



G-Cloud 15 Service Definition Sabio Inform Services – Cloud Support

Sabio Ltd.

Lot 3 Cloud Support

September 2026

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1. Introduction

1.1. Company Overview

Sabio is an experienced Expert Services Provider specialising in the design, delivery, and ongoing support of innovative customer experience (CX) solutions. Headquartered in London, we employ over 600+ CX experts across 14 global offices, supporting more than 500 clients.

1.2. Value Proposition

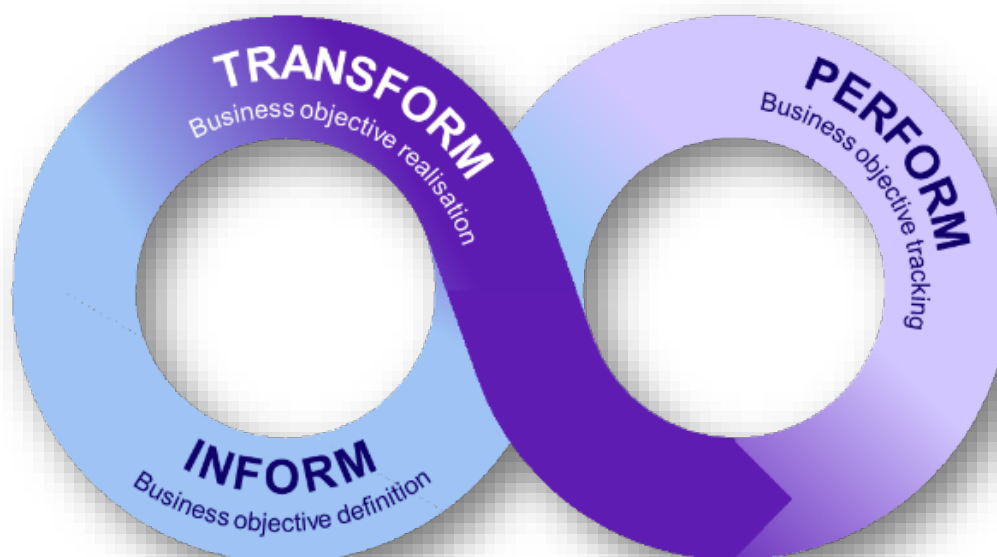
Sabio understand that the pace of technology change is increasing, customer experience expectations continue to grow, all whilst, the complexity of disparate closely coupled cloud solutions is greater than ever before.

Every client journey starts from a different place but ultimately want to introduce technologies which support their current and future business needs without significant re-investment every few years. Success of the cloud solutions need to ensure the clients business continues to get real value whilst being flexible to the customers evolving CX needs. Knowing what the next step can seem overwhelming.

Sabio believes CX should be better, our mission is to help our clients use technology to deliver efficient and engaging experiences for their customers and employees.

Our approach to Cloud solution delivery is to Inform, Transform, Perform (figure 1).

Figure 1: Sabio Inform, Transform, Perform



We offer a comprehensive suite of services to elevate your customer experience:

- **INFORM – Advisory and Consulting:** Gain market insights, optimise your technology investments, and map out omnichannel journeys aligned with your business goals.

Prioritising improved customer experience and key operational objectives is at the heart of our approach.

- **TRANSFORM - Seamless Cloud Transition:** Our Sabio CX Framework and proven methodologies accelerate your cloud deployment project, minimise errors, and unlock advanced features quickly. Operations teams gain tools to easily manage changes and enhance customer journeys.
- **PERFORM - Continuous Innovation Support:** Stay ahead with our focus on adoption, data-driven insights, best practices, and access to the latest cloud capabilities. Our Success services help you drive ongoing value throughout your contract.

Our team comprises the highest concentration of multiskilled CX experts within the industry. This, coupled with a deep understanding leading technologies within the Artificial Intelligence, Contact Centre, Customer Relationship Management and Data realms, grants us the proficiency to expertly manage complex cloud solutions and integrations and extract the maximum value for our Clients.

Sabio's commitment to providing exceptional customer experiences is unparalleled. We maintain an average CSAT score of 4.75/5 and an impressive NPS score of +55. Our exceptional services empower our clients to deliver award-winning CX solutions, resulting in consistently high levels of customer satisfaction.

1.3. What the Service Provides

Sabio Inform services provide expert advisory and consultancy to support Clients CX strategy, solution consulting and change enablement.

- Driving customer experience and service efficiency through Artificial Intelligence (AI)
- Paving the path of the CX for your customer service organisation
- Increasing the value from your contact centre platform
- Maximising the engagement and performance of your people

The Value Framework underpins our objectives, drives initiatives and measures outcomes.

