



G-Cloud 15 Service Definition Contact Centre / CCaaS / Customer Experience Solution

Sabio Ltd.

Lot 2b SaaS

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Contents

1. Sabio – Expert Partner to the Public Sector	3
1.1. Company Overview	3
1.2. Value Proposition	3
1.3. What the Service Provides	4
1.4. Social Value.....	4
1.5. Overview of the G-Cloud Contact Centre Service	5
1.6. Associated Services	9
1.7. CCaaS / Contact Centre Platform – Further Features.....	9
1.8. Sabio CCaaS & Contact Centre Summary Benefits	14
2. Data Protection	15
2.1. Information Assurance.....	15
2.2. Data Back-Up and Restoration	15
2.3. Business continuity statement/plan	16
2.4. Privacy by Design.....	17
3. Using the service	22
3.1. Ordering and Invoicing	22
3.2. Pricing Overview.....	22
3.3. Availability of Trial Service.....	22
3.4. On-Boarding, Off-Boarding, Service Migration, Scope etc.	22
3.5. Training.....	23
3.6. Implementation Plan	23
3.7. Service Management.....	23
3.8. Service Constraints	24
3.9. Service Levels	24
3.10. Outage and Maintenance Management	24
3.11. Financial Recompense Model for not Meeting Service Levels	25
4. Provision of the service	26
4.1. Customer Responsibilities	26
4.2. Technical Requirements and Client-Side Requirements	26
4.3. Outcomes/Deliverables	27
4.4. Development life cycle of the solution	27
4.5. After-sales Account Management	28
4.6. Termination Process.....	28
5. Our experience	29
5.1. Case Studies	29
5.2. Clients	32
5.3. Contact Details	32

1. Sabio – Expert Partner to the Public Sector

1.1. Company Overview

We are a Customer Experience (CX) transformation specialist founded in 1998, with a proven track record of delivering operational savings while enhancing both customer and employee experiences. Our purpose is to serve as a strategic partner to public sector buyers on the Digital Marketplace, demonstrating how a collaboration with Sabio can address the intricate challenges of modern citizen engagement and drive true transformation and innovation.

1.2. Value Proposition

Our core value proposition is rooted in our holistic methodology, structured around three strategic phases: INFORM, TRANSFORM, and PERFORM.

This framework provides a clear blueprint for success, guiding public sector bodies from initial strategy definition to continuous operational excellence. As a multi-award-winning partner to industry-leading vendors—including Contact Centre as a Service (CCaaS) technologies such as Genesys, Avaya, Amazon Connect and Microsoft (CX expert services partner) —we are uniquely positioned to offer best-in-class solutions tailored to your specific public sector needs. This document directly addresses the G-Cloud 15 evaluation criteria, articulating how our solutions deliver tangible value in terms of quality, cost, and social impact.

Sabio accelerates your time to value and maximises your return on investment with these premium contact vendor technologies. Our strategic consulting, expert implementation, and ongoing support ensure you quickly realise the full potential of your platform.

With Sabio, you will achieve:

- Faster time to value through automated and streamlined implementation and optimisation.
- Rapid ROI driven by cost savings, improved efficiency, and enhanced customer experiences.
- Exceptional customer experiences across all channels (digital & voice).
- Continuous innovation with access to the latest platform advancements.
- Build the foundation for large scale AI & Automation innovation
- Seamless CRM and data integrations leveraging our deep expertise to create a unified view of customer interactions and drive personalised experiences.

Our team comprises the highest concentration of multi-disciplinary CX experts within the industry. This, coupled with a deep understanding of Genesys, Avaya, Amazon Connect and Microsoft contact centre platforms, grants us the proficiency to expertly manage complex integrations and extract the maximum value on behalf of your organisation and your citizens.

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 +44**. 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

Our expert consulting, implementation, and managed services maximise the platform's value. The outcome: exceptional customer experiences, improved operational efficiency, and a robust future-proof contact centre environment that is suitable for the future. Additionally, we augment the contact centre platform with the use of AI technology to streamline agent workflows and improve human connections, which helps alleviate the stress and pressure the agents face. By doing this, we also help manage customer demand more effectively, leading to less conflict and frustration for everyone involved.

1.4. Social Value

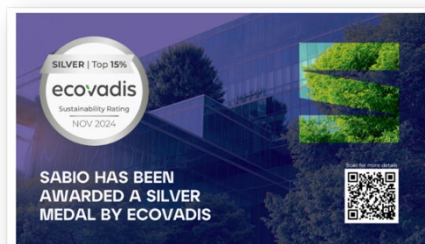
At Sabio, we aim to create lasting, positive outcomes through the way we work, including through the services we deliver. Social value is built into how we operate, make decisions, and measure success. Our commitments align with the UK Government's Social Value Model and focus on areas where we can make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

1.5. Overview of the G-Cloud Contact Centre Service

Our expertise spans a wide range of critical technologies, including Contact Centre, AI, IVR, Workforce Engagement and Management and CX Data Analytics.

Sabio offers a full spectrum of contact centre services designed to help organisations optimise their customer interactions, drive operational efficiency, and deliver consistently exceptional customer experiences (CX). Leveraging deep industry expertise and best-in-class technology, Sabio transforms contact centres from cost centres into strategic assets for growth and customer loyalty.

Sabio help public sector organisations enhance their customer experience and overcome common challenges. We provide highly available, secure, top-tier cloud contact centre infrastructure from leading vendors, our solutions offer robust, scalable, and flexible omnichannel capabilities. We provide exceptional delivery and support, ensuring that all customer interactions are unified, consistent, and seamless across every channel.

1.5.1. Our Core CCaaS / Contact Centre Offerings

Genesys Cloud CX

Genesys Cloud CX operates on a predictable, tiered per-user license model designed for growth. The Genesys Cloud CX 1 foundation offers a complete, all-in-one platform for voice and digital channels.

As you scale to CX 2 and CX 3, the increased cost corresponds to progressively sophisticated capabilities, bundling advanced features like Workforce Engagement Management (WEM), Quality Management, and powerful AI automation. This structure ensures you pay only for the advanced features your organisation needs, providing a clear, feature-rich pathway for transformation.

