internal CRMs, CCaaS platforms, identity providers, or third-party APIs, depending on the customer's infrastructure and access permissions.

These considerations mirror constraints highlighted in other TTEC Digital cloud services (e.g., NiCE and Genesys Cloud CX) that also rely on cloud architecture and customer-side infrastructure readiness.

3.10.3 Platform & Vendor Constraints

As a SaaS product, Shelf manages platform-level operations including:

- Security controls
- Platform maintenance windows
- Service uptime and component availability
- Safeguards governing access to customer data
- Restrictions around unacceptable use or post-termination access

3.10.4 Integration Constraints

Where integrations are required, such as SSO, CRM,CCaaS integrations or third-party content sources, constraints may include:

- The customer's ability to provide access to source systems, APIs, identity providers, or metadata repositories
- The customer's own change-management or governance processes (e.g., CAB cycles)
- The need for additional testing and configuration effort if the customer uses non-standard architectures

Similar integration constraints are noted across other G-Cloud service definitions and apply equally to Shelf.

3.10.5 Customer Responsibilities (Dependencies)

Service delivery is dependent on the customer fulfilling certain responsibilities, including:

- Assigning a project manager or primary contact
- Providing access to content systems for migration and analysis
- Ensuring timely participation from subject matter experts
- Providing required content samples, governance processes, or existing taxonomy structures
- Completing required training modules (Admins, Content Managers, Trainers), where relevant to the deployment

Failure to meet these dependencies may impact timelines, deliverables, and project costs, as stated throughout various SOWs.

3.10.6 Scheduled Maintenance & Downtime

Shelf may perform both scheduled and emergency maintenance on the platform. While scheduled maintenance is typically planned during low-impact windows, emergency maintenance may occur as needed for service stability or security.

3.10.7 Summary

In summary, service constraints for Shelf fall into three categories:

1. Consulting/implementation dependencies – requiring timely customer access to people, systems, and information.
2. SaaS/platform constraints – inherent to cloud-based delivery, vendor-managed maintenance, and customer network/browser requirements.
3. Integration constraints – depending on customer architecture, access controls, and third-party systems.

Where any additional customer-specific constraints exist, these will be identified and documented during scoping and confirmed in the final SoW.

3.11. Service Levels

TTEC Digital follows a structured tiered support model for handling incidents and service requests.

Severity Levels & Response Objectives

- P1 (Critical): 10-minute response, 24×7×365 coverage
- P2 (High): 30-minute response, 24×7×365 coverage
- P3 (Medium): 2-hour response, 5×12 (08:00–20:00 UK)
- P4 (Low): Next business day response, 5×12 (08:00–20:00 UK)

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 Shelf (Vendor). Clients can subscribe to 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

TTEC Digital shall provide bespoke Service Level Objectives, inclusive of a financial recompense mechanism for any failure to meet the agreed service levels, as set out in and governed by the mutually executed Call-Off Contract.

4. Provision of the Service

4.1. Customer Responsibilities

Successful delivery of the Shelf Knowledge Management service depends on active collaboration between the customer and TTEC Digital.

Customer responsibilities include, but are not limited to:

- Access, Information & Resourcing
- Providing timely access to the relevant stakeholders, SMEs, product owners, and decision-makers required for workshops, reviews, and approvals.
- Supplying the data, documents, and content required for migration, analysis, and optimisation activities. [
- Ensuring internal teams complete required training, including Administrator, Content Manager, and Train-the-Trainer learning paths, where applicable.
- Providing access to the necessary systems, repositories, identity providers (SSO/Entra ID), CRMs, CCaaS platforms, and any other integrations needed to deliver the scope.
- Ensuring the availability of internal resources during project phases (Discovery, Design, UAT, Go-Live).

Governance & Approvals

- Reviewing and approving deliverables (e.g., Information Architecture, content models, migration outputs) within agreed timelines.
- Managing internal CAB processes for any client-side changes that impact the implementation.
- Informing TTEC Digital of any material changes to project schedules, personnel, or dependencies.

Technical & Security Compliance

- Maintaining adherence to customer-side network, browser, and security policies that may influence the service.
- Ensuring that TTEC Digital personnel are granted the appropriate access (read-only or elevated) to required systems in accordance with customer security controls.

4.2. Technical Requirements and Client-Side Requirements

The following technical and client-side requirements support successful implementation of the service:

Core Requirements

- As per the above "Customer Responsibilities", customers must provide required access to systems and content sources to enable configuration, migration, and integration.
- A stable internet connection and access to the Shelf platform's approved browsers and endpoints.
- Access to customer systems (CRM, CCaaS, identity management, content repositories) to enable integrations.
- Availability of test environments (where required) to validate integrations and workflows.
- Appropriate administrative access for configuration, UAT support, and identity/SSO setup.

Integration Requirements

Where customer-side integrations are required (e.g., Genesys Cloud, Salesforce, Dynamics 365, ServiceNow):

- Customer must provide API access, test accounts, and environment details.
- Customer must ensure third-party vendors complete any required steps for integration readiness.
- Any limitations or constraints within the customer's infrastructure may impact the service.

