



G-Cloud 15 Service Definition Agentic AI for Customer Experience

Sabio Ltd.

Lot 2 Cloud Software

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1. Sabio – Expert Partner to the Public Sector

1.1. Company Overview

We are a Customer Experience (CX) transformation specialist, 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 customer engagement and drive true transformation and innovation.

1.2. Transforming Public Sector CX from Reactive to Autonomous

Sabio's Agentic AI & Automation platform provides a low-risk, high-return pathway for public sector bodies to achieve radical improvements in (CX) and operational efficiency. The service delivered by Sabio is a success based model which means clients **only pay when tangible value is delivered** from either partial or fully automated contact.

The service is fundamentally differentiated by the 12-18-week Intent Capture and Inform Program, which de-risks the entire automation strategy by validating the business case against real-world customer demand.

We shift service delivery beyond simple chatbots and Robotic Process Automation (RPA) to deploy sophisticated Agentic AI—autonomous systems capable of end-to-end reasoning, planning, and secure transaction execution across complex, multi-system environments.

Challenge	Sabio's Solution	Guaranteed Outcome (Post-Inform)
Unknown Return On Investments (ROI)	12-18-Week Inform Program based on verifiable customer intent data.	Guaranteed ROI and Automation Target derived from high-volume, high-cost interactions.
Citizen Friction	AI Agents orchestrate complex, multi-system processes (e.g., permits, benefits).	Significant increase in First Contact Resolution (FCR) and reduction in Average Handling Time (AHT).
Legacy Systems	Vendor-agnostic integration expertise allows Agentic AI to act as a secure, intelligent "Digital Layer" over existing platforms.	Accelerated Digital Transformation without costly, high-risk system replacements.

By prioritising data-driven intent analysis, Sabio enables government departments to confidently **move to an AI-first operating model**, focusing human capital on empathetic, complex, and value-adding interactions.

1.3. 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 AI vendors such as Google, Cognigy, Amazon Web Services (AWS), Microsoft combined with our own Sabio AI & Automation technology — we are uniquely positioned to offer best-in-class solutions tailored to public sector needs.

Sabio accelerates your time to value by delivering strategic outcomes quickly. As an agile and customer focused organisation we excel in complex AI programmes.

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 improvements in both automated citizen experience and human-centric service.
- Continuous innovation with access to the latest platform advancements.
- Seamless CRM and data integrations to inform our AI solutions to deliver exceptional automation and augmented agent outcomes.

Our team comprises the highest concentration of multi-disciplinary AI experts built out of one of the most sought after revered “speech scientists” research function. This function has developed into our Sabio AI innovation group with the latest research and advancements in AI technology.

Sabio's commitment to providing exceptional CX 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 AI & Automation solutions, resulting in consistently high levels of customer satisfaction.

1.4. What the Service Provides

Sabio's Agentic AI practice service focuses on leveraging Agentic AI—which acts autonomously based on dynamic reasoning to achieve defined goals—primarily to transform customer Experience (CX) and contact centre operations. The 3 phases are as follows:

INFORM – focused on data led decision making to ensure value realisation.

Sabio provide expert advisory services to guide organisations through the complexities of **Agentic AI**. We help you identify high-impact use cases and develop a comprehensive roadmap for safe, scalable implementation. At the core of this strategy is our **Intent Capture & Analysis (ICA)** programme. This 12–18 week Proof of Concept utilises advanced analytics to decode—in your customers' own words—the exact reasons for contact. By substituting assumptions with data, we ensure your AI agents are built to solve real problems, delivering immediate value and operational efficiency.

- [OPTIONAL] - Deeper Consulting for AI Roadmap: Sabio Group offers expert consulting services to guide organisations through every stage of their AI transformation journey. As a recognised leader in Customer Experience (CX) transformation, Sabio's consulting is

grounded in a proven methodology that ensures clients achieve measurable outcomes and sustainable value from AI investments. This usually covers deeper AI based subjects such as:

- AI Governance Planning
- AI Support for At-Risk Citizens
- Security & AI Consulting

As these deeper consulting services are bespoke and tailored to specific client requirements, pricing is separate to the core offering and is modelled separately on a **Time and Materials (T&M)** basis.

TRANSFORM – Turning the strategy identified during the **INFORM** phase into reality through precision capabilities, seamless deployment, and enterprise-grade scaling.

- **Design and Implementation:** Designing, building, testing, and deploying Agentic AI solutions that can handle complex, multi-step workflows autonomously, moving beyond simple triage to delivering outcomes. This often includes:
 - **Automation:** Using AI to automate processes and tasks for greater efficiency and reduced customer effort. Depending on the use case and requirement Sabio can:
 - **Fully automate customer journeys** – often over 50% of all demand
 - **Partially automate customer journeys** – working hand in hand with human agents
 - **Deflect customer journeys** – to better service the customer intent, for example directing the customer to an FAQ or a web URL.
 - **Apply Conversational AI** - for intent capture and call reason, classification, routing, self-service and triage.
 - **Provide Generative AI** - Integrating Generative AI for natural, fluid conversations and content creation. Additionally for summarisation, email handling, knowledge retrieval, transcription, real-time agent support and document automation.
 - **Enable Agent Assist AI** - to support human agents with real-time prompts, summarisation, sentiment cues, and next best action.
 - **Operationalise Agentic AI** - to perform multi-step autonomous tasks, plan actions, retrieve data, complete transactions and resolve interactions end-to-end.
 - **Create Operational and Back-Office AI** - for workload prediction, QM automation, resource planning, and data processing.
 - **Surface Analytics-Driven AI** - for insight, call drivers, continuous improvement and CX outcome measurement.
 - **Voice and Digital Automation:** Implementing AI agents across voice, chat, email, and other digital channels.

- **Integration:** Layering agentic capabilities on top of the latest or legacy contact centre and CRM systems, working with multi-vendor environments such as Genesys, Microsoft, Amazon Connect, Avaya, Google Cloud, Salesforce, etc. alongside any other.