Amazon Connect

Amazon Connect operates on a disruptive, pure pay-as-you-go, consumption-based pricing model, fundamentally different from traditional CCaaS licensing. Costs are tied directly to usage (per-minute voice service, telephony charges, etc.). This flexibility immediately rewards automation and AI development, as reducing transactional voice traffic directly lowers operational expenses. Optional AI features like Contact Lens for analytics and Amazon Lex for self-service are also consumption-based. This powerful financial model is a key reason Amazon Connect is rapidly dominating markets like financial services, enabling scalable demand shifting to digital and voice automation.

Microsoft Dynamics 365 Contact Centre

Microsoft Dynamics 365 Contact Centre features a flexible, modular pricing model built for seamless integration. The core license is all-inclusive, covering both voice and digital channels. For organizations already invested in the platform, the Contact Centre can be acquired as a cost-effective add-on, providing a discounted price when bundled with a Dynamics 365 Customer Service Enterprise license. This approach not only simplifies scaling based on specific service needs but also offers the unique flexibility to set up volume-based pricing rules for product purchases directly within the system.

Avaya

Avaya Experience Platform (AXP) and Avaya Infinity utilise a sophisticated, enterprise-focused per-user, per-month subscription model designed to align cost directly with the scale and complexity of an organisation's contact centre needs.

The subscription model for AXP and Infinity ensures that organisations only pay for the capacity and features required, making it a flexible, yet predictable, enterprise-grade investment.

Further details of service capabilities are provided in section 1.7.

1.5.2. Key Platform Features

Key Benefits

By streamlining processes and optimising your operations, our CCaaS platforms significantly improve agent productivity. We achieve this through advanced workforce management, powerful automation tools, and seamless integration with your CRM systems. Our goal is to empower your agents, equipping them with the necessary tools and information to deliver outstanding customer service.

Future-Proofing and Data-Driven Decisions

Our platform helps you future-proof your customer experience by enabling you to adapt to evolving customer demands and technological innovations. It also utilises data analytics to provide valuable insights into customer behavior and operational performance, allowing for data-driven decisions that enhance efficiency and effectiveness.

Unifying Customer Interactions

Sabio unifies all customer communications—like calls, emails, social media messages, and live chat—into a **single, unified view workflow**. This allows an agent to see the entire history of a customer's interactions across every channel, no matter how they contacted the business. This approach creates a seamless, consistent experience for the customer because they don't have to repeat themselves to different agents or on different platforms. It also improves agent efficiency by providing them with all the necessary context in one place.

Agentic AI

Agentic AI represents a significant evolution in contact centre automation, moving beyond simple chatbots to create voice systems that can autonomously understand, plan, and execute multi-step tasks. It's a powerful tool that can be integrated in various ways to improve efficiency and customer experience. How Sabio will integrate AI with your CCaaS platform:

- **Intent Capture & Routing (With Analysis)**

Sabio's Intent capture and Analysis platform is a crucial component of modern contact centre and customer experience (CX) strategies. It's the process of using technology, primarily Artificial Intelligence (AI) and Natural Language Understanding (NLU), to identify the underlying purpose or goal of a customer's interaction and then routing them to the most skilled or appropriate resource. We use the data analysis of customer intents to solve high demand use cases.

- **Fully AI Automated Calls**

In this scenario, a Sabio agentic AI system handles the entire customer interaction from start to finish. This is ideal for routine, high-volume tasks with clear goals. The AI doesn't just follow a script; it can reason, access external systems (like a CRM or booking system), and adapt to the conversation.

- **Partially AI Automated Calls**

This approach is perfect for more complex or nuanced calls where human empathy and problem-solving are still needed. The agentic AI handles the repetitive parts of the call, then seamlessly transfers to a human agent with all the necessary context.

Real-Time Agent Assistance

- This is a co-pilot model where the AI acts as a digital teammate for the human agent. It provides real-time support and information to help the agent deliver better service.

Automated Post-Call Wrap-Up

- This is a key use case for streamlining agent workflows and reducing administrative burden. The AI takes over the tedious, but necessary, tasks that follow a customer interaction.

1.5.3. Key Service Capabilities

- **Scalability and Resilience:** Seamlessly scale operations to meet fluctuating demand, with guaranteed uptime for uninterrupted service delivery using microservices architecture.
- **Omnichannel Excellence:** Manage voice, email, chat, social media, and other interactions through a unified interface, enabling consistent customer experiences.
- **Workforce Optimisation:** Empower agents with real-time dashboards, knowledge bases, scheduling tools, and integrated quality management capabilities.
- **Intelligent Automation:** Improve self-service with AI-powered chatbots and virtual assistants. Streamline agent tasks and routing for greater efficiency.
- **Real-Time and Predictive Analytics:** Gain actionable insights from interactions and historical data for improved forecasting, resource planning, and proactive service.
- **API Integrations:** Expand platform functionality and enhance customer data utilisation by integrating with key CRM, case management, and other government systems.
- **Uptime Management:** Sabio provide real-time monitoring and proactive alerts through exclusive Sabio plugins, helping you avoid downtime with predictive trend analysis.
- **License Monitoring:** Our extended monitoring capabilities available in our CCaaS offerings track license and other transactional usage, ensuring you're never surprised by unbudgeted overage charges.

1.5.4. CCaaS Cloud Benefits

- **Rapid Deployment and Innovation:** Access the latest features and capabilities without complex on-premise upgrades.
- **Cost-Efficiency:** Flexible license models reduces upfront investment and ongoing maintenance costs.
- **Security and Compliance:** Leverage robust cloud provider security certifications, meeting stringent government data protection requirements.
- **Test, Learn and Re-iterate at Speed:** Test theories and run A/B tests with velocity so that you are constantly innovating.
- **Reduce Admin:** Simplified workflow, call flow and administrative tools to remove delays to business operation.
- **Reduced IT Burden:** Simplify support with a fully managed cloud solution.

Sabio delivers continuous service improvement and ensures a seamless transition to CCaaS. Our public sector experience offers proven strategies for streamlining customer service and achieving maximum ROI on your technology investment.

1.6. Associated Services

Sabio provides a full suite of professional services to guide you through every stage of your CCaaS implementation. 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.

To accelerate your CCaaS adoption, Sabio offers CX Framework powered by our CCaaS accelerators. These are Sabio developed tools that shorten the time to value by automating the setup and configuration of vast areas of the CCaaS environment. This includes predefined interaction flows, automated deployment capabilities, and detailed documentation to ensure project quality and speed. For further operational efficiency, once such development “Sabio Mission Control”^{*} provides non-technical resources a real-time embedded interface for streamlined configuration, rapid delivery, and ongoing system management.

