



Service Definition Document

TTEC Digital Microsoft Dynamics Data Reporting
and Analytics



Table of Contents

Table of Contents	2
1. Introduction	4
1.1. Company Overview	4
1.2. Value Proposition.....	5
1.3. What the Service Provides	8
1.4. Overview of the G-Cloud Service	13
1.5. Associated Services.....	14
2. Data Protection	17
2.1. Information Assurance/Security.....	17
2.2. Back-Up and Restore	19
2.3. Data Processing and Storage Location	20
2.4. Data Restoration / Service Migration	21
2.5. Business Continuity Statement / Plan.....	22
2.6. Privacy by Design	25
3. Using The Service.....	26
3.1. Ordering and Invoicing Process.....	26
3.2. Availability of Trial Service	26
3.3. On-Boarding	26
3.4. API	27
3.5. International SMS.....	29
3.6. Off-Boarding	30



3.7. Training	31
3.8. Implementation Plan	32
3.9. Service Management	33
3.10. Service Constraints	34
3.11. Service Levels	34
3.12. Outage and Maintenance Management	34
3.13. Financial Recompense Model for not Meeting Service Levels	35
4. Provision of the Service	36
4.1. Customer Responsibilities	36
4.2. Technical Requirements and Client-Side Requirements	37
4.3. Browsers	37
4.4. Outcomes/Deliverables	38
4.5. Development Life Cycle of the Solution	39
4.6. After Sales Account Management	39
4.7. Termination Process	39
5. Other Messaging Services	40
6. Environmental Action and Social Value	41
6.1. Environmental Action	41
6.2. Social Value	42
7. Our Experience	44
7.1. Case Study 1	44
7.2. Case Study 2	45



1. Introduction

1.1. Company Overview

G-Cloud 15 Legal Entity and Ownership

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

Parent Company Overview: TTEC Holdings, Inc.

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

TTEC operates through two business segments:

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

TTEC Digital: Customer Experience Technology and Consulting Services

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

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



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

Microsoft Credentials

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

1.2. Value Proposition

TTEC Digital's Microsoft Dynamics Data Reporting and Analytics service empowers public sector organisations to transform fragmented data into actionable intelligence through AI-enhanced reporting, predictive analytics, and intuitive dashboards. Leveraging deep expertise in Dynamics 365, Power BI, Customer Insights, and Microsoft Fabric, TTEC delivers scalable solutions that unify data sources, personalise citizen engagement, and drive measurable outcomes such as improved retention, increased NPS, and operational efficiency. As a Microsoft AI Business Solutions Inner Circle Partner, TTEC integrates Copilot capabilities to enable conversational analytics and real-time decision support, while its Adaptive Iterative Methodology (AIM) ensures structured delivery, governance, and continuous optimisation. With a proven track record across over 500 Dynamics programmes, TTEC Digital is a trusted partner for organisations seeking to unlock the full value of their data and accelerate digital transformation.



Contact Centre Technology

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

TTEC Digital integrates Dynamics 365 reporting capabilities to surface real-time contact centre metrics, such as queue times, resolution rates, and sentiment trends; enabling data-driven service improvements.

Artificial Intelligence

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

Our AI-powered reporting solutions, including Microsoft Copilot, enable predictive analytics and conversational insights that help leaders make faster, smarter decisions based on contact centre performance data.

Customer Relationship Management

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

By embedding reporting and analytics into CRM workflows, TTEC Digital helps organisations track engagement outcomes, campaign effectiveness, and customer lifetime value across the full journey.



CX Strategy and Design

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

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

We use data visualisation and reporting tools to map friction points and measure CX performance, ensuring strategies are grounded in evidence and continuously optimised.

Data and Analytics

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

Our Microsoft Dynamics reporting catalogue includes dashboards for retention, NPS, and operational KPIs, enabling public sector teams to monitor impact and drive continuous improvement.

Managed Services

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



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

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

TTEC Digital's managed services include proactive monitoring and optimisation of reporting assets; ensuring dashboards, KPIs, and analytics models remain aligned with evolving business goals.

Software and Digital Engineering

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

We engineer custom reporting solutions using Power BI, Microsoft Fabric, and Dataverse; tailored to sector-specific needs and integrated seamlessly into Dynamics 365 environments.

1.3. What the Service Provides

TTEC Digital's Dynamics Data Reporting and Analytics service helps organisations unify disparate data and create a set of business-centric reports to derive insights and take actions with data modernisation and integration. This solution enables the creation of a reporting catalogue that provides insights and drives improvements in focused business areas.

Our Microsoft Dynamics Data Reporting and Analytics service combines cutting-edge technologies, including Microsoft Data Platform, Azure Synapse, Power BI, and AI-driven predictive analytics, to deliver a fully managed, end-to-end data solution. Designed for scalability and security, the service enables organisations to centralise data, automate ETL processes, and



provide self-service interactive dashboards for actionable insights. With integrated mobile access, robust governance through role-based controls, and predictive modelling powered by machine learning, this offering empowers public sector teams to make faster, smarter decisions, modernise legacy systems, and achieve compliance, all while driving continuous improvement and operational agility.