PERFORM – Driving continuous improvement and sustained ROI. We ensure your AI evolves with your business through proactive tuning, expert operational support, and rigorous performance optimisation.

- **Support and Optimisation:** Providing ongoing support, managed services, solution health checks, performance testing, and continuous optimisation to ensure the AI agents maximise business value.
- **Focus Areas:** Targeting improvements in areas like:
 - Greater accuracy in responses.
 - Faster resolution times.
 - More effective self-service journeys.
 - Reducing friction for human agents by handling complex orchestration.

Essentially, the service aims to help organisations move to an "AI-first" service design by intelligently blending machine speed with human empathy, redefining who does what in the contact centre.

1.5. Overview of the Agentic AI & Automation Service

Sabio's Agentic AI & Automation Service is a strategic, end-to-end professional offering designed to transform government and public sector Citizen Experience (CX) and operational efficiency. It ensures successful, large-scale automation by starting with a dedicated, outcome-driven 12-18 week Intent Capture and Inform Program.

The service moves beyond traditional conversational AI to deploy Agentic AI—systems capable of reasoning, planning, and executing complex, multi-step tasks autonomously.

1.5.1. Foundational Inform Phase: 12-18-Week Intent Capture Program

The Inform stage is mandatory to de-risk the subsequent major investment in Agentic AI and guarantees the automation program targets the interactions that deliver the highest possible return on investment (ROI) and service improvement. This program prevents public spending wastage seen in so many areas of public sector today by targeting **known** or pre-identified outcomes.

Timeline	Activity	Outcome and Deliverable
Weeks 1-8	Data Capture & Preparation	Creation of a clean, categorised intent dataset. Sabio deploys proprietary AI tools on the voice channel to intercept and capture the verbatim reason for a high volume of customer interactions (in the customers own words).
Weeks 8-12	Analysis & Root Cause Diagnosis	Identification of the True Demand Drivers into the contact centre. Natural Language Processing (NLP) and clustering algorithms are applied to the verbatim data to identify the top 10-20 most frequent, high-effort, and automatable 'intents' (e.g., "Change address on my license," "Query benefit payment date"). Sabio analysts then link these intents to existing business processes and system limitations.
Weeks 12-18	Business Case & Blueprint	Final Automation Blueprint and Guaranteed ROI Model. A detailed report is generated that quantifies the specific cost-to-serve and human effort associated with each automatable intent. This defines the optimal Agentic AI Use Cases, providing a clear, evidence-based roadmap for the full automation program and predicting the exact volume and cost reduction achievable. This outcome is the critical input that ensures the large-scale automation program delivers its expected results.

This 12-18 week Inform program provides the client with a verified Target Operating Model (TOM) and a Guaranteed Automation Target based on real customer data. It transforms the large-scale automation program from a technology project into a data-driven business transformation with a pre-validated ROI. This lends itself to pricing models which are so much more easily consumed in the public sector marketplace because you will only pay for success with Sabio's outcome based pricing model.

1.5.2. Service Definition & Agentic Implementation (TRANSFORM / PERFORM)

Upon successful completion of the Inform stage, the service transitions to design and deploy the Agentic AI solutions as defined by the validated blueprint.

1.5.2.1. Core Agentic Capabilities (Deployment)

- **Autonomous Orchestration:** The AI Agent dynamically interprets the high-priority intents identified in the Inform stage and executes the full, multi-system workflow to deliver the desired outcome without human agent intervention.
- **Contextual Reasoning:** Leverages Large Language Models (LLMs) trained on the specific, verified language patterns captured during the Inform phase for highly accurate intent recognition and decision-making.

- **Secure Integration:** The Agent acts as a supervisor, securely calling upon specific public sector tools, legacy APIs, and data sources across multi-vendor environments (e.g., AWS, Azure, Genesys, Salesforce) to fulfil the customer request end-to-end.

1.5.2.2. Key Differentiators and Benefits for Public Sector

Area	Sabio's Inform-Driven Approach	Measurable Public Sector Benefit
Risk Reduction	Automation targets are verified by 12 weeks of real-customer intent data, eliminating guesswork on system requirements.	Reduced failure rate of automation projects and accelerated time-to-value. This will avoid the repeated cycles we see in public sector of invest>replace>invest>replace due to the outcomes of projects not meeting the original need.
Efficiency & Cost	Focus shifts from automating tasks to autonomously solving the top 20 costliest citizen contact reasons.	Lower Cost-to-Serve and Higher First-Contact Resolution (FCR), directly linked to identified pain points. It is conservative to expect cost reduction in a typical contact centre by more than 30%. In a 500 contact centre, that could deliver £4.5m in annual cost efficiency.
Service Improvement	AI Agents are deployed to solve specific, high-friction, and high-volume customer problems identified by customers themselves.	Improved Customer Satisfaction (CSAT) and service uptake through validated, efficient self-service.

1.5.3. Technology Platforms for AI

Sabio aggregate, integrate and align a number of carefully selected technologies to deliver the right AI solution and outcome depending on the client and scenario. Those platforms are explained in this section.

1.5.3.1. Hyperscaler AI Platforms (Google, Microsoft, Amazon)

These platforms provide the fundamental infrastructure and a wide range of AI services, making them the *foundational layer* for building and deploying agentic solutions at an enterprise scale.

- **Google (Vertex AI, Gemini, Dialogflow):**
 - **Core Platform:** Vertex AI is the unified platform for the entire ML lifecycle.
 - **Agentic Solutions:** Vertex AI Agent Builder is specifically designed for enterprises to rapidly build, scale, and govern AI agents, grounded in proprietary enterprise data. It leverages Gemini models for reasoning and offers the Agent Development Kit (ADK) for sophisticated multi-agent workflows. It also focuses on interoperability through the open Agent2Agent (A2A) protocol.