^{*}Available for Genesys.

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.

1.7. CCaaS / Contact Centre Platform – Further Features

Genesys Cloud Primary Features:

Plan	Primary Purpose	Key Included Channels & Capabilities
Genesys Cloud CX 1	Voice Contact Centre	Voice channel, intelligent routing, IVR, reporting, interaction recording, AI capabilities (with tokens)
Genesys Cloud CX 2	Omnichannel & QA	All of CX 1, plus digital channels (email, chat, SMS), quality assurance, and compliance built-in
Genesys Cloud CX 3	Omnichannel with Full WEM	All of CX 2, plus full Workforce Engagement Management (WEM) including AI forecasting and scheduling
Genesys Cloud CX 4	Omnichannel with Advanced AI	All of CX 3, plus advanced AI features like Agent Copilot and full journey management

Genesys Cloud In Depth Features

Plan	Key Features	Available Bolt-Ons (incurs additional costs)
Genesys Cloud CX 1	- Voice channel - Call routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Interaction recording	- Knowledge - Native bots - Predictive engagement - Predictive routing - Agent Copilot
Genesys Cloud CX 2	- Digital channels - Voice channel - Omnichannel routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Quality assurance and compliance	- Knowledge - Native bots - Predictive engagement - Predictive routing - Agent Copilot
Genesys Cloud CX 3	- Digital channels - Voice channel - Omnichannel routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Employee performance - Resource management - Quality assurance and compliance	- Knowledge - Native bots - Predictive engagement - Predictive routing - Agent Copilot - AI-powered forecasting and scheduling - Speech and text analytics
Genesys Cloud CX 4	- Agent Copilot - Journey management 30 AI Experience tokens per named agent - Digital channels - Voice channel - Omnichannel routing - Speech-enabled IVR - Outbound campaigns - Analytics and reporting - Unified communications - Employee performance - Resource management - Quality assurance and compliance - Knowledge - Forecasting and scheduling - Speech and text analytics	- Virtual agents - Native bots - Predictive engagement - Predictive routing - Social listening and engagement - Supervisor Copilot - Virtual Supervisor

Amazon Connect

Primary Amazon Connect Features:

- Premium carrier grade connectivity – all major UK providers
- High-quality 16kHz audio resistant to packet loss
- Intelligent automation, including interactive voice response and customer voice authentication
- Simple yet powerful call flows
- Unified agent desktop
- AI Powered Speech Analytics
- Premium skills-based routing engine
- Real-time and historical dashboards/reporting
- Large Language/natural language automation

Amazon Connect Deeper Features:

Category	Feature/Service Name
Per-Agent Licenses	Softphone
	Enhanced Softphone
	Queue Experience
	Extensions
	Email Handling
	Credit Card Handling
	Enhanced Flows
	Live chat
	Directed Chat
One-Off Charges	Live chat Deployment
	Credit Card Handling

Microsoft Dynamics 365 Contact Centre

Primary Microsoft Dynamics 365 Contact Centre Features:

Product/Tier	Key Features
Dynamics 365 Contact Centre	All-in-one solution for digital and voice channels, including chatbots, IVR, and generative AI features.
Dynamics 365 Customer Service Professional	Case management, knowledge management, Microsoft 365 interoperation, and leads (creation only).
Dynamics 365 Customer Service Enterprise	All Professional features, plus: Teams integration, Copilot, unified routing, analytics, and KPI reporting.
Dynamics 365 Customer Service Premium	All Enterprise features, plus: self-service chatbots/IVR, live chat, and a native voice channel with inbound routing and conversation summarisation

Microsoft Dynamics 365 Contact Centre Features:

- Omnichannel Communication: Connects with customers across voice, chat, email, social media, and other channels, providing a unified experience.
- AI-Powered Virtual Agents & Copilot
- Self-Service: Offers context-aware chatbots and virtual assistants for digital and voice channels, reducing call volume and improving customer satisfaction.
- Agent Productivity: Leverages Copilot to provide agents with suggested responses, conversation summaries, and a unified knowledge interface, increasing efficiency.
- Intelligent Routing: Directs customer requests to the most suitable service representative based on their skills, availability, and customer preferences, improving resolution rates.
- Personalized Customer Experience:
- 360-Degree Customer View: Provides agents with comprehensive data on customer history, sentiment, and CRM case information for more personalized interactions.
- Generative AI: Uses AI to understand customer intent and sentiment, enabling personalized responses and interactions.
- Real-Time Analytics & Insights: Delivers real-time monitoring and AI-driven analytics to help identify areas for improvement and understand customer behavior.
- Microsoft Teams Integration: Facilitates seamless collaboration with other experts and supervisors directly from within the Teams environment.
- Workforce Management Integration: Connects with workforce management solutions to optimize agent skills and capacity, improving service delivery and efficiency.

- **Conversational IVR:** Utilises large language model technology to offer a modern, conversational Interactive Voice Response system that recognises caller intent and complex instructions for a better voice self-service experience.

Avaya Infinity

Primary Agent and Back Office Avaya Pricing Model Components:

Product/Tier
Essentials Digital - (Named Agent)
Essentials Voice - (Named Agent)
Advanced - (Named Agent)
Ultra - (Named Agent)
Connect Workspaces - (Concurrent Agent)
Avaya Cloud Office - Essentials
Avaya Cloud Office - Standard
Avaya Cloud Office - Premium
Workforce Management Add-on - (Named Agent)
Screen Recording Add-on - (Named Agent)
Quality Management Add-on - (Named Agent)
Automated Quality Management Add-on - (Named Agent)
Speech Analytics Add-on - (Named Agent)

Avaya Core Features & Benefits

- **Unified Omnichannel Experience:** Connects voice and digital channels to create a single, continuous customer journey, moving beyond basic multi-channel to truly integrated experiences.
- **AI-Driven Orchestration:** Uses artificial intelligence and machine learning to automate and orchestrate customer interactions, triggering workflows based on sentiment, customer journey events, and real-time data.
- **Low-Code/No-Code Interface:** Empowers business users to easily design and implement workflows, reducing reliance on IT and increasing organisational agility.
- **Hybrid Cloud Architecture:** Offers flexibility for organisations to leverage cloud benefits like speed and scalability while retaining the security and data sovereignty of on-premises deployments, supporting options like Microsoft Azure, AWS, and Google Cloud Platform.
- **Connected Insights:** Unifies fragmented customer data to provide actionable real-time context, enabling businesses to make smarter decisions and personalise interactions.
- **End-to-End Automation:** Extends intelligence and automation from the contact centre into backend operations, connecting touchpoints and enabling true end-to-end automation.