Service Features and Benefits:

- Microsoft Data Platform Integration (SQL, Databricks, Azure Synapse, Data Lake, Microsoft Fabric)
 - Provides a unified, scalable foundation for enterprise data management, enabling advanced analytics and AI-driven insights across all organisational datasets.
- Comprehensive Management Information and Dashboards
 - Delivers real-time visibility into key performance indicators (KPIs) and operational metrics, supporting evidence-based decision-making and improved governance.
- Fully Managed End-to-End Data Analytics Platform
 - Reduces complexity and operational overhead by offering a complete, cloud-native analytics solution with built-in security, compliance, and performance optimisation.
- Microsoft Azure DevOps Services for Data Lifecycle Management
 - Ensures structured, agile delivery of reporting and analytics solutions through automated pipelines, version control, and continuous integration/continuous deployment (CI/CD).
- Self-Service Interactive Dashboards for Reporting Intelligence
 - Empowers business users with intuitive, role-based dashboards, reducing reliance on IT teams and accelerating time-to-insight.
- Power BI Connectivity to Dynamics 365, Salesforce, and Other Data Sources
 - Enables seamless integration of multiple data streams into a single reporting environment, creating a holistic view of organisational performance.
- Mobile Application Support (iOS, Windows, and Android)



- Provides secure, on-the-go access to dashboards and reports, ensuring decision-makers can act on insights anytime, anywhere.
- Automated ETL Pipelines for Seamless Data Ingestion and Transformation
 - Improves data quality and accelerates reporting cycles through automated extraction, transformation, and loading processes.
- Role-Based Access Control for Secure Data Governance
 - Enhances compliance and security by enforcing granular permissions and safeguarding sensitive information across all reporting assets.
- Predictive Analytics Powered by AI and Machine Learning Models
 - Supports proactive decision-making through forecasting, trend analysis, and anomaly detection, driving operational efficiency and strategic planning.

TTEC Digital delivers compelling next best actions and promotes deeper customer relationships through Predictive Customer Analytics by developing a single source of customer truth. We showcase Business Intelligence and Reporting capabilities through intuitive BI dashboards, reporting, and custom visuals that enhance the actionable value of data in the contact centre. TTEC Digital's powerful Humanify.AI platform connects siloed data, creating a single source of truth at the individual customer level. This connected data drives critical insights across the customer journey and informs personalised customer engagement strategies. The focus is not just on insights but also on actionable results, with methodologies like Lean User-Centred Information Design (LUCID) ensuring that dashboards and reports are user-friendly and effective.

As a 2025/26 Microsoft AI Business Solutions Inner Circle Partner, TTEC Digital brings deep expertise in leveraging Copilot capabilities across Dynamics 365 and the Power Platform. Our solutions incorporate AI-assisted reporting, conversational analytics, and automated insight generation to empower users with real-time, contextual intelligence. This enables faster decision-making, reduces manual effort, and enhances the overall value of data across the enterprise.



The impact of TTEC Digital's data and analytics solutions is measurable, with results including 50% growth in incremental sales, an 18–33% increase in retention rate, and a 19-point Net Promoter Score (NPS) improvement.

TTEC Digital is a full-service Customer Experience (CX) consulting and solution provider focused on helping organisations create better experiences for their customers. As an Inner Circle Microsoft Partner (Business Applications and AI) with depth and experience building industry-focused reports and insight solutions across the entire Microsoft Cloud, TTEC is uniquely suited to address any CX challenge through data reporting and analytics.

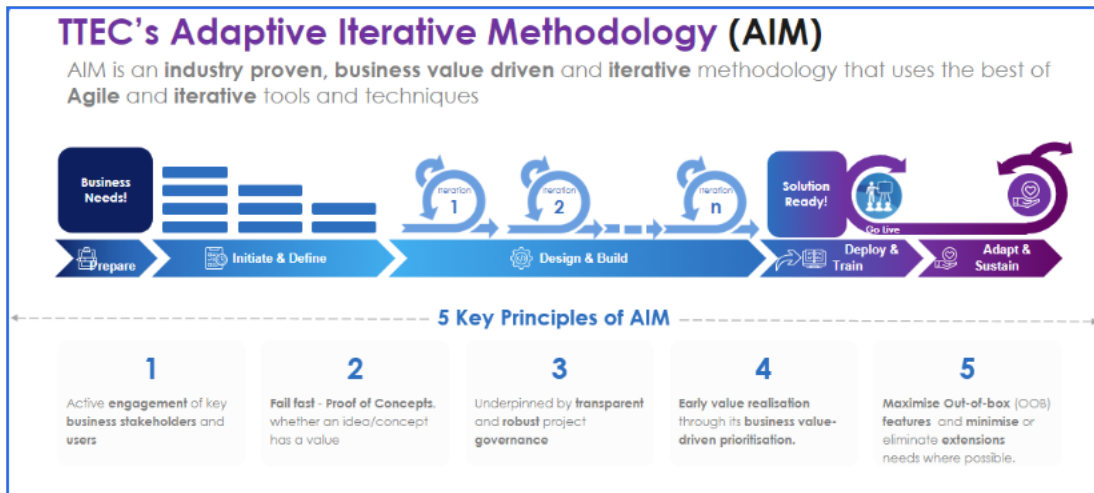
TTEC has been leading the charge by leveraging its expertise in Azure Data & AI and Microsoft Dynamics to unify disparate data sources and create reporting catalogues and analyses that fuel exceptional customer experiences.

Through the power of customer insights, TTEC Digital has been helping customers across different industry verticals to provide “actionable” insights and optimise the lifetime value of their customers. TTEC considers the following as a key offering in the reporting and analytics suite:

- Demonstrates a true 360-degree view of customers through the reporting suite.
- Fuelling greater experiences by personalising interactions and building insights.
- Drive actionable insights to accelerate responses to customer needs.
- Use reporting and analytics to clean data and support privacy compliance.