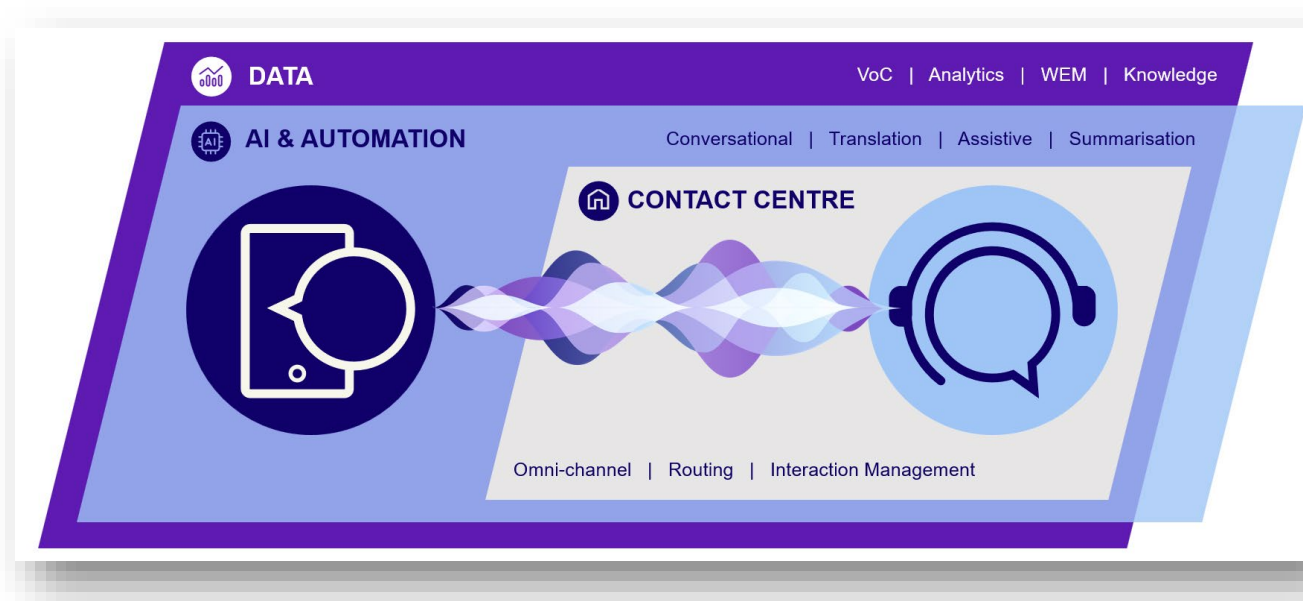
Inform – Advisory and Consulting Services include:

- CX Maturity Assessment
- Business Assessment & Roadmap
- Customer Journey Mapping
- Voice of the Customer Health Check
- Channel Strategy
- People Centric Change Management
- Target Operating Model Design
- Intent Capture and Analysis
- WFM Health checks

We provide services to assist Clients maximise the value of the key technology groups within the CX domain (see figure 2) including:

- Contact Centre
- Artificial Intelligence (AI) and Automation
- Data

Figure 2: Sabio Solution Portfolio Overview



We have long standing partnerships with industry leading technologies and invested in our people with certifications and skills to be the best CX expert services provider for our clients.

We have 25+ experience working with cutting edge customer experience technologies to delivery business value to our clients. Our partners include:



We can work with and support CX technologies from these Vendors. If the Buyer has specific solution, service or technology requirements, we can work with the Client to understand the needs and how Sabio can help.

1.4. Overview of the G-Cloud Service

Sabio Inform Services provide Clients with the consultancy expertise to enhance and maximise the value which cloud solutions can provide to their Customer and business.

We help Clients solve their Customer Experience CX challenges through the use of our experts to deliver greater benefits faster.



Figure 3: Sabio Consultancy Offerings

Our Inform service capabilities across the CX Strategy supports the following uses cases:

CX Maturity Assessment

A Sabio tool used to assess the current state of customer experience maturity within an organisation's contact centre operation. At the same time identifying the desired, future, aspirational state.

Figure 4: Maturity Radar diagram

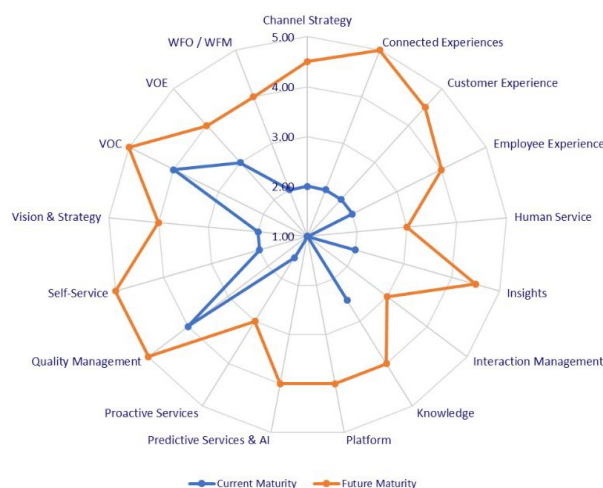
Based on 5 levels of maturity, ranging from the basic “hygiene” level of customer experience delivery through to the experience delivered by “best in class” organisations, our CX maturity process helps to highlight the key areas of the business that require improvement and provides guidance on how Sabio can support that improvement.