- **Data Management & Security:** Provides secure and compliant handling of interactions and data, with robust capabilities for managing insights into customer behaviour and preferences.
- **Enterprise Agility:** Accelerates integration and customisation by unifying disparate systems, fostering a flexible ecosystem that supports innovation and adaptation to business needs

1.8. Sabio CCaaS & Contact Centre Summary Benefits

In Summary, With Sabio's technical expertise, operational experience and contact centre passion, you will achieve:

- Faster time to value through automated and streamlined implementation and optimisation.
- Rapid ROI driven by cost savings, improved efficiency, and enhanced customer experiences.
- Exceptional customer experiences across all channels (digital & voice).
- Continuous innovation with access to the latest platform advancements.
- Build the foundation for large scale AI & Automation innovation
- Seamless CRM and data integrations leveraging our deep expertise to create a unified view of customer interactions and drive personalised experiences.

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 Internal Systems

Sabio is committed to safeguarding customer data through a comprehensive framework of protective measures and recovery protocols. Our approach ensures resilience and continuity in the event of data loss, corruption, or system failure.

Backup and Recovery Strategy

- **Routine Backups:** We perform scheduled backups of all critical data, aligned with your business requirements. This includes IT systems, infrastructure, and all forms of vital information.
- **Data Restoration:** Our restoration processes are designed to ensure swift and seamless recovery of data in the event of deletion, corruption, or unavailability—minimising service disruption and downtime.

- **Customisable Backup Plans:** During onboarding, we work collaboratively to define data retention periods, Recovery Point Objectives (RPOs), and Recovery Time Objectives (RTOs). These parameters are documented for transparency and ongoing reference.

Governance and Assurance

- **Proactive Reviews and Testing:** Sabio regularly reviews, tests, and updates its data protection processes to ensure alignment with evolving industry standards, security best practices, and your changing requirements.
- **Policy and Compliance:** Our Data Protection Policy is available upon request. Sabio adheres to strict security protocols and complies with relevant regulations, including the UK GDPR, to ensure the confidentiality, integrity, and availability of your data.

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.

Platform Resilience

Our CCaaS platforms—including Genesys Cloud CX, Avaya, Amazon Connect, and Microsoft Contact Centre—are designed with built-in resilience. These platforms work in tandem with Sabio's BCM measures to ensure data protection and service availability.

Further details, including platform-specific procedures and our full Business Continuity and Disaster Recovery documentation, are available upon request.

2.4. Privacy by Design

Our primary CCaaS vendors understand the importance of "privacy by design," embedding this principle throughout the development of their CCaaS platform. This means robust security features are designed in, including encryption, granular access controls, and customisable retention settings. Genesys Cloud CX for example also maintains relevant certifications such as ISO 27001, demonstrating a commitment to data protection standards.

Specific CCaaS Vendor Privacy by Design Principles:

Genesys Cloud CX

Key Features and Principles

Genesys's privacy and security features are a combination of foundational principles and configurable tools that give organizations control over their data.

- **Secure by Default:** The platform is configured with high-level security controls and privacy protections as the default. This ensures that customers don't have to manually adjust settings to secure their data; the system is designed to be secure from the start.
- **Data Minimization:** Genesys Cloud CX is built to collect and process only the minimum amount of personal data necessary. They have features that help customers avoid storing sensitive information in unsecured fields, like custom attributes or flow names.
- **Robust Encryption:** All customer data is encrypted. Data is encrypted **in transit** using Transport Layer Security (TLS 1.2 or higher) and **at rest** using strong, industry-standard encryption like AES-256. For sensitive data like call recordings, Genesys uses unique, per-organization encryption keys.
- **Granular Access Control:** The platform uses **Role-Based Access Control (RBAC)** to ensure that users (e.g., agents, supervisors, and administrators) only have access to the data and features required for their specific job. This is a key part of the principle of least privilege.
- **Automated Data Redaction:** Genesys Cloud CX includes features that can automatically detect and redact sensitive data like credit card numbers (PCI DSS) and Personally Identifiable Information (PII) from call recordings, transcripts, and voice analytics.
- **Compliance and Data Subject Rights (DSR) APIs:** Genesys provides a dedicated **Security, Privacy and Compliance (SPC) Portal** and a **GDPR API** to help customers meet their regulatory obligations. These tools enable automated responses to data subject requests to **access, rectify, or delete** their personal data.

- **Transparency through AI Model Cards:** For its AI-powered features, Genesys provides **AI Model Cards**. These standardized documents offer transparency into how their AI models were built, what data they were trained on, how bias is addressed, and any limitations. This allows customers to understand how their data is used within the platform's AI functions.

Avaya Infinity

Core Principles and Foundational Design

- **Privacy as the Default Setting:** Avaya's solutions are configured with the highest level of privacy protection by default. This means customers don't have to manually adjust settings to secure their data; the system is designed to be secure from the start.
- **Proactive and Preventative Approach:** Instead of reacting to privacy risks after they occur, Avaya's design philosophy is to anticipate and prevent them. They build processes and controls into the product development lifecycle to stop privacy invasions before they happen.
- **Data Minimization and Purpose Limitation:** The platforms are designed to collect and process only the absolute minimum amount of personal data necessary to achieve a stated purpose. Data is not collected simply because it can be.
- **End-to-End Security:** Avaya protects data throughout its entire lifecycle, from the moment it is collected to when it is no longer needed and is securely deleted or anonymized.