Delivery Methodology

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



AIM focuses on three key tenants

1. Customer Experience

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

2. Robust and scalable architecture

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

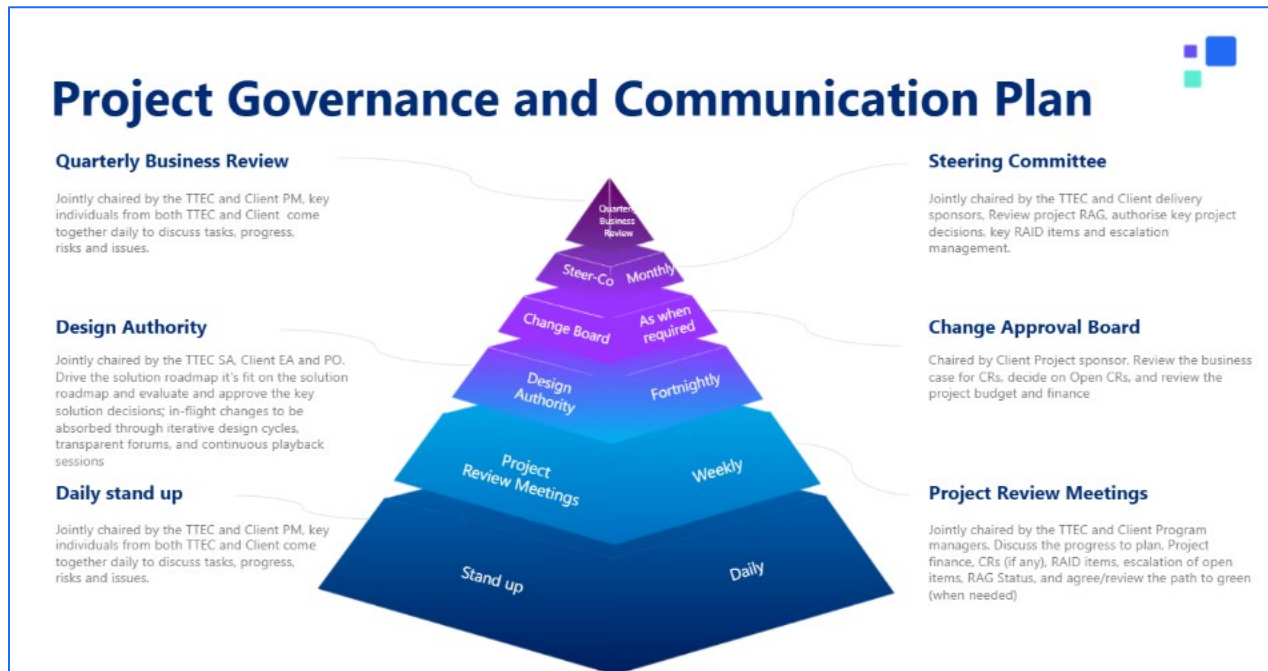
3. Adoption and Ownership

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



Our Governance

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



1.4. Overview of the G-Cloud Service

The CCS G-Cloud 15 framework provides public sector organisations with a streamlined, compliant, and flexible route to procure cloud-based services, including hosting, software, and support. Established under the Procurement Act 2023, G-Cloud 15 spans five refined lots covering cloud hosting (IaaS/PaaS), software (SaaS), and cloud support services. It introduces direct award capability across all lots, enabling faster access to solutions without mandatory competition, accelerating digital transformation across government and public services. TTEC Digital's offering on G-Cloud 15 is purpose-built around Microsoft Dynamics Data Reporting and Analytics, helping public sector organisations unify disparate data sources, modernise reporting infrastructure, and unlock actionable insights. Our services enable the creation of business-centric reporting catalogues that drive improvements in citizen engagement, operational efficiency, and policy outcomes.



As a 2025/26 Microsoft AI Business Solutions Inner Circle Partner, TTEC Digital brings deep expertise in Copilot for Dynamics 365 and Power Platform, delivering AI-assisted reporting, conversational analytics, and automated insight generation. These capabilities empower public sector teams with real-time, contextual intelligence; reducing manual effort, improving data accessibility, and enhancing decision-making across departments.

Our solutions are designed to support the UK government's Cloud First policy and digital transformation goals. We ensure compliance with high standards for quality, security, and public value, including Cyber Essentials Plus certification, ISO 27001:2022, and a published Carbon Reduction Plan aligned with Net Zero targets. TTEC Digital also contributes to social value through initiatives like the Digital Dev Academy, promoting digital inclusion and youth empowerment across underserved communities.

With a proven track record of delivering secure, scalable, and impactful data analytics solutions across the public sector, TTEC Digital is a trusted partner for organisations seeking to transform their data into measurable outcomes and long-term digital resilience.

1.5. Associated Services

Support Services: Adapt and Sustain

TTEC Digital's Adapt and Sustain services form the final phase of our proven Adaptive Iterative Methodology (AIM), which has been successfully applied across more than 500 full lifecycle Dynamics 365 programmes. This phase ensures that clients continue to derive value from their Microsoft Dynamics Data Reporting and Analytics solutions post-deployment, with a focus on continuous improvement, user adoption, and alignment with evolving business needs.

As part of our Lifetime Services model, Adapt and Sustain provides a unified delivery operations framework that supports ongoing enhancements to reporting catalogues, dashboard functionality, and analytics models.