The assessment evaluates organisational maturity in relation to 17 core elements of customer experience delivery Figure 4.

Business Assessment & Roadmap

Provides a view of an organisations current state and identifies a roadmap for change using the CX maturity assessment plus business value map, on-site observation and interviews.

A business assessment is used to determine where an organisation is currently positioned from a customer experience maturity perspective and where focus is required to develop further operational and technical capability.



The outputs from the assessment are used to define the roadmap for change. The Business Assessment and associated Roadmap will enable you to:

- Articulate your business direction
 - Identify operational efficiencies
 - Identify areas of improvement
- Get more out of existing technologies
- Understand where to and prioritise investment

The Business Assessment and Roadmap are valuable tools for understanding the maturity of your current customer experience delivery. The engagement will enable you to make informed decisions and take proactive steps to improve performance, mitigate risks, and position your business for long-term success.

Customer Journey Mapping

Provides visualisation and analysis of the current end-to-end customer experience, identifying pain points and friction for specific journeys.

Customer journey mapping is a strategic process that involves visualising and analysing the end-to-end experience a customer has with a brand, product, or service. It captures and illustrates every interaction and touchpoint across various channels and stages, providing a holistic view of the customer's perceptions, emotions, and behaviours throughout their entire journey.

The process not only identifies key moments of engagement but also uncovers pain points and opportunities for improvement, facilitating organisations in creating more personalised, efficient, and satisfying experiences that align with customer expectations and contribute to long-term loyalty and success.

The benefits of customer journey mapping include:

- Improved customer understanding.
- A route to enhanced customer satisfaction and enables the identification of improvement areas where pain points can be addressed.
- Personalised experiences can be identified, with the needs and preferences of specific customer segments addressed within the journey.
- The ability to focus on those key touch points that have the most impact on the customer experience allows the efficient allocation of resources.
- Fosters a customer centric approach across the organisation.
- Opportunities for innovation and the introduction of new products and services can be identified.
- Customer churn is reduced as pain points are addressed and dissatisfaction with service is reduced.
- Future strategy is based upon data and improvements grounded on key customer insight.
- Delivers superior experiences which differentiates an organisation from its competitors.

Voice of the Customer Health Check

Evaluates how your current solutions gather customer feedback including how it is captured, analysed, and acted upon to drive improvements (**Figure 5.**)

We partner with you to conduct a thorough and systematic assessment of every component of your Voice of the Customer (VoC) programme, ensuring we capture rich, actionable insights that drive strategic decision-making and enhance customer experience across your organisation.

Figure 5: Sabio VOC Radar Diagram



Channel Strategy

Our channel strategy outlines how an organisation should communicate and interact with its customers, incorporating a variety of contact channels and supporting technologies specifically designed to deliver optimal channel availability to service user needs.

Channels which may form part of a channel strategy include email, phone, social media and automated self-serve applications.

Having a well-defined and comprehensive channel strategy for your business offers several significant benefits including, helping you reach your target customers more effectively, helping you maximise sales, and enhancing your overall competitiveness.

- Extend your reach
- Increase customer satisfaction levels
- Enhance convenience and accessibility
- Increase sales
- Reduce cost
- Surface data and insight

People Centric Change Management

Change management is a structured approach to transitioning individuals, teams, and organisations from their current state to a desired future state. It involves planning, implementing, and monitoring changes to ensure they are effectively adopted and result in the desired outcomes.

Benefits

- Organisations need to deliver business critical changes, but the demand for change often exceeds people's capacity to deliver it.
- People are often asked to make major personal changes to support organisational change, and major change is disruptive for people.
- People suffer from a loss of control during change, and this loss of control can cause resistance that threatens successful implementation.
- Organisations are in danger of installing, rather than implementing change and installed change can be very costly.
- Successful implementation requires commitment building and behaviour change, and people's personal concerns and reactions to change can threaten commitment.
- We need effective ways to measure people change, which should be the focus of change management activities – not just at an *organisational* level but at a *local/personal* level.
- Change Management insights, activities and plans need to integrate with the project and process management efforts to create the complete source of truth.