Specific Technical Features

- **Data Encryption:** Avaya encrypts personal data both **in transit** (using protocols like TLS 1.2+ with strong ciphers) and **at rest** (using NIST-approved encryption standards like AES 256). This ensures that data is unreadable to unauthorized parties, even if it is intercepted or stored.
- **Authentication and Access Controls:**
 - **Role-Based Access Control (RBAC):** This is a fundamental feature that ensures users (like agents, supervisors, and administrators) only have access to the data and functionality required for their specific job role.
 - **Secure Credential Management:** The system avoids clear-text passwords and enforces strong password policies, multi-factor authentication, and integration with Single Sign-On (SSO) and Identity and Access Management (IAM) systems.
- **Data Subject Rights Fulfilment:** Avaya provides customers with the tools to manage data subject rights as required by regulations like GDPR. This includes the ability to:
 - **View and Export:** Customers can request to view and export their personal data.
 - **Modify:** Tools are available for administrators to modify personal data.
 - **Delete:** The platform provides controls and procedures to delete personal data within engagements, transcripts, messages, and call recordings upon request.
- **Automated Data Retention Controls:** Avaya solutions allow for the configuration of specific data retention periods, automatically deleting or anonymizing data when it is no longer required, in line with regulatory and organizational policies.

- **Secure Architecture and Auditing:**
 - **Secure Development Lifecycle:** Security and privacy are embedded into Avaya's software development process from the initial design phase.
 - **Regular Audits and Penetration Testing:** The platforms are regularly scanned for vulnerabilities by third parties, with penetration tests conducted at least annually to identify and fix potential security weaknesses.
 - **Audit Logging:** Avaya maintains detailed audit logs of activities within the environment to ensure security, trust, and integrity, with configurable retention periods.
- **Data Anonymization:** For certain types of data, the platform has the capability to anonymize personal identifiers rather than just deleting them, which is useful for maintaining historical operational data while protecting privacy.

Amazon Connect

Amazon Connect, being a service built on Amazon Web Services (AWS), leverages the vast security and privacy framework of the entire AWS cloud. The "Privacy by Design" approach for Amazon Connect is a core part of the AWS shared responsibility model, where AWS is responsible for the security of the cloud, and the customer is responsible for security *in* the cloud.

This means Amazon Connect offers a suite of tools and features that customers can configure to ensure privacy and compliance.

Key Features and Principles

- **Security by Default:** AWS services are designed to be secure from the start. By default, access to resources is locked down, and customers must explicitly grant permissions, which is a key tenet of the principle of least privilege.
- **Customer Control over Data:** Customers have full control over their data, including where it is stored and how it is encrypted. This is crucial for meeting data residency requirements.
 - **Geographic Region Selection:** Customers choose the AWS Region where their data will be stored, allowing them to comply with data sovereignty laws like GDPR.
 - **Data Deletion and Retention:** Customers control the data lifecycle, including setting policies for automated data deletion and retention.

Specific Technical Features

- **Encryption: Data is encrypted both in transit and at rest.**
 - **In Transit:** Amazon Connect uses TLS (Transport Layer Security) 1.2 or higher to encrypt voice and chat data as it moves between endpoints.
 - **At Rest:** Data stored in Amazon S3 (for call recordings) or other AWS services is encrypted using AES-256. Customers can either use AWS-managed keys or their own keys via the AWS Key Management Service (KMS).
- **Access Control and Identity Management:**
 - **AWS Identity and Access Management (IAM):** This is the foundation of access control. Customers use IAM to create and manage users and groups and define

granular permissions, ensuring that agents, supervisors, and administrators only have access to the resources and data they need to perform their jobs.

- Security Profiles in Connect: Within the Amazon Connect service itself, administrators use security profiles to define what an agent can see and do, such as accessing reports, viewing recordings, or transferring calls.
- Data Redaction: Amazon Connect offers the ability to automatically redact sensitive information (like credit card numbers and Social Security numbers) from call recordings and transcripts to comply with standards like PCI DSS and protect PII.
- **Logging and Auditing:**
 - AWS CloudTrail: This service provides a detailed, continuous log of all API calls and account activity within Amazon Connect. This log serves as a crucial audit trail, helping customers to track changes, investigate security incidents, and demonstrate compliance.
 - Amazon Connect Contact Trace Records (CTRs): These records provide a wealth of data about each customer interaction, which customers can use to track and monitor interactions for compliance purposes.
- Secure Development Lifecycle: AWS embeds security and privacy into its software development process from the initial design phase, regularly conducting third-party audits and penetration tests to ensure the security of its infrastructure and services.

Microsoft Contact Centre

Microsoft Contact Centre, is primarily built on **Microsoft Dynamics 365** and **Azure**. It leverages the comprehensive privacy and security framework of the Microsoft Cloud. This follows a **shared responsibility model**, where Microsoft handles security of the cloud, and the customer handles security within the cloud.

Key Privacy Features

- **Security Development Lifecycle (SDL):** Microsoft embeds security and privacy into every phase of product development from the start. This proactive, preventative approach is at the core of their **Privacy by Design** philosophy.
- **Data Minimization:** Products are designed to collect and process only the minimal amount of personal data required for a specific purpose. This is a foundational privacy principle.
- **Data Encryption:** All data is encrypted both **at rest** and **in transit**. This includes strong encryption for voice and chat data as well as for all data stored within Azure and Dynamics 365. Customers can manage their own encryption keys for greater control.
- **Granular Access Control:** The platform utilizes **role-based access control (RBAC)** to ensure that users—agents, supervisors, and administrators—only have access to the data and features necessary for their job roles. This upholds the **principle of least privilege**.
- **Compliance and Data Subject Rights (DSR) Tools:** Microsoft provides tools to help customers meet their regulatory obligations, like **GDPR**. These include functionalities to help with data subject requests to **view, rectify, or delete** their personal data.

- **Transparency and Auditing:** Microsoft provides extensive audit logs and transparency reports to show how data is handled and what security measures are in place. This allows customers to track user and administrator activities, and conduct their own audits.

Sabio's service complements the approach of our primary vendors. We begin with a consultative assessment of your data processing needs and GDPR obligations. Our CX Framework and implementation expertise then ensure that your CCaaS configuration supports compliance. This includes setting up appropriate technical controls within the platform and aligning with your data handling policies. Our Success Management team also proactively guides you on leveraging new data protection features released by the vendors, supporting a constantly evolving privacy landscape.

With GDPR compliance being a shared responsibility, Sabio helps you utilise the powerful tools in the CCaaS platforms to support this. We work with you to implement strong internal data handling procedures and train users for a balanced approach that prioritises both customer privacy and seamless experiences.

3. Using the service

3.1. Ordering and Invoicing

Sabio provides a clear, consultative process tailored to your needs:

- A dedicated Account Director oversees ordering and invoicing.
- Services begin upon receipt of an authorised Purchase Order.
- A detailed Order Form captures all service and commercial details.