- **Automation Focus:** Gemini Enterprise and its related services (Code Assist, in BigQuery) automate complex tasks across coding, data analysis, and business workflows, shifting focus from tedious tasks to high-impact work.
- **Microsoft (Azure AI Foundry, Azure OpenAI Service, Copilot Studio):**
 - **Core Platform:** Azure AI Foundry is the unified system for building, deploying, and governing intelligent agents, incorporating models, tools, frameworks, and governance.
 - **Agentic Solutions:** The Azure AI Foundry Agent Service enables the operation of agents across development and production, managing threads, orchestrating tool calls, and enforcing safety. It uses Azure OpenAI models (like GPT-4) as the reasoning core.
 - **Automation Focus:** Integration with tools like Logic Apps and Azure Functions allows agents to take real-world actions and automate processes. Copilot Studio is used to create and customize conversational bots and agents that can be embedded across Microsoft and third-party applications.
- **Amazon (Amazon Lex, Amazon Bedrock):**
 - **Core Platform: Amazon Lex** is the fully managed service for building conversational interfaces (chatbots and voice assistants), leveraging the same technology as Alexa.
 - **Agentic Solutions:** Lex now integrates with Generative AI and LLMs via Amazon Bedrock, enabling enhanced conversational FAQs, automated bot creation from transcripts, and more natural dialogue flow. The integration with AWS Lambda is key for triggering back-end business logic, making the Lex bot an effective *front-end agent* for task automation.
 - **Automation Focus:** Features like the Visual Conversation Builder and Automated Chatbot Designer accelerate the development and deployment lifecycle (build automation).

1.5.3.2. Specialised Conversational & Agentic Platforms

These vendors typically build highly specialised, enterprise-grade AI platforms focused on complex customer experience (CX) and contact centre automation, often running on or orchestrating the hyperscaler services above.

- **Cognigy (Cognigy.AI):**
 - **Core Platform:** Cognigy.AI is an advanced AI Agent platform specifically for enterprise contact centres.
 - **Agentic Solutions:** Known for its Agentic AI capabilities, it fuses LLM reasoning with real-time context and enterprise governance. Agents can perform Progressive Reasoning (decompose complex requests) and Autonomous Actions (invoking secure tools for tasks like payments or bookings).
 - **Orchestration/Automation:** Offers Multi-Agent Orchestration, allowing specialized AI agents to collaborate and hand off conversations. It is a multi-model orchestrator,

supporting LLMs from Amazon Bedrock, Azure OpenAI, and others. The platform is designed for low-code agent design, accelerating build automation.

- **Omilia (Omilia Cloud Platform):**
 - **Core Platform:** Omilia Cloud Platform is a self-learning Agentic CX Platform designed for contact center automation in voice and chat.
 - **Agentic Solutions:** Omilia focuses on Agentic AI Adoption Frameworks and their Pathfinder™ Agentic AI engine, which uses a proprietary LLM blend of agentic reasoning and deterministic planning.
 - **Orchestration/Automation:** The Omilia Orchestrator uses a drag-and-drop interface to synthesize conversation steps, stringing together miniApps and other building blocks to create end-to-end dialog applications, dramatically reducing development effort (up to 70%).

1.5.3.3. The System Integrator & Orchestration Layer

Sabio capabilities sit on top of, or integrate, the core platforms listed above, providing proprietary technology for orchestration, governance, and end-to-end service delivery.

- **Sabio (Sabio Console, AI Orchestration Engine):**
 - **Core Platform: Sabio Console** is our proprietary solution based on three pillars: Knowledge Management, Analytics, and AI & Automation.
 - **Agentic Solutions:** Sabio's expertise lies in implementing and orchestrating solutions using multiple underlying technologies (like those from Google, Amazon, or Genesys). Our **AI orchestration engine** is used to automate complex CX processes, such as intelligent routing or post-call wrap-up summarisation, by leveraging Conversational and Generative AI components.
 - **Orchestration/Automation:** We focus on end-to-end automation, integrating virtual assistants and voicebots with **customer backend systems** and telephony services. This orchestration capability ensures consistency and optimal performance across different channel-specific or vendor-specific agents.

1.5.3.4. Sabio AI Technologies

Sabio are considered leading experts in all of the summarised AI technologies listed below:

Platform	Core Strength for Automation & Agentic	Key Technology / Feature
Google	Foundational LLM and Open Agent Ecosystem	Vertex AI Agent Builder, Gemini Enterprise, A2A Protocol
Microsoft	Enterprise-Grade Governance and Security	Azure AI Foundry, Azure AI Agent Service, Azure OpenAI
Amazon Lex	Conversational Interface Building & Generative AI Link	Lex V2, Integration with Amazon Bedrock/Lambda

Cognigy	Multi-LLM Orchestration for Complex CX	Agentic AI, Cognigy Nexus Engine, Progressive Reasoning
Omilia	Voice-First, Self-Learning, Low-Code Automation	Pathfinder™ Agentic AI Engine, miniApps®, Omilia Orchestrator®
Sabio	End-to-End Orchestration & Integration	Sabio Console, AI Orchestration Engine, Backend Integration

The key distinction for public sector organisations is:

- **Hyperscalers (Google/Microsoft):** Offer the most comprehensive **foundation** for agentic systems across the entire enterprise, prioritising **openness (A2A, multiple frameworks)** and deep integration with their cloud infrastructure.
- **Specialists (Cognigy/Omilia):** Offer highly refined, domain-specific **end-to-end solutions** (specifically CX/contact centre), with proprietary technology focused on conversational complexity (**Progressive Reasoning**) and governance.

1.5.4. AI Security, Governance, and Compliance

For public sector engagements, robust security and governance are non-negotiable. Sabio's service is built upon a framework designed to meet stringent UK Government standards.

1.5.5. Compliance and Certification

- **G-Cloud Framework:** Sabio is a well-established supplier on the UK Government's G-Cloud framework (Cloud Software and Cloud Support Lots), confirming a pre-vetted compliance baseline.
- **ISO 27001 Certified:** Sabio maintains an **ISO/IEC 27001** certification (accredited by BSI), demonstrating a commitment to an international standard for managing information security.
- **Staff Vetting:** Sabio's delivery personnel typically hold or are able to obtain security clearances up to **Security Check (SC)** standards as required for public sector projects.