Target Operating Model Design

Focuses on engaging, supporting and empowering individuals through transitions and transformations to deliver successful outcomes.

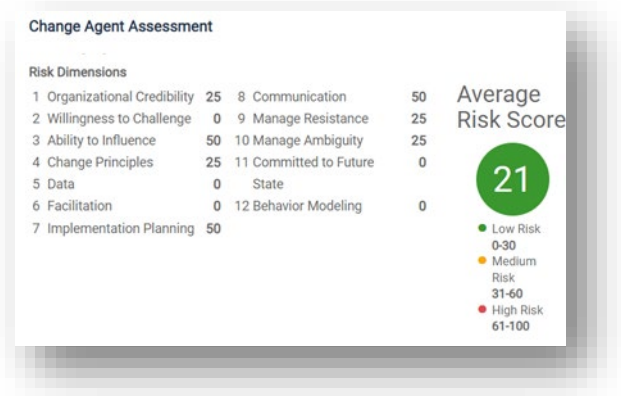
A Target Operating Model (TOM) serves as a strategic blueprint for your organisation's future state, clearly defining how people, processes, technology, governance, and data will seamlessly work together to achieve your business objectives.

By providing a unified vision of the "to-be" organisation, the TOM establishes a common framework to guide transformation, align resources, and drive operational excellence.

This holistic approach ensures every component is purposefully integrated, resulting in greater efficiency, enhanced effectiveness, and measurable improvements in business outcomes.

- **Strategic Alignment:** Ensures the organisation's operations are fully aligned with its strategic goals and vision.
- **Operational Efficiency:** Streamlines processes, eliminates duplication, and optimises resource allocation.

Figure 6: Assessment Report



- Improved Agility: Establishes clear governance and accountability, leading to faster and more informed decisions.
- Clear Accountability: Defines roles, responsibilities, and governance, making it easier to manage performance.
- Customer Focus: Structures operations around delivering better value and experiences for customers.
- Risk Reduction: Identifies operational risks and puts controls in place to mitigate them.
- Supports Change: Provides a clear roadmap for transformation, making change initiatives smoother and more successful

WFM Health Check

For organisations looking to help identify opportunities to improve the effectiveness, efficiency and accuracy of their workforce management deployments, Sabio's WFM Health check is a fast-track process that gives Planning and Operational Managers clear insights into their WFM performance.

The WFM Health check is focused on eight key areas – Current Planning and Operational Processes, Planning Team and Organisational Structure, Capacity Planning, Planning Lifecycle (Forecasting, Scheduling, Intraday, MI), Skilling Strategy, Shrinkage Process, Outsourcer Processor, and Shadow Planning Team.

Our highly consultative WFM Health check process involves an initial 3-week Discover/Diagnose/Define review of end-to-end WFM processes. The Sabio WFM Practice team then applies its tailored, end-to-end process framework in order to identify and structure pain points, effort and opportunities for improvement. Detailed findings are then communicated via Heatmaps and end-to-end Workflows, with recommended next steps broken down into short-term benefits and longer-term strategic value.

AI and Automation Consultancy

We are committed to proving the value of our solution before scaling at your pace. Depending on the level of automation maturity your business has reached, Sabio offers a tailored consulting service to maximise the benefits of automation and ROI opportunities. Our AI discovery phase is to support a client in their initial understanding of how to shape their organisation for success with AI solutions and outlining the potential technology, target operating model (TOM) and ROI that would be expected.

Customer Contact Insights – Intent Capture and Analysis

Gain context of AI and Automation, have an accurate overview of the reasons why their customers call them, the most frequently taken paths or the intents of their customers to design appropriate journeys and provide them with enhanced experiences when reaching their contact centre.

Understand the viable use cases for partial or full automation of contact so that they can create an efficient and effective operating model

1.5. Social Value

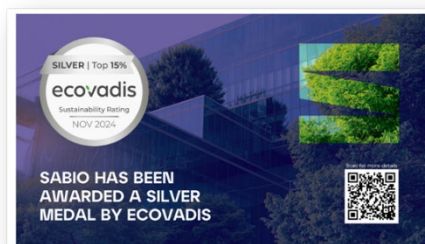
At Sabio, we aim to create lasting, positive outcomes through the way we work, including through the services we deliver. Social value is built into how we operate, make decisions, and measure success. Our commitments align with the UK Government's Social Value Model and focus on areas where we can make a genuine, measurable difference.

Kick-Start Economic Growth

- We help strengthen the UK's digital economy through fair, transparent, and inclusive practices.
- Partnering with ethical suppliers to build resilient local supply chains.
- Maintaining inclusive recruitment and fair pay.
- Sharing knowledge and supporting digital capability building with clients and partners.