3.2. Pricing Overview

Please refer to our pricing document. Pricing ranges depend on the level of complexity Sabio are required to solve within your CX operation.

3.3. Availability of Trial Service

Know before you go. Sabio's Model Office which is available on a trial basis for contact centres with over 250 agents – includes CCaaS Kickstarters for Genesys, Avaya, Microsoft and Amazon Connect. It is a controlled and measured framework placed around a small, well informed sub-set of the workforce – allowing clients to understand the impact of innovative and procedural changes to operational performance with minimal risk and disruption, enabling clients to embed and go live quicker with the wider organisation.

Often the Model Office environment becomes the new live platform as you migrate use cases in a controlled and risk adverse manner. Typically, we provision the model office for a period of 4 weeks, which if extended, may be subject to additional costs.

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

Sabio understands that no two cloud journeys are the same. We offer three onboarding approaches to get you started with our CCaaS platforms:

- **Supplier Transition:** We seamlessly take over your existing Contact Centre setup, minimising disruption. You immediately benefit from Sabio's expertise and tools for gradual improvement. Depending on scale and scope of the transition, there is often no additional costs for this activity.
- **Rapid Evolution:** We swiftly 'lift and shift' your legacy journeys to the cloud, using our tools for secure data transfer. Access new features quickly and start realising value faster. Delivery costs vary on the complexity and scale of the evolution.
- **CX Transformation:** We partner with you to redesign your customer experience. This includes optimising journeys and integrating advanced tools. Expect transformative results for your customers and your business. Typically requires a greater investment in onboarding costs, but will be linked to a return on investment plan and business case. The scale and complexity will determine the cost of the transformation programme.

Whichever path fits your needs, Sabio provides expert guidance and tailored support for your success.

3.5. Training

Sabio offers a completely revolutionised and interactive approach to training which is tailored to your team's needs. We combine hands-on guidance during the implementation with focused training sessions (available on-site or remotely). These sessions cater to specific roles:

- Users, Agents, Supervisors/Managers
- WFM & Quality Specialists (if WEM is deployed)
- Administrators
- Developers
- Business Intelligence

Additionally, we empower your internal training team with our “Train the Trainer” approach. This lets you adapt our materials to your unique workflows and deliver effective agent training on a large scale.

3.6. Implementation Plan

Our deployment approach combines Sabio's proven INFORM-TRANSFORM-PERFORM method with best practices to ensure a seamless cloud transition. This comprehensive plan engages you from use case evaluation through feature delivery and ongoing success management.

Implementation timeframes depend on factors like deployment complexity, features and services procured, and customer governance; a detailed implementation plan can be provided to the buyer on request.

We will leverage our Rapid Deployment Methodology and tools, including pre-defined configurations and automation, to deliver enhanced customer contact strategies swiftly and integrate new features and channels with ease.

3.7. Service Management

Sabio offers a comprehensive support package tailored to your specific needs. A dedicated technical account manager will guide you through services like proactive feature optimisation, training, performance reviews, best practice advice, and roadmap development. Our service management aligns with ITIL standards, using service tickets, structured escalation paths, and change control processes. Our ITSM portal offers seamless incident logging via phone, email, or directly on the portal.

- **Customisation:** Supported within platform capabilities; extensive changes may incur additional costs.
- **Deprecation:** Clear timelines provided for feature/functionality changes, including support for legacy components.
- **ITSM Procedures/Standards:** We adhere to ITIL best practices, ensuring structured incident, problem, change, release, capacity, and escalation management.
- **ITSM Certifications:** Our team holds ITIL Foundation and Practitioner certifications, demonstrating our commitment to service excellence. Additionally, we manage 3rd party relationships, information security, and provide regular engagement meetings and reporting for transparency.

3.8. Service Constraints

We offer flexible service options to match your needs. Choose standard weekday office hours or opt for 24/7 support. For specific scheduling requirements, please contact us to discuss tailored solutions. Where appropriate, maintenance windows will be determined in collaboration with you through our change management process. Additionally, we welcome your feedback and are open to collaborating with you to implement modifications and enhancements that improve your experience.

3.9. Service Levels

We know reliable support is vital for getting the most out of your CCaaS solution. Here's how our Service Level Agreements (SLAs) are designed to keep you up and running:

- **Prioritising Your Needs:** We understand that some issues are more urgent than others. We will classify incidents (P1-P4) to ensure that truly disruptive problems get our immediate attention.
- **Targeted Solutions:** SLAs will differ depending on whether the issue lies within the core CCaaS platform or something we've customised for you. This ensures the right team is on the case quickly.
- **Setting Expectations:** We believe in being upfront. Our SLAs clearly define our response times, expected targets for getting you back on track, and when escalation might be necessary.
- **Partnering with Premium Vendors:** If a problem directly impacts the CCaaS platform, we will help you access the most up-to-date SLAs offered by the vendor.

Our approach aims to give you the consistent, reliable service needed to maximise your CCaaS investment.

Severity Level	Description	Initial Response	Target Restoration
P1	Business-Disrupting Issue	30 Minutes	+2 Hours
P2	Major Functionality Loss	1 Hour	+4 Hours
P3	Feature Impaired	4 Hours	+3 Business Days
P4	Minor Inconvenience	8 Hours	+5 Business Days

3.10. Outage and Maintenance Management

Our CCaaS platforms are carefully selected by Sabio and our team of experts. One of the main areas for consideration is the robustness of their resilient architecture. Genesys and Amazon Connect operate on the AWS microservices architecture. Avaya is built on a Kubernetes-based architecture in a containerised model in both Azure and AWS outposts. Microsoft takes advantage of the Azure Availability Zones and their "Self-service DR" feature. All of Sabio's CCaaS offerings provide multi-region / zone models offering zero (or near zero) downtime operations.

In summary, your system is designed to minimise disruptions, as independent components reduce the risk of widespread outages. While specific infrastructure management may vary based on your chosen deployment environment, you can expect enhanced reliability and business continuity.

Most organisations Sabio work with in both public and private sectors operate mission critical customer service operations. That is why Sabio only work with leading vendor CCaaS platforms and why we have dedicated people in our technology group who are continuously evaluating the market.

3.11. Financial Recompense Model for not Meeting Service Levels

Sabio is willing to implement a service credit regime upon buyer request. The scope of service and technical engagement will be adjusted accordingly to reflect the associated risk.