1.5.6. Data Handling (AI Specific)

Feature	Description	Public Sector Alignment
Data Residency & Encryption	Solutions leverage hyperscale cloud providers (e.g., AWS, Azure, Google Cloud) that guarantee UK/EU data residency where required. Data is encrypted at rest and in transit (TLS 1.2+).	Ensures compliance with GDPR and relevant UK data protection acts.
Principle of Least Privilege (PoLP)	Each Agentic AI component (including the LLM and tool-calling functions) is granted only the minimum necessary system access to complete its defined task.	Minimises the attack surface and prevents unintended autonomous actions on sensitive systems.
Auditability and Transparency	The Agentic AI is engineered to log its entire "chain of thought"—its reasoning, plan, and every system call made—for every complex decision.	Provides a clear audit trail essential for compliance, regulatory oversight, and identifying failure points.

Human-in-the-Loop (HITL)	Clear escalation pathways are defined for any unpredicted or high-risk decision, requiring mandatory human agent intervention and validation before a critical system change is executed.	Mitigates the risks associated with the unpredictability of autonomous AI (Opacity and Emergent Behaviour).
Security Testing	Sabio includes functional and non-functional testing, including mandatory Security and Penetration Testing of the deployed Agentic solution and its integrations.	Ensures the deployed solution does not introduce new vulnerabilities into the client's enterprise security architecture.

1.5.7. AI – Ethical & Governance Approach

Sabio recognises that for AI-powered CX solutions to deliver sustainable value, they must be built on a bedrock of Ethics and robust Governance. Public sector bodies, in particular, require assurance that customer-facing AI is not just efficient, but fair, transparent, and accountable.

Our approach, amplified by our expertise with Google Cloud's Responsible AI framework and CCAI solutions, ensures that ethical compliance is a core component, not an afterthought:

We embed governance into every stage of the AI lifecycle for our clients:

- **Strategic Alignment:** We work with customers to define clear AI objectives that align with public service values and regulatory mandates (e.g., GDPR, potential EU AI Act requirements).
- **Data and Bias Mitigation:** Our AI design process includes rigorous checks for data quality **and bias**, ensuring that models used for routing, intent analysis, or generation provide equitable outcomes for all citizens, regardless of background.
- **Transparency and Explainability:** We prioritize solutions that avoid the "black box" effect. We ensure clarity on when a customer is interacting with AI and can provide audit trails for critical decisions, maintaining public trust and compliance. This includes leveraging Google Cloud's capabilities for model explainability.

Ethical AI in CX means protecting the customer experience and the agent workforce:

- **Human-in-the-Loop Design:** Sabio's solutions are designed to augment human agents, not replace them wholesale. We focus on automating routine tasks to free up staff to handle complex, sensitive, or high-value citizen interactions, preserving the human touch where it matters most.
- **Privacy and Security:** As a Global Google CCAI specialist, we implement enhanced Google Cloud security measures to protect customer data. Our CX solutions strictly adhere to data privacy regulations, building confidentiality and trust into every automated interaction.
- **Proactive Readiness:** We support organizations in navigating the complex and evolving regulatory landscape by helping them establish internal AI Governance frameworks and guiding principles, moving from successful Proof of Concept (PoC) to ethically robust production deployments.

Sabio delivers **Brilliant Experiences** by ensuring our AI transformation is responsible, compliant, and ultimately, a force for good in public sector CX.

1.5.8. Sabio Roles & Expertise for Agentic AI Programmes

Sabio is home to the leading Agentic AI & Automation resources and are known globally for leading the market in CX. Our team consists of thought leaders who are shaping the future of AI and Automation in this industry.

INFORM PHASE: The focus here is on data analysis, root cause diagnosis, and business case validation. In addition our developers, speech scientists are key to all engagements:

Role	Core Expertise	Responsibilities
CX Strategy Consultant	Deep understanding of contact centre operations, CX metrics (CSAT, FCR, AHT), and customer journey mapping.	Leads the Inform Phase. Defines success metrics, validates the business case, and translates diagnostic findings into clear, quantifiable business outcomes (the "Guaranteed ROI").
AI & Data Analyst	Expertise in NLP, machine learning clustering, data mining, and statistical analysis of voice/text transcripts.	Performs Intent Capture. Manages the analytical platform, cleans and clusters raw customer interaction data, and diagnoses the true root causes of contact demand.
Lead Solution Architect	Expertise in multi-vendor enterprise systems, API integration, and cloud architecture (AWS, Azure, Google Cloud).	Designs the Blueprint. Maps the identified automatable intents to the required Agentic AI architecture and underlying systems, ensuring technical feasibility.
AI Developers & Speech Scientists	Expertise in programming, NLP, human-centric voice processing, User Interfaces and surfacing analytics/data.	Defines the speech patterns for large scale automation (however for the INFORM stage – initial intents), including demographics, languages etc.

TRANSFORM PHASE: This phase focuses on the secure, end-to-end build and integration of the Agentic AI solution defined in the Inform Blueprint.

Role	Core Expertise	Responsibilities
Agentic AI Developer / Engineer	Specialised skills in LLM fine-tuning, prompt engineering, agentic framework development and secure API tool-calling design.	Builds the Core Agent. Codes the autonomous agents, implements the reasoning and planning logic, and sets up the reflection loops.
Integration Engineer	Expertise in integrating cloud-native services with legacy, on-premise, or proprietary public sector APIs and CRM/Case Management systems.	Ensures System Connectivity. Handles secure authentication, data mapping, and middleware development to enable the AI agent to reliably execute actions across disparate systems.

QA / Testing Specialist	Expertise in functional, non-functional (load, security), and specific AI testing (robustness, bias, hallucination mitigation).	Validates the Solution. Designs and executes test plans to ensure the Agentic AI is accurate, secure, scalable, and meets all performance criteria before go-live.
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PERFORM PHASE: The focus here is on ensuring the solution delivers continuous value and maintains high standards of security and governance.