Make Britain a Clean Energy Super-Power

- We operate responsibly and help reduce environmental impact through the services we deliver.
- Using energy-efficient cloud solutions and low-carbon ways of working.
- Preferring suppliers with strong ESG and sustainability standards.
- Tracking and reporting our carbon footprint using recognised frameworks and sustainability partners such as EcoVadis.
- Committed to achieving net zero carbon emissions by 2050.



Break Down Barriers to Opportunity

- We promote equity and inclusion across our workforce and in the services we design.
- Embedding Diversity, Equity and Inclusion (DEI) principles into recruitment, development, and leadership.
- Ensuring accessible service design that supports diverse users.
- Supporting community initiatives through volunteering.

Build an NHS Fit for the Future

- We value wellbeing and community connection as part of a sustainable workforce.
- Providing mental-health support, including MHFA-trained colleagues and confidential wellbeing channels.
- Offering volunteering days and matched charitable funding for employee-led initiatives that benefit local health and community programmes.

How We Deliver and Measure Social Value

- **Governance:** Oversight from our Sustainability Steering Committee ensures accountability for our social value commitments. As part of our maturing framework, the Committee will de-

fine and monitor the core metrics we use going forward, including supplier ESG performance. Our carbon footprint is already measured annually as part of our existing sustainability reporting.

- **Integrated service design:** Social value considerations are built into project planning, procurement, and delivery. As our measurement framework develops, this will include tracking areas such as digital capability-building activity and accessible service-design reviews.
- **Sustainable supply chain:** We consider ESG principles when working with suppliers and will begin monitoring the proportion of suppliers that demonstrate alignment with these expectations as our approach to sustainable procurement develops.
- **Continuous improvement:** Using recognised sustainability partners such as EcoVadis and our annual carbon-tracking process, we will refine and strengthen the measures we monitor over time.
- **Positive, practical outcomes:** Our goal is straightforward, to deliver cloud and digital services that make a meaningful economic, social, and environmental difference. This includes measuring contributions such as volunteering days, matched charitable funding and digital skills-sharing.

1.6. Associated Services

Sabio's AI, Data and Contact Centre Services (as listed within Lot 2b) provides a full suite of solutions and professional services to guide you through every stage of your cx strategy and cloud transformation. This includes comprehensive requirements gathering, expert solution design, thorough testing, seamless deployment, and ongoing transition support. We support both Agile and Waterfall project methodologies to align with your organisation's preferred processes.

Sabio enhancement IP is designed to streamline your cloud experience, accelerate value realisation, and empower you to deliver exceptional customer experiences. It bridges common capability gaps within the core platforms, providing pre-built solutions for advanced reporting, quality monitoring, network services and intraday capabilities. These additions optimise critical aspects of your contact centre operations, saving you development time and costs while enabling you to leverage best practices.

Deployment options are designed for flexibility. We can deploy as-is solutions with business-specific customisation or incorporate specific requirements at any stage to meet your unique needs.

Please contact Sabio if you would like to understand more about Sabio's services and how they can help the Buyer's organisation.

2. Data Protection

2.1. Information Assurance

We maintain a suite of internationally recognised certifications that reflect our commitment to robust governance, quality, and security:

- **ISO 27001:** Demonstrates our systematic approach to managing information security risks.
- **ISO 9001:** Highlights our dedication to consistent quality management across all operations.
- **ISO 14001:** Supports our environmental management practices and sustainability goals.
- **Cyber Essentials Plus:** Validates our proactive defence against cyber threats.
- **SOC 2:** Confirms our secure handling of client data in accordance with industry standards.

Secure Processes and Facilities

- Our facilities are protected by stringent physical and technical security controls.
- Data handling procedures are designed to uphold confidentiality, integrity, and availability.

Compliance and Policy Framework

- Our internal policies are aligned with industry best practices and regulatory requirements, including the **UK GDPR**.
- We continuously review and enhance our security posture to ensure ongoing protection of sensitive information.

For further details or supporting documentation, please contact us directly.

2.2. Data Back-Up and Restoration

Sabio takes data protection seriously. We implement robust measures to safeguard your information and ensure business continuity in the event of data loss or corruption. Here's how we protect your data:

- **Routine Backups:** Sabio performs regular backups of critical data following a schedule aligned with your business requirements. Our policy covers all vital information, regardless of form, including IT systems and infrastructure.
- **Data Restoration:** Comprehensive processes ensure the timely and seamless restoration of data in cases of deletion, corruption, or unavailability. This minimises downtime and potential impact to your services.
- **Customisable Backup Plans:** We collaborate with you during the onboarding process to establish data retention periods, recovery point objectives, and recovery time objectives. These parameters are clearly documented for transparency and ongoing reference.
- **Proactive Reviews and Testing:** Sabio regularly reviews, tests, and updates our entire data protection process. This ensures compliance with evolving industry standards, security best practices, and any changes in your requirements.

