



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

Sabio Ltd.

Lot 3 Cloud Support Services

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1. Introduction

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 citizen engagement and drive true transformation and innovation.

1.2. Value Proposition

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

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

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

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

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

Our approach to Cloud solution delivery is to Inform, Transform, Perform as depicted in [Figure 1](#).

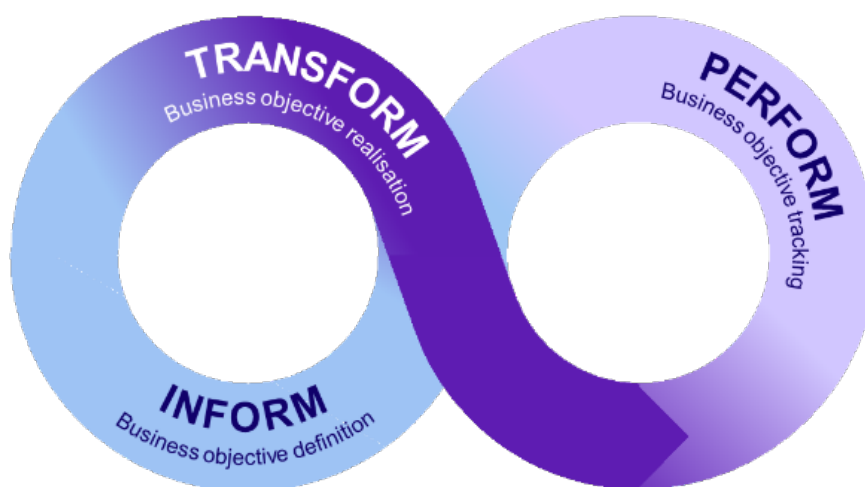


Figure 1: Sabio Inform, Transform, Perform

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

- **INFORM – Advisory and Consulting:** Gain market insights, optimise your technology investments, and map out omnichannel journeys aligned with your business goals. Prioritising improved customer experience and key operational objectives is at the heart of our approach.
- **TRANSFORM - Seamless Cloud Transition:** Our Sabio CX Framework and proven methodologies accelerate your cloud deployment project, minimise errors, and unlock advanced features quickly. Operations teams gain tools to easily manage changes and enhance customer journeys.
- **PERFORM - Continuous Innovation Support:** Stay ahead with our focus on adoption, data-driven insights, best practices, and access to the latest cloud capabilities. Our Success services help you drive ongoing value throughout your contract.

We work with the leading CX, AI, Data and Contact Centre solution partners including:



1.3. What the Services Provide

Sabio Perform Services offers a comprehensive suite of expert-led capabilities designed to enhance customer experience (CX) operations. These services span four core areas:

These can be delivered as standalone services or integrated into a managed service model to accelerate value realisation and drive strategic outcomes.

1. Client Success Management (CSM)

Sabio's CSM transforms CX platforms into strategic assets that drive measurable business growth and customer loyalty. A dedicated Client Success Manager provides proactive guidance, structured success plans, and continuous performance reviews.

2. Insight Services

Sabio Insight Services help organisations understand and optimise staffing-related costs and operational performance. These services form part of Sabio's CX value realisation framework and are tailored to align with strategic, tactical, and operational goals.

3. Optimisation Services

Sabio's Optimisation Services are designed to harmonise people, processes, and technology to improve operational performance and customer/employee experience.

4. Support and Managed Services

Sabio's Support and Managed Services go beyond maintenance, focusing on unlocking the full potential of CX investments. Services are delivered by CX experts and tailored to meet diverse client needs, with support available with 24x7 coverage.

Optional Services include Sabio Monitoring and Sabio Pulse Monitoring are detailed further in the Associated services section 1.6.

Sabio Perform Services provide Clients with the in-life expertise to enhance and maximise the value Cloud solutions can provide to their customers and business.