Role	Core Expertise	Responsibilities
AI Governance & Compliance Lead	Deep knowledge of GDPR, UK data protection acts, ethical AI frameworks, and public sector audit requirements.	Ensures Adherence. Defines and monitors the Human-in-the-Loop (HITL) processes, verifies the audit trail of agent decisions, and ensures compliance guardrails are upheld.
Performance Success & Optimisation Manager	Expertise in monitoring tools, AI drift detection, and post-implementation iterative improvement cycles.	Drives Continuous Improvement. Analyses live performance data, identifies underperforming intents, manages LLM re-training, and coordinates necessary feature additions for maximum efficiency.
Managed Service/Support Engineer	Expertise in 24/7 incident response, cloud operations, and platform health monitoring.	Ensures Reliability & Security. Provides technical support, performs patching and updates, and maintains the overall availability and performance of the Agentic AI platform.

By fielding a multidisciplinary team structured around these three key phases, Sabio ensures that the Agentic AI program is **informed by data**, **built for security**, and **managed for continuous performance**, which is essential for successful G-Cloud public sector delivery.

1.6. Agentic AI & Automation Use Cases

This example demonstrates how the three Sabio phases—**INFORM**, **TRANSFORM**, **PERFORM**—work together to deliver measurable service improvement for a typical public sector organisation.

The Challenge

A Local Authority's contact centre receives a high volume of complex calls for **licence renewal** (e.g., parking, business permits). These calls are high-effort for the citizen and the human agent because:

1. Eligibility rules are complex and dependent on multiple back-end systems (CRM, Address DB, Payment Gateway).
2. The human agent must switch between 3-4 applications to verify status, process payment, and issue the new document.
3. The average handling time (AHT) is 6.5 minutes, and the error rate is high.

4. Newly published data suggest that the average cost to serve for a voice call in the UK contact centre industry is now higher than £6.
5. Operational costs are spiralling while budgets are being pulled back.

Phase 1: INFORM (12-18 Weeks)

- **Action:** Sabio runs the Intent Capture Program, analysing up to 75,000 recent voice and chat transcripts.
- **Finding:** The data reveals "License Renewal" is the **#2** highest volume intent (15% of all contact) with a Cost-to-Serve of >£6 per interaction. Crucially, 85% of these calls are identified as fully automatable as they fall within standard eligibility rules.
- **Deliverable:** The Automation Blueprint specifies the exact architectural components and the guaranteed outcome.

Phase 2: TRANSFORM (Design and Build)

- **Action:** Sabio designs and deploys a simple routing to fully conversational automation process:
 - **Sabio Intent Agent & IVR Routing:** Listens for the "Licence Renewal" intent (validated in the INFORM phase).
 - **Multi-platform Integration:** Securely connects to the Legacy CRM to fetch citizen data, the Address Database to verify residency, and the Payment Gateway to process the fee for a replacement card.
- **The Agentic Workflow:**
 1. Citizen asks: "I need to renew my parking license permit."
 2. Agentic Agent confirms identity and proactively checks the back-end systems (via the Multi-platform Integration).
 3. Agentic Agent confirms eligibility in a human-like conversational way (covering items such as "Your address is verified, and the fee is £95. Proceed?").
 4. Upon confirmation, the Agentic Agent processes the payment, updates the CRM, and autonomously sends the digital permit via email.

Phase 3: PERFORM (Optimisation and Outcome)

- **Outcome:** The Agentic AI achieves a 90% self-service resolution rate for the "Licence Renewal" intent.
- **Measurement:**
 - **Actual Cost-to-Serve:** £1.50 (Sabio Outcome Success saving £5 per call)
 - **AHT (Automated):** 1:25 (Beating the guaranteed citizen target and improving CX).
 - **Human Agent Impact:** Human agents now only handle the 10% of complex exceptions (e.g., address conflict, expired documents), allowing them to focus on high-empathy, complex casework.

This use case demonstrates that the **INFORM** stage is not merely consultancy; it is the **data-driven validation** that ensures the expenditure on Agentic AI delivers the pre-defined, measurable operational benefits.

1.6.1. Key Service Capabilities

- **Scalability and Resilience:** Seamlessly scale operations to meet fluctuating demand with fully, partial or mesh collaboration between AI agent and human agents.
- **Intelligent Automation:** Improve self-service with AI-powered chatbots and virtual assistants. Streamline agent tasks and routing for greater efficiency.
- **AI Intent Routing:** Use the own words of citizens to route demand to the right service or skill to support them.
- **Fully Conversational Automation:** Contain citizen demand within AI in both voice and chat for 1,000's of different public sector use cases.
- **Partial Containment:** Handle the first part of a customer query in AI (for example intent and account identification) and then if human empathy or a greater level of complexity is required, pass all of that insight, data and journey so far to a human agent.
- **Integrations:** Integrate almost any modern system to provide and share information, data, CRM, FAQ's and other timely / relevant information.
- **Agent Translation:** Provide real-time language translation
- **Agent Assist:** Provide generative AI agent guidance and co-piloted citizen customer experiences.
- **Auto-Summarisation:** Reduce a typical 30 – 240 seconds per call in agent wrap following handling a citizen enquiry – this can be populated straight into CRM.
- **Operational Success:** Solving the common public sector challenges of high service provider spend with low value outcomes. Sabio's service is continually tuning the AI to deliver unrivalled performance.
- **Pay for Success Only:** With Sabio, public sector organisations only pay for AI outcomes when they have added value. This is a significant differentiator and we are leader in outcome based commercial models for AI.

1.6.2. Typical Benefits for Public Sector Organisations

- **Operational Cost Reduction:** A conservative guide would be to deliver a 30% reduction in CX operating costs by the end of 12 months. For example, a 1,000 seat contact centre could lose 300 agents to attrition but would not need to replace them.
- **Streamlined Operations:** Provides public sector organisations the ability to scale up and scale down at speed without any constraints. Organisations can go "live" with new initiatives without build complex workflow and call flow structures each and every time.
- **Citizen Experiences:** Human centric, well implemented and governed agentic AI solutions will improve citizen experiences (and existing human agent experiences) in the following ways:
 - a. **Accurate Routing:** AI routing based on citizen demand to a resource, human agent or AI agent that can better solve their query. Also reduces repeat calls and call transfers.