4.3. Browsers

Shelf supports modern standards-compliant web browsers. It is recommended that users access Shelf using the latest version of:

- Google Chrome
- Microsoft Edge (Chromium)
- Mozilla Firefox
- Apple Safari (MacOS)

Use of non-modern or legacy browsers may impact functionality or user experience.

4.4. Outcomes/Deliverables

The deliverables and outcomes for this service are aligned with the specific Scope of Work (SoW) agreed with the buyer at contract award. These reflect the capabilities of the Shelf platform and the transformation goals of the customer.

Typical Deliverables Include:

Discovery & Design

- Information Architecture (IA) design, including libraries, categories, tagging frameworks, and user groups.
- Content Governance Model and workflow configuration.
- Migration Plan and content source analysis.

Configuration & Build

- Shelf platform configuration aligned to approved IA and governance.
- Migration of agreed-scope content into Shelf (Gems, Decision Trees, FAQs, Guides, etc.).
- Role-based permissions configuration and organisational unit setup.
- Integration configuration (SSO, CRM/CCaaS integrations, search widgets, Answer Assist).

Quality Assurance & UAT

- QA reports confirming content integrity, metadata alignment, and platform behaviour.
- UAT support, defect tracking, and remediation.

Training & Enablement

- Administrator and Content Manager training.
- Train-the-Trainer sessions.
- Training recordings, guides, and access to Shelf Academy.

Go-Live & Hypercare

- Go-Live readiness assessment and execution.
- Hypercare support (short-term post-deployment support).
- Handover documentation for BAU ownership.

Optional Deliverables (Client-Dependent)

- Self-Service Portal configuration.
- Advanced Answer Assist enablement.
- Content Intelligence (GenAI-powered insights) onboarding.

4.5. Development Life Cycle of the Solution

The delivery lifecycle follows TTEC Digital's structured multi-phase implementation framework. The specifics of the lifecycle will be aligned with the agreed Scope of Work.

Typical Lifecycle Phases:

- Project Initiation & Setup
  - Governance, project planning, access provisioning, and success measures.
- Discovery & Requirements
  - IA workshops, content audits, stakeholder interviews, and integration scoping.
- Design & Configuration
  - Platform setup, governance model design, workflow configuration, and initial IA build.
- Content Migration & Optimisation
  - Content ingestion, restructuring, tagging, QA, and optimisation for search and Answer Assist.
- Integrations & Technical Enablement
  - SSO, CRM/CCaaS connectors, API-based ingestion, and environment validation.
- UAT & Quality Assurance
  - Testing of content, functionality, permissions, integrations, and overall experience.
- Go-Live & Transition
  - Cutover activities, go-live coordination, hypercare, and transition to customer BAU teams.
- Optional Ongoing Enhancements
  - Further content optimisation, additional integrations, governance maturity improvements.

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

Shelf does not provide direct messaging services (such as SMS, email delivery, telephony, live chat infrastructure, or social messaging channels). Instead, Shelf acts as an AI-enabled knowledge layer that integrates with and enhances the customer's existing messaging and engagement platforms.

Where applicable, Shelf can be consumed within a variety of channels through integrations, widgets, or APIs, but these channels are not provided or operated by Shelf.

Messaging-Related Capabilities Supported via Integration

Shelf can support knowledge delivery within the following messaging environments, when integrated with customer platforms:

- Chatbots and virtual agents (e.g., delivering Shelf answers to conversational AI flows)
- Voicebots and IVR knowledge retrieval via supported CCaaS integrations
- Live chat applications where agents can access Shelf through embedded widgets
- Contact centre messaging channels (email, chat, SMS, social) through platforms such as Genesys Cloud CX, which can retrieve knowledge from Shelf to support agents and automated flows
- Self-service portals and authenticated knowledge surfacing experiences
- Internal collaboration tools (knowledge search inside productivity suites)

Scope Clarification

- Shelf does not include omnichannel routing, ACD, WFM, dialling, queuing, or any messaging transport mechanisms.
- All messaging channels remain the responsibility of the customer or their CCaaS/CRM provider.
- Integrations required to surface Shelf knowledge within these messaging channels are delivered according to the agreed Scope of Work.

Additional Messaging-Adjacent Services

If the buyer requires:

- Direct SMS services
- Email dispatch services
- Webchat/messaging infrastructure
- Social messaging integrations
- Conversation routing or orchestration

Please note: Additional Messaging Adjacent Services are available through other TTEC Digital G-Cloud 15 offerings (for example, Genesys Cloud CX, NiCE CXone, Amazon Connect, etc.), but not as part of the Shelf Knowledge Management 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

LARGE UK INSURANCE PROVIDER – KNOWLEDGE TRANSFORMATION WITH SHELF

Client Overview

A major UK insurance provider required a modern knowledge management platform to support their customer service operations across multiple business units. Their legacy knowledge infrastructure was fragmented, inconsistently governed, and difficult for agents to navigate during high-volume periods.