This includes:

- Monitoring and tuning AI-assisted reporting features, including Microsoft Copilot integrations.
- User enablement and training to ensure stakeholders can confidently interact with conversational analytics and natural language data exploration tools.
- Governance and quality assurance checkpoints to validate the accuracy, relevance, and usability of insights generated from Dynamics 365 and Power Platform.
- Change management support to accommodate updates from Microsoft or shifts in organisational priorities, ensuring the reporting solution remains aligned with strategic goals.



Our global Centre of Excellence (CoE) sites underpin this support model, offering scalable and regionally aligned expertise in Dynamics 365, Power BI, and Azure Data & AI. These CoEs serve as hubs for innovation, best practice sharing, and proactive service delivery, ensuring that public sector clients benefit from continuous optimisation of their data reporting and analytics environments.



TTEC Digital's Adapt and Sustain services are designed to help organisations not only maintain but evolve their reporting capabilities; turning data into a strategic asset that drives measurable outcomes across citizen services, operational efficiency, and policy execution.



2. Data Protection

2.1. Information Assurance/Security

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

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

Engage:

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

Digital:

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



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

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

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

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

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

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

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



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

2.2. Back-Up and Restore

TTEC Digital provides consulting services for Microsoft Dynamics 365 CRM and Power Platform, which are SaaS solutions hosted on Microsoft Azure. As such, platform-level backup and restoration are managed directly by Microsoft under its standard service-level agreements (SLAs), including automated daily backups, geo-redundancy, and point-in-time recovery capabilities. While TTEC Digital does not deliver infrastructure-level backup services, we advise clients on how to leverage Microsoft's built-in data protection features to support business continuity and compliance. This includes guidance on:

- Automated backup schedules and retention policies within Dynamics 365 and Power Platform environments.
- Geo-redundant storage and failover capabilities provided by Azure infrastructure.
- Recovery options for deleted records, audit logs, and historical data snapshots.
- Data export and archiving strategies for reporting catalogues and analytics outputs.



As part of our broader consulting engagements, TTEC Digital supports the design of governance frameworks and continuity strategies tailored to client-specific needs, regulatory requirements, and operational maturity. This includes:

- Business Continuity and Disaster Recovery (BCDR) planning aligned with ISO 22301, NIST 800-34/84, and the UK Cyber Security Framework.
- Client-specific data restoration playbooks for critical reporting and analytics assets.
- Integration of backup considerations into reporting catalogue design, ensuring key datasets are recoverable and auditable.

Our approach ensures that public sector clients using Dynamics Data Reporting and Analytics services benefit from resilient, secure, and compliant data protection practices, without compromising agility or insight delivery.

2.3. Data Processing and Storage Location

TTEC Digital's Microsoft Dynamics Data Reporting and Analytics services are delivered on Microsoft's SaaS platform, hosted within Azure cloud environments. All data processing and storage activities are governed by Microsoft's compliance with UK data residency and sovereignty requirements, including hosting within UK or EU data centres where applicable. This ensures that public sector clients benefit from secure, compliant, and geographically appropriate data handling aligned with government standards.

As part of our consulting-led approach, TTEC Digital supports clients in configuring and managing data location settings, retention policies, and privacy safeguards within their Dynamics 365 and Power Platform environments.

This includes:

- Advising on data residency configurations to meet UK government and sector-specific compliance needs.



- Supporting reporting catalogue design that aligns with data lifecycle and retention requirements.
- Ensuring analytics outputs and dashboards are stored and accessed in accordance with contractual and regulatory obligations.
- Facilitating privacy-by-design principles in reporting workflows, including anonymization, auditability, and secure access controls.

Where required, TTEC Digital establishes bespoke Data Processing Agreements (DPAs) to define roles, responsibilities, and technical and organisational measures for data protection. These agreements may include intercompany Standard Contractual Clauses (SCCs) and other safeguards to ensure lawful international data transfers and processing.

This approach ensures that public sector organisations using TTEC Digital's reporting and analytics services can confidently manage sensitive data while maintaining compliance with GDPR, UK Data Protection Act, and other applicable frameworks.

2.4. Data Restoration / Service Migration

TTEC Digital provides strategic consulting and delivery services to support seamless data restoration and service migration within Microsoft Dynamics 365 environments, with a specific focus on reporting and analytics assets. Our approach is governed by the Adaptive Iterative Methodology (AIM), which has been successfully applied across more than 500 full lifecycle Dynamics 365 programmes. AIM ensures data integrity, continuity, and compliance throughout each phase of the transformation lifecycle: Prepare, Initiate and Define, Design and Build, Test, Train and Deploy, and Adapt and Sustain.

For public sector organisations transitioning from legacy systems or upgrading between Dynamics versions, TTEC Digital conducts structured assessments of existing reporting catalogues, dashboards, and analytics models. We plan secure transitions and execute migrations using scalable tools such as Azure Data Factory, Power Platform connectors, and Microsoft



Dataverse, ensuring that critical data assets are preserved, transformed, and re-integrated with minimal disruption.

Each AIM phase includes defined quality gates and governance checkpoints to mitigate risk and align outcomes with business objectives. This includes:

- Data cleansing and deduplication to ensure reporting accuracy.
- Mapping legacy reports to modern Power BI dashboards and Dynamics 365 Customer Insights.
- Rebuilding analytics models using AI-enhanced capabilities such as Copilot for automated insights and conversational data exploration.
- Validation of migrated datasets against business rules and compliance requirements.