We can provide our detailed Data Protection Policy upon request. Sabio adheres to strict security protocols and prioritises safeguarding your sensitive information.

2.3. Business continuity statement/plan

Sabio Business Continuity

Sabio maintains a comprehensive Business Continuity Management framework to ensure the protection of our people, assets, and the uninterrupted delivery of critical services. Our BCM approach is designed to mitigate risks, maintain operational resilience, and uphold service commitments under all circumstances.

Core Components of Sabio's BCM Framework

- **Protection of People and Assets:** We prioritise the health, safety, and well-being of our employees, while safeguarding both Sabio and client information and infrastructure.
- **Regulatory Compliance and Accountability:** Our BCM practices are aligned with all relevant legislation, regulatory requirements, and contractual obligations, ensuring full accountability and transparency.
- **Risk Assessment and Business Impact Analysis:** We conduct thorough assessments to identify potential threats and vulnerabilities across our operations, enabling informed decision-making and targeted risk mitigation.
- **Preventative Controls:** Sabio implements proactive controls to reduce the likelihood and impact of business disruptions, ensuring continuity of service.
- **Training and Awareness:** All personnel receive comprehensive training on BCM protocols, including their individual roles and responsibilities during an incident.
- **Testing and Continuous Improvement:** Our disaster recovery plans are regularly tested, audited, and refined based on feedback and evolving requirements, ensuring readiness and resilience.
- **Disaster Recovery Strategy:** Sabio maintains a robust disaster recovery capability to restore normal operations swiftly and securely in the event of an incident.
- Sabio's BCM measures work in tandem with CCaaS providers to protect your data and service availability. We can provide more detail upon request, including a deeper look at our plans and our technology partners procedures.

2.4. Privacy by Design

Sabio Inform Advisory and Consultancy services can provide support for privacy by design considerations for the consultancy packages which are focused on solution consulting and design.

Our transform (Lot 2b) offerings which are offered separately to the Inform service can provide detail on the technical implications of privacy by design as these will form part of the solution deployment services.

3. Using the service

3.1. Ordering and Invoicing

Sabio offers a fully consultative ordering and invoicing process. Every client is provided with an Account Manager who will work with you to develop the most effective order and invoicing process for the outcomes of the solution. Once the service/solution and invoicing process is defined, clients are required to provide an authorised purchase order which will initiate the contract and agreed invoicing.

An Order Form is completed with support from Sabio to ensure a smooth and frictionless process.

3.2. Pricing Overview

Sabio Inform pricing is available within the associated service pricing document and SFIA rate card. Please contact Sabio if you would like to discuss your specific requirements further.

3.3. Availability of Trial Service

Trial services do not apply to the Sabio Inform Services, if you would like to understand more about how Sabio can help you CX organisation please contact us for more information.

3.4. On-Boarding, Off-Boarding, Service Migration, Scope etc.

Sabio Inform Onboarding

Sabio's Account Manager will aid in onboarding new Clients into Sabio, they will be supported by our Business Consultants and specialists to successfully deliver the Inform service.

The core principles of our inform services are based on the discovering your specific requirements, contracting the right consultancy and advisory packages to meet your business needs, before delivering the agreed work packages.

Inform Off-boarding

Sabio will support in the offboarding of the Inform services. The core process is below:

- **Notice of Termination:** Contract terms will define requirements.
- **Collaborative Exit Planning:** Ensure a smooth transition to a new provider or system shutdown.
- **Timeframe:** Agreed upon for handoff and completion.
- **Access Management:** Secure removal of access according to established protocols.
- **Data Assistance:** Help with data export, subject to data ownership policies.

If the Client has specific exit requirements, discussed as the contract scope and order, if applicable, additional exit services may be required to support the requirements, these can be built into the Sabio offering.

Extra Services (Available for additional cost in-line with the DDAT rate card)

- **Bespoke Exit Planning:** In-depth support for transition away, especially in complex cases.

3.5. Training

Training services are not provided within the Sabio Inform offering, however, if the Buyer is interested in training services, we provide training within our Transform (Lot 2b solutions) and Perform offerings. Please contact Sabio for more information.

3.6. Implementation Plan

A detailed implementation plan can be provided to the buyer on request to ensure the plan is fully aligned to the solution/services being delivered.

3.7. Service Management

Sabio Inform provide expert consultancy and advisory capabilities. These services are not aligned to the delivery of in-life technical support or change management and therefore traditional service management does not apply.

The Buyer engagement will be managed by the Account Manager and supported by our Business Consultants and specialists based on the scope of the work order.