Business Challenge

- Thousands of knowledge articles spread across multiple repositories (SharePoint, PDFs, intranet sites).
- Agents struggled to locate accurate content quickly, driving long AHT and inconsistent customer outcomes.
- The existing knowledge system lacked governance, analytics, and structured workflows.
- New operational requirements (e.g., web messaging, Answer Assist enablement, CRM integrations) highlighted limitations in the legacy tools.
- The client needed a scalable platform capable of supporting agent-assist use cases in Genesys Cloud, as evidenced in internal exchanges around Content Intelligence, Answer Assist, and integration queries.

Solution Delivered

TTEC Digital partnered with the client to deploy Shelf's AI-enabled Knowledge Management platform, supported by TTEC's consulting, design, and integration expertise:

<u>Discovery & Information Architecture</u>

- Conducted detailed audits of existing content libraries and usage patterns.

- Designed a new Information Architecture (IA) with improved categorisation, tagging, and governance processes.

Content Migration & Optimisation

- Migrated knowledge assets, spanning multiple formats, into Shelf's unified platform.
- Rebuilt high-value content using Shelf templates (Gems, FAQs, Decision Trees) to optimise for search and future automation.

Platform Configuration & Integrations

- Configured permissions, workflows, and content governance models.
- Enabled Shelf–Genesys Cloud integration for in-agent knowledge surfacing and Answer Assist readiness.
- Supported Content Intelligence access queries and integration options highlighted in correspondence.

Training & Change Enablement

- Delivered role-specific training for Administrators, Content Managers, and Team Leaders.
- Developed training assets and supported L&D teams to onboard hundreds of users.

Outcomes

- Reduced agent handling times due to faster access to accurate content.
- Improved content quality through central governance and workflow controls.
- Increased agent confidence and consistency in responses across channels.
- Enhanced digital transformation roadmap, enabling future capabilities such as Answer Assist, automated content insights, and improved CRM self-service.
- Ongoing service review sessions confirm stable usage, high platform uptime, and continuous improvement cycles.

7.2. Case Study 2

GLOBAL PROFESSIONAL SERVICES FIRM – MODERNISING KNOWLEDGE FOR CONTACT CENTRE AUTOMATION

Client Overview

A global professional services and advisory firm sought to modernise its knowledge systems to support omnichannel customer journeys and future automation initiatives. Their teams required a knowledge backbone capable of powering both human-assisted and self-service workflows.

Business Challenge

- Legacy knowledge repositories lacked structure and scalability.
- Multiple disconnected teams were producing overlapping or conflicting knowledge.
- AI and automation initiatives (e.g., chatbots, voicebots) were constrained by poor content quality.
- The organisation needed a platform and partner capable of delivering both content rebuild and strategic knowledge governance.

Solution Delivered

- TTEC Digital delivered a full Shelf Knowledge Management transformation programme, leveraging expertise from several related documents, including WTW-related SOWs, consulting quotes, and architecture materials.
- End-to-End Knowledge Modernisation
- Conducted a structured Knowledge Audit to identify gaps, duplicates, and high-value content candidates.
- Recommended new content models aligned with Shelf best practice (Decision Trees, Guides, FAQs).
- Supported leadership alignment on governance, ownership, and content lifecycle.

Content Migration & AI Readiness

- Applied Shelf's Content Intelligence insights to re-model content for both agent-assist and future automation.
- Created structured templates that could be reused at scale by internal content teams.

Integration Enablement

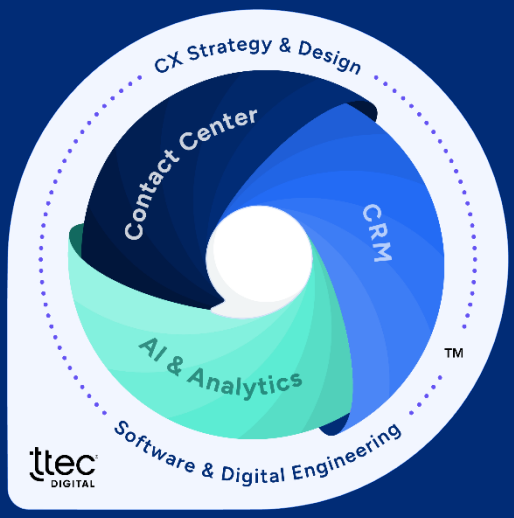
- Prepared the organisation for integration of Shelf knowledge into downstream systems such as:
  - CRM platforms
  - Contact centre platforms (Genesys, NICE CXone, Amazon Connect)
  - Self-service portals
- Advised on best practice for embedding knowledge into federated search experiences and automation flows.

Training & Governance Framework

- Delivered Train-the-Trainer programmes.
- Established a governance framework enabling business units to maintain content independently while meeting enterprise standards.

Outcomes

- Significant reduction in duplicated and conflicting content, improving accuracy and compliance.
- Improved automation performance, as cleaned and restructured content became usable by chatbots, knowledge APIs, and conversational workflows.
- Streamlined onboarding thanks to modern templates and structured knowledge.
- Faster content lifecycle, reducing time-to-update across regulatory and product changes.
- Shelf became the single source of truth powering both customer-facing and internal knowledge journeys.



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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