TTEC Digital also supports clients in developing data restoration playbooks for critical reporting assets, ensuring that key datasets can be recovered and re-deployed in the event of system failure or data loss. These playbooks are aligned with broader Business Continuity and Disaster Recovery (BCDR) strategies and incorporate Microsoft's native backup and recovery features. Whether migrating from on-premise to cloud, consolidating multiple reporting systems, or modernising analytics workflows, TTEC Digital ensures right-first-time delivery of resilient, compliant, and insight-driven solutions tailored to public sector needs.

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

We currently do not offer a Trial Service.

3.3. On-Boarding

TTEC Digital's onboarding process for Microsoft Dynamics Data Reporting and Analytics services is designed to ensure a smooth, secure, and value-driven start to every engagement. It begins with a collaborative scoping exercise, where we work closely with the customer to define a precise scope of work based on our published service definitions and associated rate card. This scope forms the foundation of the engagement and is aligned with our proven Adaptive Iterative Methodology (AIM), which governs each phase of delivery; from Prepare, Initiate and Define, Design and Build, Test, Train and Deploy, through to Adapt and Sustain.

During onboarding, TTEC Digital conducts stakeholder alignment workshops, readiness assessments, and access planning to ensure all prerequisites are in place. We tailor implementation plans to the client's environment and maturity level, including:

- Tooling and platform selection based on scope; whether leveraging Power BI, Customer Insights, Microsoft Fabric, or Copilot for AI-assisted reporting and conversational analytics.
- Security and compliance configuration aligned with UK public sector standards, including Cyber Essentials Plus, ISO 27001:2022, and GDPR.



- Data access and governance setup, ensuring reporting catalogues and analytics models are built on clean, unified, and compliant datasets.

Our onboarding also includes training accelerators and change management support to drive adoption and ensure the solution delivers measurable business value. This includes:

- Training plan development and delivery, with options for Train-the-Trainer or End-User formats.
- Change adoption strategies to embed new reporting workflows and AI features into daily operations.
- Copilot readiness assessments, ensuring users are equipped to interact with AI-driven insights confidently and securely.

TTEC Digital's onboarding approach is consultative, structured, and outcome-focused, ensuring that public sector clients are set up for success from day one, with the right tools, governance, and support to unlock the full value of their data.

3.4. API

TTEC Digital delivers robust and scalable API and integration services as a core component of its Microsoft Dynamics Data Reporting and Analytics offering. Our approach enables seamless connectivity between Dynamics 365, Power Platform, and external systems to support unified reporting, real-time analytics, and AI-powered insights.

We leverage Microsoft Dataverse, RESTful APIs, and Power Platform connectors to integrate data from ERP systems, citizen portals, telephony platforms, and third-party applications into a cohesive reporting catalogue. This integration ensures that data is clean, complete, and accessible for analytics, enabling a true 360-degree view of customer and operational performance.

To support advanced analytics and automation, TTEC Digital utilizes Azure Integration Services, including Logic Apps, Service Bus, and API Management; to design architectures that enable:



- Real-time data exchange for up-to-date dashboards and alerts.
- Event-driven automation to trigger insights or actions based on data changes.
- AI-powered features such as Microsoft Copilot, which enhances reporting with natural language queries, automated summaries, and predictive recommendations.

Where appropriate, we incorporate Microsoft Fabric to unify data engineering, data science, and business intelligence workflows. This allows clients to build scalable analytics pipelines and leverage OneLake for centralised data storage across reporting assets.

Integration requirements are captured and validated throughout the delivery lifecycle using our Adaptive Iterative Methodology (AIM), which includes governance checkpoints and quality gates across each phase; Prepare, Initiate and Define, Design and Build, Test, Train and Deploy, and Adapt and Sustain.

TTEC Digital also supports:

- Custom API development to meet unique reporting and analytics needs.
- Collaboration with third-party vendors to incorporate pre-built connectors or integration components.
- Security and compliance alignment, ensuring all integrations meet UK public sector standards including Cyber Essentials Plus and ISO 27001:2022.

This flexible and future-ready integration approach ensures that public sector organisations can seamlessly orchestrate data across their digital ecosystem; fuelling actionable insights, AI-driven decision support, and measurable outcomes through their reporting and analytics platforms.



3.5. International SMS

TTEC Digital incorporates international SMS capabilities as part of its broader data reporting and analytics strategy within Microsoft Dynamics 365. These messaging services enable public sector organisations to capture and analyse citizen engagement across global regions, enriching the reporting catalogue with real-time communication data.

SMS interactions, whether initiated via citizen portals, IVR deflection, or direct outreach, are integrated into the Dynamics 365 data layer using Azure Communication Services, Power Platform connectors, and Microsoft Dataverse. This ensures that messaging data is securely ingested, tagged, and made available for analysis within Power BI dashboards, Customer Insights, and Microsoft Fabric environments.

Key capabilities include:

- Real-time capture of SMS engagement metrics (e.g., response rates, sentiment, timing) for inclusion in performance dashboards.
- Integration of SMS data into AI-powered analytics workflows, enabling tools like Copilot to generate automated summaries, identify trends, and surface next-best actions based on citizen messaging behaviour.
- Support for asynchronous communication models, allowing SMS threads to be analysed alongside other digital channels for a unified view of citizen interactions.