4. Provision of the service

4.1. Customer Responsibilities

To ensure a smooth project, the customer takes an active role in providing access to key resources and ensuring their environment is ready to support the new contact centre solution. This includes:

- Granting Sabio's team access to relevant data, systems, and subject matter experts within the organisation.
- Collaborating with Sabio for the integration of any existing tools, such as your CRM.
- Verifying that the IT infrastructure is adequately prepared to support the new solution.

Typically, the following roles within your organisation will be involved in the process:

- Project Sponsor (executive level)
- Project Lead
- Subject Matter Experts (Business Representatives)
- Business Analyst
- IT Team

For full transparency, we will provide a comprehensive service provisioning document detailing your responsibilities before your project begins.

4.2. Technical Requirements and Client-Side Requirements

To use our CCaaS platforms effectively, you will need the following:

4.2.1. Technical Requirements:

- Desktop/Laptop: With a supported web browser (typically options for Chrome, Firefox, or MS Edge)
- Internet Connection: Meeting CCaaS bandwidth recommendations
- Genesys: <https://help.mypurecloud.com/articles/genesys-cloud-requirements/>
- Amazon Connect: [Amazon Connect Client Application - Amazon Connect](#)
- Avaya: [Network requirements](#)
- Microsoft: [Network recommendations - An Azure Communication Services article | Microsoft Learn](#)

4.2.2. Client-Side Requirements:

- Headset: USB headset for agents
- Audio Setup: Either IVR system prompts or a text-to-speech (TTS) provider.
- Optional: Audio prompts for whisper audio functionality (if desired)

4.3. Outcomes/Deliverables

- **CX Needs Analysis:** An in-depth evaluation of your current processes, goals, and how Sabio CCaaS solutions can support your customer service vision.
- **CX Framework & Best Practices Implementation:** Design of a CCaaS solution leveraging Sabio's proven CX Framework and best practices. This approach optimises interaction flows, workforce management, and operational efficiency.
- **CRM & System Integration Expertise:** Streamlined integrations with your existing CRM, helpdesk software, or other business systems, providing a unified 360-degree view of customer interactions.
- **Custom Development (If Applicable):** Creation of applications, interfaces, or features within CCaaS to address specific needs, extending the platform's native functionality when required.
- **Deployment & Transition Support:** A phased approach for transitioning to CCaaS, ensuring minimal disruption to your operations. This may include data migration, user setup, and system configuration.
- **User-Focused Training:** Comprehensive training for admins, agents, and supervisors, facilitating seamless adoption of your new CCaaS platform and maximising its benefits.
- **Comprehensive Documentation:** Technical documentation to ensure smooth ongoing management and future optimisations.
- **Success Monitoring & Analytics:** Tracking and measurement of key performance indicators (KPIs) defined during the project to ensure continued progress and identification of areas for improvement.

4.4. Development life cycle of the solution

Both Sabio and our vendors embrace agile product development. This means continuous improvement driven by customer feedback and a structured development process. Here's how it works:

- **Community-Driven Innovation:** New feature ideas are submitted to our vendors through our close product house relationships, or via your Sabio Account Manager with popular requests assessed and selected for development.
- **Iterative Development Pipeline:** Chosen features progress through design, build, test, and deployment stages. Typically our CCaaS vendors will deliver updates weekly or monthly.
- **Sabio's Best Practice Approach:** We follow a similar model for our enhancement applications: We identify customer needs, plan solutions, design and build, conduct rigorous testing, and then work with you to schedule deployment at a convenient time.

This agile approach ensures that our solutions constantly evolve to meet your changing needs.

4.5. After-sales Account Management

Sabio focuses on building trusted, long-term partnerships with our clients. Here's how we achieve this:

- **Dedicated Account Management:** Our account management team serves as your primary point of contact, managing communications, proactively addressing any needs, and ensuring a seamless experience.
- **Optional Success Management for Value Realisation:** We go beyond support with a team dedicated to:
 - **Driving Adoption:** Tracking usage, aligning CCaaS capabilities with your business goals, and defining clear success plans.
 - **Performance Assurance:** Providing monthly reports on solution availability and SLA adherence, ensuring peace of mind.
 - **Continuous Improvement:** Helping you leverage new features, understand the Genesys roadmap, and stay up to date on best practices for sustained growth.

By offering proactive guidance, strategic alignment, and a transparent view of performance, we help you maximise the value of your investment and achieve long-term success with your CCaaS platform.

4.6. Termination Process

The contract length will be detailed in the work order form. The Buyer has the right to terminate their Call-Off Contract at any time without reason by giving the Supplier not less than ninety (90) days' written notice and if it is terminated the following applies:

- (a) the Buyer must promptly pay all outstanding Charges incurred to the Supplier;
- (b) the Buyer must pay the Supplier reasonable committed and unavoidable Losses as long as the Supplier provides a fully itemised and costed schedule with evidence - the maximum value of this payment is limited to the total sum payable to the Supplier if the Contract had not been terminated

5. Our experience

With over 1000 successful contact centre deployments across the globe, Sabio brings a wealth of experience to your contact centre transformation. Our team of experts and proven methodologies guide you through every stage, ensuring a seamless implementation that aligns with your unique business needs and drives exceptional customer experiences.

5.1. Case Studies

5.1.1. Kensington Mortgages

Kensington Mortgages, a prominent specialist lender known for its bespoke, human-centric approach to customer service, faced a critical challenge with its legacy contact centre infrastructure. The on-premise system was rigid, difficult to scale, and lacked the modern tools necessary to support a distributed workforce. With a growing customer base and a commitment to providing superior service, Kensington's leadership recognized the need for a more agile, cloud-based solution. The existing platform was a bottleneck, hindering agent productivity, limiting data visibility, and preventing the seamless omnichannel experience that customers now expect.

The key pain points included:

- **Lack of Scalability:** The fixed-capacity system could not easily handle call volume spikes, leading to long wait times and frustrated customers during peak hours.
- **Limited Agent Flexibility:** The on-premise setup prevented a seamless transition to a remote or hybrid work model for agents, which was becoming a business imperative.
- **Poor Data Integration:** Customer data was siloed across multiple systems, forcing agents to manually switch between applications. This increased average handle time (AHT) and reduced first contact resolution (FCR).
- **Absence of Modern Features:** The legacy system lacked native artificial intelligence (AI) capabilities for intent capture, call transcription, and automated routing, which are essential for optimizing modern contact centre operations.