- b. **Citizens Control:** Helps citizens better manage their experience with your contact centre operation through utterances and or their sentiment.
- c. **Providing Real-Time Agent Guidance:** AI monitors the live conversation (via voice or chat) and instantly surfaces the exact required information, policy documents, or next best action to the human agent. This ensures the agent provides a correct, complete, and consistent answer, eliminating the need for the citizen to call back due to inaccurate information.
- d. **Automating Simple End-to-End Tasks:** For routine queries (e.g., checking application status, reporting a common issue, resetting a password), AI agents (chatbots/voicebots) complete the entire transaction autonomously. Since the resolution is immediate and digital, there is no human error and no need for a follow-up call.
- e. **Automated Post-Interaction Follow-up:** The AI can trigger an automated email or SMS after a service interaction to confirm the resolution or ask if the citizen is satisfied, giving them a quick, non-call channel to flag an issue before it turns into a repeat call.
- f. **Citizen Awareness:** Agent knowledge and citizen understanding leads to more meaningful conversations and greater empathy.
- g. **24/7 Availability and Instant Support:** Agentic AI solutions can operate around the clock, providing citizens with access to information and basic transaction processing outside of standard business hours.
- h. **Hyper-Personalised Interactions:** AI can rapidly access and synthesise a citizen's history and context across various touchpoints (e.g., website visits, previous calls, recent applications) to offer a genuinely tailored and context-aware interaction, anticipating needs rather than just reacting to them.
- i. **Proactive Communication and Service:** AI agents can monitor relevant data and proactively inform citizens about service changes, application status updates, or potential issues (e.g., alerting residents about localised road closures before they call).
- j. **Increased Accessibility and Inclusivity:** AI solutions can easily integrate multilingual support, provide text-based alternatives for hearing-impaired citizens, or assist those with low digital literacy through simpler conversational interfaces, thus broadening access to public services.
- k. **Improved First-Contact Resolution (FCR):** By providing immediate access to accurate information or completing transactions without the need for handoffs, AI significantly increases the percentage of queries resolved during the initial contact.
- l. **At-Risk Identification:** Sabio AI solutions can be tailored to spot at-risk citizens and take appropriate action to better serve and care for them.
- m. **Better Human Agents:** Human agents can let go of the boring and monotonous tasks now handled by AI and can focus on helping citizens with more complex enquires.

1.7. Associated Services

Sabio provides the comprehensive expertise you need for a successful Agentic AI implementation. Our full professional services cover the entire lifecycle: requirements gathering, expert solution design, rigorous testing, seamless deployment, and continuous transition support.

We are experienced in waterfall and agile delivery, however utilise an Agile-only approach for all AI solutions as we have proven it delivers, guaranteeing flexibility, faster time-to-value, and maximum operational alignment.

Many organisations in public sector are embarking on the ambitious journey of AI Transformation, only to face significant challenges in project launch, scale, or achieving the promised return on investment.

We offer targeted consulting services to address underperforming or stalled initiatives:

Performance Review: We optimise your existing AI deployments that are not delivering planned results.

Project Recovery: We provide "step-in" expertise for failed or struggling AI projects, getting them back on track for success.

1.8. 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.

2. Data Protection (General)

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

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

2.4. Privacy by Design

Sabio operates with its own set of guiding AI principles, developed to ensure responsible, ethical, and secure deployment of AI solutions for our clients. These principles are shaped by our experience and by collaboration with leading technology partners such as Google, Amazon, and Cognigy. They provide clear guardrails for our teams and clients, underpinning every solution we deliver.

Sabio's Guiding AI Principles:

- **People are in control, not machines:** Human accountability is explicit, with clear oversight and decision ownership. AI assists and automates interactions but does not replace responsibility.
- **Understood, not just accepted:** Decisions made or assisted by AI must be explainable to users and auditors, with documentation of logic, training data use and rationale.
- **Fairness is our responsibility:** We design and select AI use-cases to deliver fair outcomes, ensuring solutions support diverse customer needs and avoid reinforcing bias.
- **Continuous oversight:** AI evolves, so ethical and operational oversight must be ongoing, with evaluators and drift detection embedded in the lifecycle.
- **Privacy and security, trust is earned:** Privacy-first design, data minimisation, encryption in transit and at rest, and security monitoring to detect vulnerabilities and prevent leakage.

Privacy by Design Requirements Aligned to Sabio and Partner Standards:

- **Data minimisation and lawful basis:** Only the minimum necessary personal data is collected, processed, and retained for service delivery, with retention aligned to policy.
- **Transparency and informed use:** User-facing explanations of how AI assists decisions, plus internal explainability reports.
- **Human-in-the-loop for high-risk actions:** Explicit escalation and manual validation before critical changes.
- **End-to-end encryption and confidential processing:** TLS 1.2+ for data in transit, AES-256 for data at rest, and confidential processing for model prompts/outputs.
- **Role-based access control (RBAC), SSO and MFA:** Least-privilege permissions for agents and tools, with robust authentication.
- **Auditability and traceability:** Logging prompts, decisions, tool calls, and outcomes to support regulatory oversight.
- **Model safety guardrails:** Prompt-injection and jailbreak protections, plus content filters for unsafe language.
- **Continuous monitoring and drift detection:** Evaluators tracking accuracy, escalation rates, and compliance incidents.
- **Third-party and platform governance:** Alignment to hyperscaler controls (e.g., Vertex AI security posture, agent permissions) and supplier due-diligence.

Sabio's commitment is to deliver solutions that are secure, transparent, and ethically governed. We work collaboratively with clients to ensure all privacy requirements are met, supporting public trust and regulatory compliance.

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

Sabio offers a simple, success-based commercial structure designed to align cost directly with the value delivered, reducing financial risk for public-sector organisations. Pricing is based on an initial one-off cost for the INFORM phase (Intent Capture & Analysis) and then the deployment, run costs and ongoing success are inclusive in the transactional costs (TRANSFORM & PERFORM).