During onboarding and implementation, TTEC Digital works with clients to define SMS data requirements, validate routing configurations, and ensure compliance with regional telecom standards. We also support the migration of legacy SMS platforms into Dynamics 365 environments, ensuring continuity of service and full integration with reporting and analytics tools. Where required, TTEC Digital can develop custom SMS APIs or collaborate with third-party providers to integrate pre-built connectors. This flexible approach ensures that international



messaging remains compliant, responsive, and fully embedded within the public sector's data ecosystem; supporting both operational reporting and strategic insight generation.

3.6. Off-Boarding

TTEC Digital's offboarding process for Microsoft Dynamics Data Reporting and Analytics engagements is designed to ensure a smooth, structured, and secure disengagement at the conclusion of the contract. In alignment with the agreed scope of work and commercial terms, TTEC works collaboratively with the customer to define a clear exit plan that prioritizes data continuity, knowledge transfer, and compliance. This process includes the transfer of final deliverables such as reporting catalogues, Power BI dashboards, Customer Insights configurations, and analytics models.

Implementation artefacts; including data mappings, integration documentation, and AI model configurations such as Copilot prompts and automation flows, are handed over to ensure transparency and continuity. TTEC also provides training materials and change management documentation to support internal teams or successor providers in maintaining and evolving the solution. Final performance reports and usage analytics are delivered to benchmark solution impact and inform future strategy.

Where applicable, TTEC Digital supports the transition of services to internal teams or alternative vendors. This includes access deprovisioning and data export planning to ensure secure handover of reporting assets, guidance on archiving and retention policies for analytics outputs in line with UK public sector data governance standards, and support for reconfiguration of Microsoft Fabric, Dataverse, and Power Platform components to ensure continued operability post-transition. All offboarding activities are planned and executed in accordance with TTEC's Adaptive Iterative Methodology (AIM), which ensures quality gates and governance checkpoints are maintained throughout the disengagement process. TTEC also ensures that all data protection, privacy, and confidentiality obligations are upheld, including compliance with GDPR,



ISO 27001:2022, and Cyber Essentials Plus standards. This structured approach ensures that public sector clients retain full control and visibility of their reporting and analytics environments, with minimal disruption to operations and maximum continuity of insight delivery.

3.7. Training

TTEC Digital's training services are designed to accelerate adoption and maximize the value of Microsoft Dynamics Data Reporting and Analytics solutions across public sector organisations. Our training approach is embedded within our Adaptive Iterative Methodology (AIM), ensuring that enablement activities are aligned with each phase of delivery, from initial scoping through deployment and sustainment.

Training begins with a collaborative assessment of user roles, reporting maturity, and platform capabilities. Based on this, we develop a tailored training plan that includes both Train-the-Trainer and End User formats. These plans are designed to equip stakeholders with the skills needed to confidently use tools such as Power BI, Customer Insights, Microsoft Fabric, and Copilot. For Power BI, we offer hands-on sessions covering dashboard creation, data modelling, and visual storytelling. For Customer Insights, training focuses on segmentation, data unification, and journey analytics. Microsoft Fabric enablement includes guidance on using OneLake, data pipelines, and integrating reporting assets across the enterprise. Copilot training demystifies AI-powered features, helping users interact with natural language queries, automated summaries, and predictive insights.

Our training accelerators are supported by expert project management and change adoption strategies. These include stakeholder communication plans, readiness assessments, and adoption tracking to ensure that learning translates into measurable business value. We also provide enablement materials such as quick reference guides, video tutorials, and scenario-based walkthroughs tailored to public sector use cases.



TTEC Digital frequently delivers training to roles such as data analysts, reporting leads, business intelligence managers, service owners, and citizen engagement teams. Our goal is to empower these users to not only operate the reporting tools effectively but also to interpret and act on insights that drive operational efficiency, policy outcomes, and citizen satisfaction.

By combining technical instruction with strategic enablement, TTEC Digital ensures that public sector clients are equipped to fully leverage their Dynamics Data Reporting and Analytics investments, turning data into a strategic asset for decision-making and service improvement.

3.8. Implementation Plan

TTEC Digital's implementation plan for Microsoft Dynamics Data Reporting and Analytics services is structured around its proven Adaptive Iterative Methodology (AIM), which has been successfully applied across more than 500 full lifecycle Dynamics 365 programmes. This methodology ensures that each engagement is delivered with precision, agility, and measurable outcomes, while aligning with public sector governance, compliance, and transformation goals. The implementation begins with a collaborative scoping exercise, where TTEC works with the customer to define a precise scope of work based on published service definitions and the associated rate card. This scope informs the delivery plan and ensures alignment with business priorities, data maturity, and reporting objectives.

The AIM framework comprises five distinct phases: Prepare, Initiate and Define, Design and Build, Test, Train and Deploy, and Adapt and Sustain. Each phase includes quality gates and governance checkpoints to ensure data integrity, solution robustness, and stakeholder alignment.

During the Prepare phase, TTEC conducts stakeholder workshops, readiness assessments, and access planning. The Initiate and Define phase focuses on confirming reporting requirements, selecting appropriate tooling (e.g., Power BI, Customer Insights, Microsoft Fabric, Copilot), and establishing data governance protocols. In the Design and Build phase, TTEC develops reporting



catalogues, dashboards, and analytics models, integrating data from ERP systems, citizen portals, and third-party applications using Azure Integration Services and Power Platform connectors. The Test, Train and Deploy phase includes rigorous validation of reporting outputs, user acceptance testing, and tailored training delivery. Training plans are role-specific and may include Train-the-Trainer or End User formats, with enablement support for AI features such as Copilot. Change management strategies are embedded to ensure adoption and operational readiness. Finally, the Adapt and Sustain phase provides ongoing optimisation through TTEC's global Centre of Excellence (CoE) model. This includes monitoring and tuning of AI-assisted reporting, governance reviews, and continuous improvement planning. TTEC also supports phased rollout of Copilot features, ensuring that AI adoption aligns with client readiness and operational maturity.