Kensington partnered with Sabio Group, an AWS-certified specialist and leader in customer experience transformation, to deploy a new contact centre platform built on Amazon Connect. Leveraging its proven "Inform, Transform, Perform" methodology, Sabio conducted a comprehensive discovery phase to understand Kensington's unique business processes, agent workflows, and customer journey touchpoints.

The deployment focused on a phased approach to ensure a smooth transition with minimal disruption. The core components of the solution included:

Amazon Connect Implementation: A fully managed, cloud-based contact centre was deployed, providing Kensington with instant scalability and a pay-as-you-go model.

CRM Integration: Sabio seamlessly integrated Amazon Connect with Kensington's existing CRM platform. This created a unified agent desktop that provided a holistic view of the customer, including interaction history and relevant loan information, before the call was even connected.

Intelligent Routing: Advanced contact flows were designed and implemented to intelligently route calls to the most suitable agent, based on skills, availability, and customer data. This ensured that customers were connected with the right expert for their specific query.

AI & Automation: Sabio utilized Amazon Lex to build conversational IVRs and automated self-service options, deflecting common queries and allowing customers to resolve simple issues without agent assistance. Amazon Connect's Contact Lens was also enabled to provide real-time call transcription and sentiment analysis for quality assurance.

The successful deployment of Amazon Connect, led by Sabio Group, transformed Kensington's customer service operation. The move to the cloud-native platform yielded significant, measurable improvements across the business.

- **Increased Operational Agility:** Kensington's contact centre now operates with unprecedented flexibility, with agents able to work from any location with a secure internet connection.
- **Enhanced Agent Productivity:** By providing a unified agent desktop and eliminating the need to toggle between applications, the solution is estimated to have reduced average handle time by over 20%.
- **Improved Customer Satisfaction:** The combination of intelligent routing and a streamlined agent experience led to a noticeable increase in first contact resolution and a higher customer satisfaction score (CSAT).
- **Data-Driven Insights:** With Contact Lens and integrated analytics, Kensington's supervisors now have real-time and historical data to identify trends, pinpoint coaching opportunities, and continuously optimize performance.

The collaboration between Kensington Mortgages and Sabio Group demonstrates the power of a strategic cloud migration. By replacing its outdated legacy system with Amazon Connect, Kensington not only modernized its contact centre but also built a foundation for future innovation. The new platform empowers the business to scale its operations, improve agent performance, and continue delivering the exceptional, personalised service its customers have come to expect.

5.1.2. VoiceAbility

As a leading UK charity advocating for those facing discrimination and barriers, VoiceAbility recognised the need to modernise its communications. Seeking to better equip themselves to serve their clients, they partnered with Sabio Group to transform their service approach through the combined power of Salesforce Service Cloud Voice and Amazon Connect.

Outdated systems hindered VoiceAbility's ability to provide quick, personalised, and secure communications. Sabio's 13-week deployment solved these pain points. Features like voicemail transcription integrated directly into Salesforce ensured no message went unheard or unconnected to existing cases. Voice automation instantly populated advisor screens with client history, eliminating frustrating repetitions and creating a sense of understanding from the outset. Sentiment analysis offered a deeper layer of insight, allowing advisors to respond with tailored empathy. Bespoke routing and disaster recovery protocols guarantee VoiceAbility's continued presence during unforeseen difficulties.

The results of this project are tangible. A 5% improvement in service level achievement and a 20-second reduction in average call times signify greater efficiency, freeing advisors to better address

client needs. Unified workflows enhance overall operations, and the intuitive system has contributed to an impressive 50% drop in staff turnover, safeguarding continuity for service users. Ultimately, it's VoiceAbility's clients who reap the greatest benefit: swifter resolutions, a strengthened sense of being heard, and a charity partner more empowered than ever to amplify their voices.

This project highlights the value of integrating leading technology platforms. Sabio's deep expertise of Salesforce and Amazon Connect has allowed VoiceAbility to elevate client experience while streamlining their advocacy work. With this partnership, those fighting for their rights have their voices strengthened with efficiency and care.

5.1.3. ENGIE

ENGIE, a leading provider of low-carbon energy and services across the globe, faced a growing need to modernise its customer contact operations. Their ambition was to deploy an innovative cloud solution and complete the transition within a 12-month timeframe. Partnering with Sabio Group, and leveraging Genesys Cloud CX, proved to be the key to a successful transition.

ENGIE's initial reliance on voice-focused interactions, along with limited visibility into real-time agent availability, could potentially impact service levels. On top of this, the project's sheer scope (4,600 agents and multiple connected entities) added considerable complexity. Meeting tight deadlines meant finding a collaborative partner able to guide this large-scale, transformative project.

Sabio's strategic solution began by centralising ENGIE's voice access in Sabio's Datacentre. This move seamlessly transitioned customers to Genesys Cloud and ensured robust call management throughout the changeover. A complex voice infrastructure overhaul, including SIP channels for full network control, proved equally critical. But perhaps most transformative was the deep integration of Genesys Cloud with ENGIE's Salesforce (CRM) and SAP (ERP) systems. This created a true 360-degree customer view at the agent's fingertips, streamlining complex cases and reducing time to resolution. Sabio experts went beyond the basics, creating tailored features and applications via APIs, all accessible within the Genesys Cloud platform.

- **Elevated Customer Experience:** ENGIE embraced self-service and automation with their inbound IVR. This focus on efficiency transformed the initial stages of the customer journey and eased pressure on contact centre agents.
- **Empowered Advisors:** With a single interface housing data and integrated apps, Sabio equipped ENGIE advisors to manage interactions effortlessly. The result? Agents could focus on higher-value customer support – leading to improvements in overall satisfaction.
- **Rapid ROI:** From optimising resource allocation to substantially reducing abandoned call rates, ENGIE achieved immediate cost savings. Completing the project two months ahead of schedule further accelerated benefits realisation.

Sabio's success on this project garnered them the **"Best Deal of the Year"** award at the Genesys Europe Partner Awards. This prestigious win confirmed Sabio's position as a leader in digital customer experience solutions and underscored their deep expertise with the Genesys Cloud platform.

5.2. Clients

SABIO'S DIVERSIFIED CUSTOMER BASE

UK		EU		INTERNATIONAL ⁽¹⁾	
					
					
					
					
					

(1) Operating in more than one continents



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.