Therefore, public sector **agencies only pay for our AI service when it actually delivers value.**

3.3. Availability of Trial Service

In addition to building an iron-clad business plan, Sabio's INFORM phase is essentially a trial Proof of Value (POV) service.

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

- **Over The Top Innovation:** Deploying AI over the top of your existing contact centre and customer experience technology estate, this approach enables you to realise value earlier and standalone of your existing contracts.
- **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.
- **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.
- **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.

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:

- Client-Side Developers – Integration, API's, UI etc

- End users (Supervisors, Agents roles) – Useability, Access, Use Cases, Daily Usage Guidance
- Business Intelligence (Analytics, Data Insights roles) – Reporting, Data Access, BI etc
- Client Stakeholders and Leadership – Outcomes, Success, ROI et

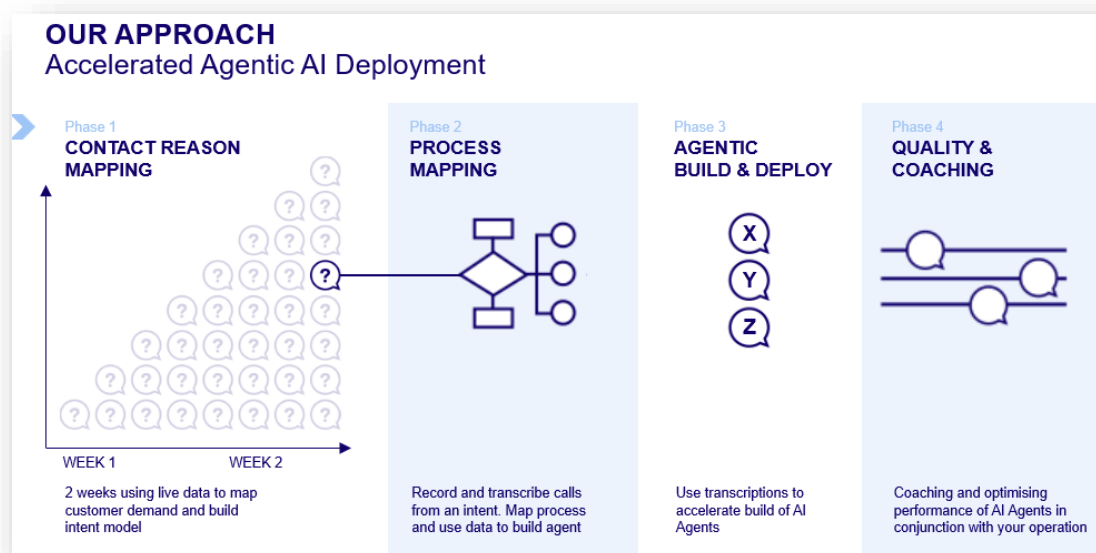
Additionally, we empower your internal training team with our “Train the Trainer” approach. This lets you adapt our materials to your unique workflows and deliver effective agent training on a large scale.

3.6. Implementation Plan

Our deployment approach combines Sabio's proven INFORM-TRANSFORM-PERFORM method with best practices to ensure a seamless transition to Agentic AI capabilities. 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 (figure 1), including pre-defined configurations and automation, to deliver enhanced customer contact AI strategies swiftly and integrate new features and integrated AI capabilities with ease.

Figure 1 – Rapid Deployment Methodology and Tools



3.7. Service Management to Success Management

Sabio offers a comprehensive support package tailored to your specific needs. A dedicated technical account manager will guide you through services like proactive value add usage of the platforms, 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.

Success with Agentic AI for CX is not defined just by deployment, but by achieving sustained, measurable business outcomes such as reduced cost-to-serve and improved customer satisfaction. Sabio ensures this through its comprehensive Optimisation and Performance Services (included as standard), moving beyond the initial setup to guarantee long-term value extraction and adoption. This involves a continuous cycle of data-driven tuning, where AI and Sabio's expertise identify areas of customer friction or agent inefficiency. Sabio then performs regular refinements to the AI agent's logic, knowledge base, and human-agent routing rules, adapting the system to real-world customer behaviour and changes in the business. By maintaining an ongoing partnership—often including a "train the trainer" model and regular strategic workshops—Sabio helps the client's operational teams own and adapt the platform, ensuring the technology remains aligned with evolving CX goals and the workforce is fully enabled to collaborate with the autonomous agents.

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 AI 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 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 AI 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 AI 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

Your AI system is designed to minimise disruptions through the use of microservices and Kubernetes strategies, 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 AI platforms and hyperscalers and why we have dedicated people in our technology group who are continuously evaluating the market.

In addition to the robust solutioning and system design, Sabio provide 24x7x365 proactive monitoring of all systems and supporting architecture. Any trend based alerts or alarms are dealt with proactively by the dedicated internal Sab

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 benefit from Sabio's AI solutions, you will need to provision for the following requirements:

4.2.1. Technical Requirements:

Sabio's Agentic AI solution is delivered as a fully managed cloud service, designed to minimise disruption and accelerate value for our clients. To ensure seamless automation and integration, we ask that client organisations:

- **Enable Secure System Integration:** Provide access to relevant systems, databases, and applications—ideally via API endpoints or secure web services. This allows Sabio to automate key workflows, retrieve and update customer data, and deliver end-to-end process orchestration. The specific services and data required will be agreed.
- **Support API Connectivity:** Where APIs are available, ensure they support secure authentication and real-time data exchange. If APIs are not present, we will work collaboratively to identify alternative integration methods, such as secure file transfer or database replication.
- **Facilitate Contact Centre Integration:** For voice escalation, integration with platforms such as Genesys Cloud is required, typically via SIP Trunk or Audio Connector. This enables real-time conversational AI and seamless call routing. If these services are not already being provided by Sabio, your role is to facilitate the work with any incumbent supplier where the work cannot be carried out internally by your own teams.