Throughout the implementation, TTEC ensures compliance with UK public sector standards including Cyber Essentials Plus, ISO 27001:2022, and GDPR. The implementation plan is designed to deliver secure, scalable, and insight-driven solutions that empower public sector organisations to unlock the full value of their data.

3.9. Service Management

Service Management is aligned with the specific scope of work that will be provided to the buyer on completion of the scope of work. TTEC Digital's service management is structured to ensure consistent delivery and measurable outcomes across the lifecycle of Dynamics Data Reporting and Analytics engagements. Governed by our Adaptive Iterative Methodology (AIM), service oversight, quality assurance, and stakeholder alignment are embedded into each phase, from preparation through to sustainment.

Each engagement is supported by a dedicated Customer Success Manager who acts as the strategic advisor and primary point of contact. This role ensures alignment with business objectives, facilitates service reviews, and supports roadmap planning. Our service management



framework includes governance checkpoints, performance tracking, and escalation protocols to maintain transparency and accountability.

Post-implementation, service management extends to optimisation activities such as monitoring AI-assisted reporting (e.g., Copilot), validating insights from Power BI and Customer Insights, and supporting change management. TTEC's global Centre of Excellence (CoE) provides scalable expertise to ensure public sector clients continue to derive value from their reporting and analytics investments.

3.10. Service Constraints

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

3.11. Service Levels

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

3.12. Outage and Maintenance Management

Outage and Maintenance Management is not required.



3.13. Financial Recompense Model for not Meeting Service Levels

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



4. Provision of the Service

4.1. Customer Responsibilities

To ensure successful delivery and measurable outcomes from TTEC Digital's Microsoft Dynamics Data Reporting and Analytics services, customers are expected to fulfil a set of responsibilities that support collaboration, data integrity, and operational readiness.

Customers must provide timely access to relevant stakeholders, systems, and environments required for implementation, training, and support activities. This includes assigning internal resources to participate in workshops, readiness assessments, and governance checkpoints throughout the Adaptive Iterative Methodology (AIM) lifecycle.

Clients are responsible for supplying accurate and complete data sources necessary for reporting catalogue development, dashboard configuration, and analytics modelling. This includes ensuring data ownership, cleansing, and validation processes are in place, and that any legacy data required for migration is made available in a usable format.

Customers must also support the configuration of platform access, security roles, and permissions to enable integration with Microsoft Power BI, Customer Insights, Microsoft Fabric, and Copilot features. Where applicable, they should assist in defining data residency preferences, retention policies, and privacy safeguards in line with regulatory obligations.

During training and enablement, customers are expected to nominate appropriate user groups for Train-the-Trainer or End User sessions, and to support change management activities that promote adoption of new reporting workflows and AI-powered capabilities.

Finally, customers are responsible for reviewing and approving deliverables at each phase, participating in service reviews, and collaborating on roadmap planning for future enhancements.



This shared accountability ensures that the solution is aligned with business goals and remains sustainable post-implementation.

4.2. Technical Requirements and Client-Side Requirements

As per the above “Customer Responsibilities” to ensure successful delivery of Dynamics Data Reporting and Analytics services, customers must provide timely access to stakeholders, systems, and clean, complete data sources. They are responsible for provisioning appropriate environments, supporting integration with third-party systems, and enabling access to tools such as Power BI, Customer Insights, and Copilot. Active participation in workshops, training, and governance reviews is essential, along with supporting change management and approving deliverables throughout the engagement.

4.3. Browsers

TTEC Digital’s Microsoft Dynamics Data Reporting and Analytics services are delivered via Microsoft’s SaaS platform and accessed through modern web browsers. For optimal performance and compatibility with reporting tools such as Power BI, Customer Insights, Microsoft Fabric, and Copilot, users should access the service using supported browsers including Microsoft Edge, Google Chrome, Mozilla Firefox, or Apple Safari.

We recommend using the latest stable versions of these browsers to ensure full access to advanced features like AI-assisted reporting, natural language queries, and interactive dashboards. Browser settings should allow pop-ups, enable JavaScript, and support cookies to ensure seamless interaction with embedded analytics components and integrations.

This ensures a responsive, secure, and fully functional experience across all reporting and analytics capabilities delivered through Dynamics 365.



4.4. Outcomes/Deliverables

The deliverables and outcomes of this service will be aligned with the specific scope of work agreed with the buyer at contract award. TTEC Digital's approach ensures that each engagement delivers measurable value through structured delivery, AI-enhanced reporting, and strategic enablement.

Typical deliverables include:

- A documented reporting and analytics strategy aligned to business objectives and public sector priorities.
- A reporting catalogue comprising business-centric dashboards, KPIs, and visualisations built in Power BI and Customer Insights.
- AI-enhanced analytics models and Copilot configurations for predictive insights and conversational data exploration.
- A documented implementation plan structured around the Adaptive Iterative Methodology (AIM).
- Performance reports demonstrating impact on key metrics such as retention, NPS, and operational efficiency.
- A documented change management plan to support adoption of new reporting workflows and AI features.
- A tailored training plan and training content for roles such as analysts, reporting leads, and business intelligence managers.
- Final handover of solution artefacts including data mappings, integration documentation, and governance materials.