If there is a bespoke service offered required which requirement Service management practices, we will leverage our proven systems, processes and skilled support personal as defined with our Cloud Support Perform offerings.

3.8. Service Constraints

Sabio will work with the Buyer to identify any specific requirements which may introduce or remediate any specific Service constraints. As our inform services are primarily focussed on advisory and consultancy activities, we see there being limited service constraints.

3.9. Service Levels

Sabio Inform services delivery expert consultancy and advisory capabilities. These support services are not aligned to the delivery of in-life technical support or change management and therefore traditional service levels does not apply.

Sabio will work with the Client to define the specific service levels which apply to the Inform services, these can be discussed and agreed prior to finalising the Work Order.

3.10. Outage and Maintenance Management

Sabio Inform services delivery expert consultancy and advisory capabilities. These support services are not aligned to the delivery of in-life technical support or change management and therefore traditional outage and maintenance management does not apply.

Outage and maintenance management do not apply to the Sabio inform Advisory and Consultancy Services.

Our service can help Client define their operational requirements and solution roadmap to ensure Cloud solutions which are proposed are aligned with the Client goals and Cloud solution capabilities.

3.11. Financial Recompense Model for not Meeting Service Levels

Service credits do not apply to the Sabio Inform proposition services.

4. Provision of the service

4.1. Customer Responsibilities

Sabio will work with the Buyer to provide specific responsibilities with the pre-sales activities prior to the Order Form completion.

4.2. Customer Responsibilities

The level of customer involvement will be tailored to your solution, project and service support specific size, scope, and complexity. The listed responsibilities serve as a starting point for our collaboration.

Project/Service Sponsor (C-Suite/Director Level)

- Champions the project, ensuring commitment and resource allocation across the organisation, and reviews progress at key milestones to provide executive-level direction.

Project Lead (Project Manager)

- Serves as the primary liaison with Sabio's team, manages internal resources, oversees daily project execution, and facilitates timely decision-making and escalation resolution.

Service Owner/Service Delivery Manager

- The person within the Client who is responsible for business engagement around services delivered by the Clients IT function

Subject Matter Experts (Business Representatives)

- Collaborate with Sabio to analyse business processes and requirements, provide knowledge on existing workflows, pain points, and ideal outcomes, and participate in solution design and configuration testing.
- Provide assistance to the Sabio throughout the lifecycle of issues in order to promptly provide any further relevant information, testing, decisions or authorisation to deliver the support services

Business Analyst

- Works closely with SMEs and Sabio to translate business needs into technical requirements, documents functional requirements, participates in testing and validation activities, and supports overall knowledge transfer for solution adoption.

IT Team

- Grants Sabio access to required systems and network infrastructure where required, collaborates on integrations with telephony, or other existing platforms, and assists with network performance testing and troubleshooting.
- Single point of contact for support engagement between Sabio and the end users
- Manage the technologies which are provided by the Buyer, these may integrate with, or underpin the delivery of the cloud solution

Training Lead

- Works with Sabio to develop training plans and materials, facilitates end-user training sessions, and supports post-implementation adoption. This role is often assigned to the Business Analyst.

End Users

- Actively participate in training and testing efforts, provide feedback and iterate on processes in collaboration with SMEs, and embrace the new solution to champion change within the organisation.

Note: During the project initiation phase, Sabio will collaborate with you to define a comprehensive list of roles and responsibilities tailored to your specific project scope and technologies. To ensure full transparency, this information will be outlined in a service provisioning document prior to project kick-off."

4.3. Technical Requirements and Client-Side Requirements

Sabio will work with the Buyer, through an allocated Account Manager to determine any specific technical and Client-side requirements. This allows us to consider the specific solution which needs to be supported and ensure an accurate definition of requirements to be agreed before the Order form is signed.

4.4. Outcomes/Deliverables

Sabio can work with the Buyer to define the outcomes and deliverables specifically for the Sabio inform services included within the Order Form.

4.5. After-sales Account Management

Sabio will allocate the Buyer an Account Manager as the key account team stakeholder, they will be supported by the Business Consultants and specialists to deliver the Inform Service and enhance the relationships with the Buyer.

Our account management function does not focus solely on executive engagement but is designed to work across our customer's organisation including but not limited to supporting engagement with:

- Executive Team - For oversight and governance
- Operations Leads – For performance reviews and use of operational applications
- Technical Team – For project delivery and innovation
- Finance Team – For accounting and payments
- Commercial & Legal Team – For contracts

4.6. Termination Process

The contract length will be detailed in the order form. Early termination may incur a cost. The customer acknowledges that it has purchased the Services for the Minimum Period and any Renewal Term(s), as defined in the Certificate or Order Summary.