- **Maintain Security and Compliance:** All integrations must comply with client security policies and relevant standards (GDPR, ISO 27001, SOC2), including encryption, audit logging, and robust access controls.
- **Cloud Compatibility:** The solution is hosted on secure, scalable cloud infrastructure, with data residency in the UK/EU and full alignment to public sector requirements.

4.2.2. Client-Side Requirements:

To maximise the value of Sabio's Agentic AI solution and realise the benefits of our success-based pricing model, we ask clients to:

- **Appoint an Empowered Owner:** Designate a senior stakeholder or individual who is authorised to make decisions, champion the project internally, and act as the primary point of contact for Sabio. This ensures momentum and clarity throughout the engagement.
- **Embrace Experience-Led Partnership:** Be open to Sabio's recommendations, drawing on our extensive experience in AI and automation. We will share proven strategies and best practices to help you achieve your goals - your willingness to lean into these insights is key to success.
- **Engage in Continuous Improvement:** Participate actively in regular governance meetings, performance reviews, and optimisation workshops. Provide feedback, share operational insights, and collaborate on refining automations and processes.
- **Support Change and Adoption:** Encourage your teams to adopt new workflows, attend training, and contribute to acceptance testing. This collaborative approach accelerates adoption and ensures measurable outcomes.
- **Foster a Culture of Partnership:** View Sabio as an extension of your team. Our commitment is to deliver tangible value, but this is only possible when both parties work together, communicate openly, and adapt to evolving needs.

Our Commitment:

Sabio brings deep expertise, commercial awareness, and a partnership mindset. We are invested in your success and will guide you through every stage of the journey, ensuring that technical requirements are met efficiently and securely, and that your teams are supported throughout.

4.3. Outcomes/Deliverables

- **AI Needs Analysis:** An in-depth evaluation of your current processes, goals, and how Sabio AI solutions can support your customer service vision.
- **CX Framework & Best Practices Implementation:** Design of a AI solution leveraging Sabio's proven framework and best practices. This approach optimises customer experience, business outcomes and overall success.
- **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 and data sources for AI.

- **Custom Development (If Applicable):** Creation of applications, interfaces, or features within your operation to address specific needs, extending the platform's native functionality when required.
- **Deployment & Transition Support:** A phased approach for adopting AI capabilities, 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 AI capabilities and platforms 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 product team (and where required our partners) 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.
- **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 AI 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 AI.

4.6. Termination Process

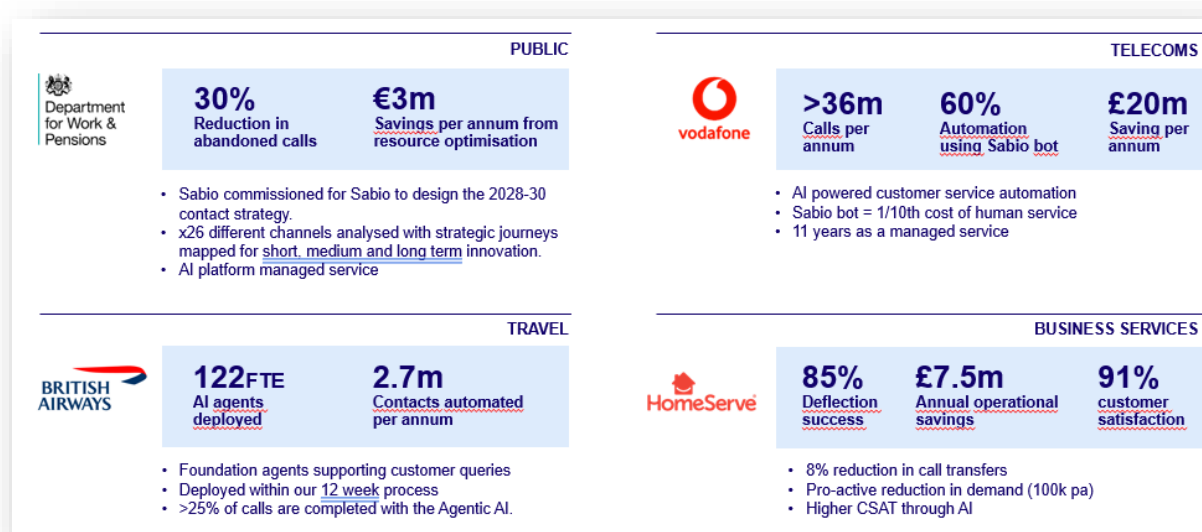
The contract length will be detailed in the order form. Early termination may incur a cost. The customer acknowledges that it has purchased the Services for the Minimum Period and any Renewal Term(s), as defined in the Certificate or Order Summary.

5. Our experience

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. AI Specific Case Studies

Figure 2: AI Customer Case Studies



You can read more of our client stories where they have shared their success stories of deploying AI in partnership with Sabio.

- **NewDay** – <https://sabiogroup.com/webinars/interaction-analytics-driving-improved-contact-centre-performance>
- **HomeServe** – <https://sabiogroup.com/news/homeserve-selects-sabios-genai-solution-for-enhanced-customer-service>
- **loveholidays** – <https://sabiogroup.com/news/loveholidays-engages-sabio-group-to-boost-customer-experience>
- **Transcom** – <https://sabiogroup.com/news/transcom-partners-sabio-enhance-digital-customer-experience>
- **Rentokil Initial** – <https://sabiogroup.com/news/rentokil-initial-enhances-customer-experience-with-sabio>
- **NewDay (Additional)** – <https://sabiogroup.com/news/newday-extends-sabio-partnership-ai>
- **British Airways** – <https://sabiogroup.com/news/british-airways-partners-sabio-ai-driven-automation>
- **Bromford Housing** – <https://sabiogroup.com/news/bromford-invests-sabio-customer-service-ai>

5.2. Other Specific Case Studies (Some Include AI)

5.2.1. 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.

5.2.2. 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.

5.2.3. 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.

5.3. Clients

SABIO'S DIVERSIFIED CUSTOMER BASE

UK		EU		INTERNATIONAL ⁽¹⁾	
					
					
					
					
					

(1) Operating in more than one continents



5.4. Contact Details

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