These deliverables ensure that public sector organisations are equipped with scalable, secure, and actionable reporting capabilities that drive strategic decision-making and measurable outcomes.



4.5. Development Life Cycle of the Solution

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

4.6. After Sales Account Management

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

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

4.7. Termination Process

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



5. Other Messaging Services

TTEC Digital supports the integration of a wide range of messaging services within Microsoft Dynamics 365 environments to enhance data reporting and analytics capabilities. These services go beyond traditional SMS and include platforms such as WhatsApp, Facebook Messenger, Apple Business Chat, Google Business Messages, and email. Messaging data from these channels is securely ingested into the Dynamics 365 data layer using Azure Communication Services, Power Platform connectors, and Microsoft Dataverse, enabling real-time analysis and insight generation.

By integrating messaging streams into the reporting architecture, TTEC enables public sector organisations to capture engagement metrics, such as response rates, sentiment, and timing, and surface them within Power BI dashboards, Customer Insights, and Microsoft Fabric environments. This supports a unified view of citizen interactions across channels and fuels AI-powered analytics workflows. Copilot can be configured to summarise message threads, identify trends, and suggest next-best actions, enhancing both operational reporting and strategic decision-making.

TTEC Digital works with leading messaging providers including Twilio, Infobip, Sinch, and Microsoft Azure Communication Services to deliver scalable, secure, and compliant solutions. We manage authentication tokens, webhook endpoints, and API credentials, and support custom connector development to ensure seamless interoperability with existing platforms.

During implementation, TTEC collaborates with clients to define messaging data requirements, validate routing configurations, and ensure compliance with telecom and data protection standards. This ensures that messaging services are not only integrated into CRM workflows but also embedded into the broader reporting and analytics strategy, supporting actionable insights and measurable outcomes.



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

UK COUNCIL MODERNISES CX WITH TTEC DIGITAL AND MICROSOFT

The Challenge

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

The Solution

The council partnered with TTEC Digital due their rich expertise in contact centre optimisation to assist in identifying an alternative platform aligned to their needs. Through the initial assessment, TTEC Digital identified Microsoft Dynamics 365 Contact Centre Platform as a solution that could deliver an integrated omnichannel approach to customer service, bringing together customer data across various business line applications and digital channels such as chatbot, voice, and social into a single cohesive platform to deliver a connected experience.

The Result

With TTEC Digital and Microsoft, the Council has seen the following benefits:

- Full visibility across customer journeys.
- Improved call handling time and advisor workflow.
- Ability to identify repeat calls with improved insights.
- Enhanced self-service capabilities through Chatbot & IVR.
- Opportunities to innovate with Microsoft's rich product roadmap.



7.2. Case Study 2

TTEC DIGITAL BUILDS A MODERN CX HUB FOR UK HOUSING RESIDENTS

The Challenge

The company, a leading affordable housing provider in the UK, had a vision to create a Customer Service Hub that put the customer voice at the heart of every interaction. They aimed to deliver a unified system where agents could easily access everything they needed to support residents across all service areas.

To solve challenges like long wait times, high call volumes, and legacy systems that made personalisation and operational efficiency difficult, the company turned to TTEC Digital to help remove data silos, streamline operations, and build connected customer journeys. Implementing a unified CCaaS and CRM platform was only part of the solution. More importantly, they needed a partner who could help transform how their services operated day to day.

The Solution

TTEC Digital began with workshops and operational reviews to map out existing processes, pain points, and gaps in the customer journey. After a technical evaluation, they built a proof of concept that allowed the customer to test key journeys in a sandbox environment and refine the solution before going live.

The final implementation focused on a true omnichannel experience and included:

- Voice, live chat, and email communication channels.
- A unified desktop for agents to access all tools in one place.
- Intelligent IVR and call routing based on a skills matrix.
- Real-time transcription, AI-powered sentiment analysis, and agent assist tools.
- Auto case creation and reporting to monitor and manage service demand.

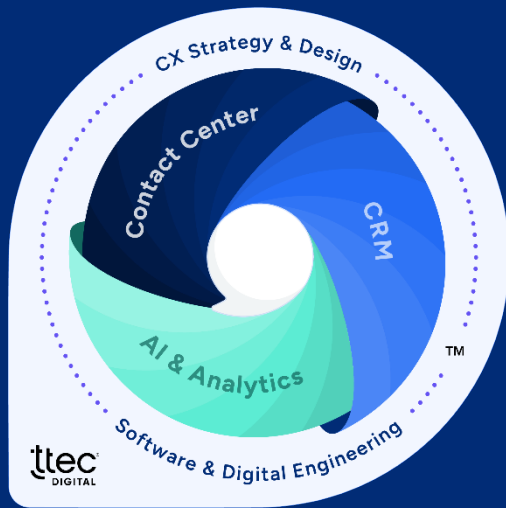


The Result

By creating a Customer Hub that unified systems and services, the customer was able to deliver faster, more effective, and more personalised support.

From day one, the results spoke for themselves:

- 65% improvement in Average Queue Time (AQT).
- 96.3% of calls answered.
- 89% of calls answered within 60 seconds.
- 20% reduction in Average Handling Time (AHT).
- 39% reduction in After-Call Work (ACW).



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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