5. Our experience

5.1. British Airways



Challenge

In the post-pandemic travel surge, British Airways faced a critical inflection point in their customer service operations. With overwhelming call volumes straining their contact centres, the airline struggled to maintain service standards expected of a premium carrier. Contact centre staff were under immense pressure, customer frustration was mounting, and the airline's brand reputation was at risk. Most critically, BA lacked clear visibility into why customers were reaching out, making it impossible to implement effective solutions. This blind spot in customer understanding prevented the airline from making meaningful improvements to their service delivery.

Solution

British Airways partnered with Sabio Group to implement a comprehensive data-driven transformation strategy, centered around an innovative Intent Capture & Analysis (IC&A) project. By analysing 35,000 calls through Sabio's Console Conversational AI platform, they gained unprecedented insights into customer behaviour. The project revealed that seven out of their top ten contact reasons were unexpected, fundamentally changing their understanding of customer needs. Leveraging Twilio and Google Cloud Dialogflow technology, alongside Sabio's specialists, BA developed sophisticated customer intent mapping and implemented optimised routing strategies, identifying 120 distinct call intents that would inform future service improvements.

Results

TRANSFORMATIVE IMPACT

35,000

calls were analysed

60%

'faster routes to resolution'
implemented

22%

workload reduction for the
contact centre

The transformation delivered remarkable financial and operational benefits. Contact centre workload reduced by 22%, while successfully managing significant volume spikes, including a 70% increase during Heathrow strikes. The system improved First Contact Resolution rates through 60+ new 'faster routes to resolution' and enhanced self-service capabilities. Employee experience transformed with reduced pressure during high-volume periods and more varied work as routine queries became automated. The initiative's success led to an extended partnership with Sabio for future phases.

5.2. Clients

Sabio work with a wide range of big brands and organisations in the UK, Europe and Internationally across many verticals including Public Sector, Insurance, Retail, Banking.

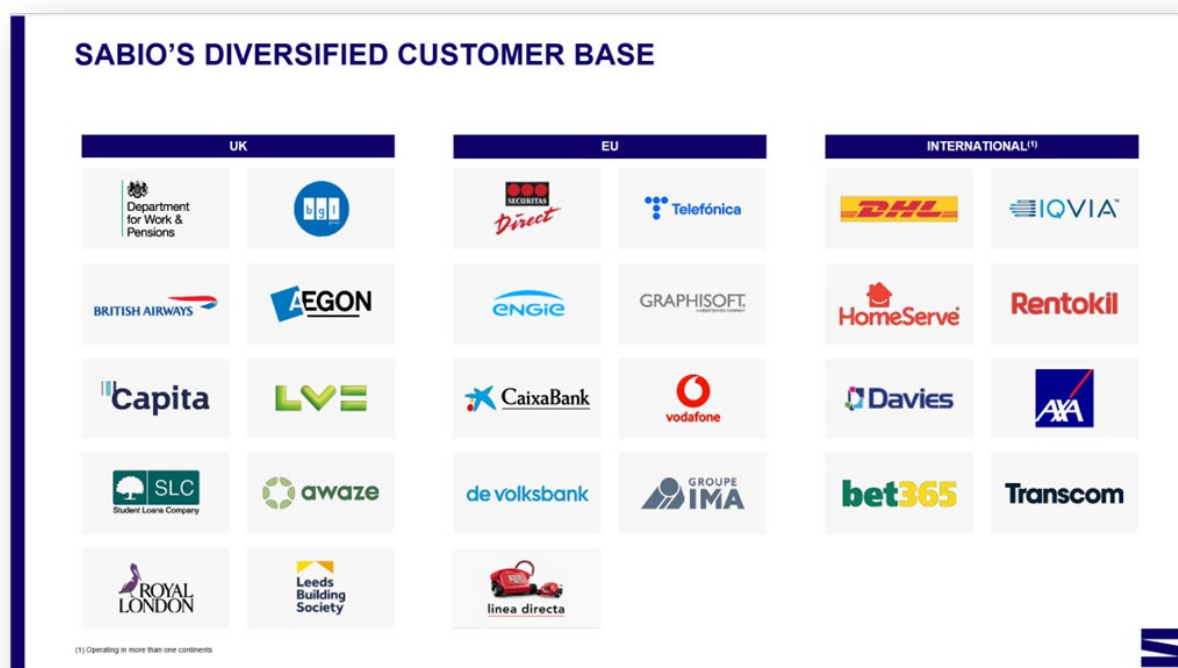


Figure 7: Client Base Examples

5.3. Contact Details

Please email gcloud@sabiogroup.com with details of your requirements and your contact details and we will be in touch shortly afterwards.