Service Features and Capabilities:

- Expert services partner using industry best practice success management models
- Planning and delivery assistance with solution adoptions, configuration enhancements and enablement
- Contact centre, customer strategy, maturity assessment, benchmarking and transformation delivery
- Ongoing support, fully managed service, continuous innovation, relationship management
- Customer specific training on-site and remote, self-service and business transformation
- Cloud software management, housekeeping, maintenance, updates security patching, monitoring
- CX Assurance Services including Sabio Monitoring and Pulse monitoring

- Cloud Contact Centre, early-life support, proactive monitoring, configuration, service improvement
- Sabio tools to accelerate in-life automation deployments, enablement and enhancements
- Custom application, integration, enhancement IP, middleware support and management
- Vendor support

1.4. Overview of the G-Cloud Service

Sabio Perform services provides experts to your business across the following areas:

- Client Success Management
- Insight Services
- Optimisation Services
- Support and Managed Services

Our services can supercharge your benefits realisation when combined as a managed service or can be provided as discreet service capabilities to address specific outcomes.

Client Success Management

Turn CX solutions into a strategic asset, not just a tool, we are driving measurable business growth and long-term customer loyalty. Improve key CX metrics like CSAT, NPS, and FCR through ongoing optimisation and journey refinement.

Our Client Success Management (CSM) service is designed to ensure you achieve your desired outcomes and maximise the value of your CX solutions. With a dedicated Client Success Manager by your side, we provide expert guidance and proactive support throughout your journey.

The benefits include:

Faster Time-to-Value



We align our services with your business objectives from day one, accelerating ROI and ensuring you realise benefits quickly, through proactive guidance, structured success plans, and continuous performance reviews.



Smooth, Low-Risk Transition

Through early engagement and adoption planning, we minimise operational risks, technical debt and ensure a seamless migration for your teams and customers.



Continuous Optimisation & Strategic Insights

Stay ahead with regular updates, roadmap guidance, and best practices that help you leverage new features and drive ongoing improvement.



Empowered Teams & Maximised Adoption

We provide training, resources, and knowledge sharing to boost your team's proficiency and ensure you get the most from your solution.



Access to Experts

Fill the capability gaps with access to the right people, when you need them, with over 500 Experts in Sabio Operations



Faster time to value

Adopt new features and technology to help achieve business goals.



Optimise and Innovate

To meet business priorities and rapid pace of change with low risk



Service Assurance

24x7 support, closing ~95%+ tickets in-house with over 25+ years supporting business critical solutions.



Customers using Sabio CSM

Customers benefiting from Sabio CSM services include; British Airways, Bromford Housing, Davies Group, Rentokil Initial.

Sabio Insight Services

With a significant proportion of operational contact centre costs still accounted for by staffing related costs, there's an ongoing requirement to understand how this cost can be optimised and maximum value achieve, knowing what can improved and why, is critical to any business decision.

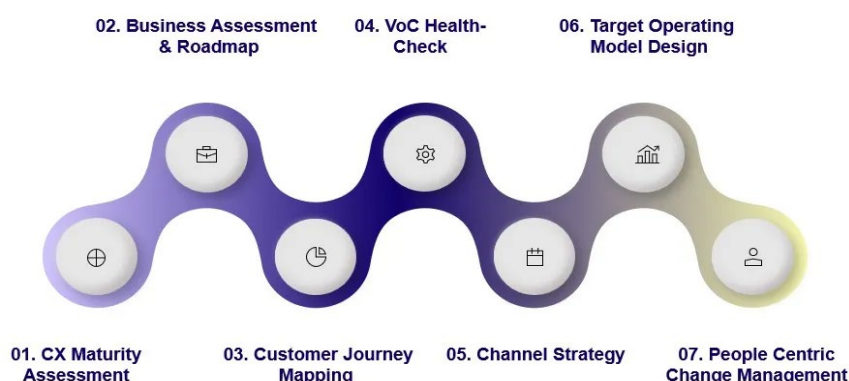


Figure 2: Insight Consultancy Services

Sabio Insight Services [Figure 2](#) form part of our CX value realisation framework. Sabio experts engage with the Clients business to discover more about the current operations and business goals. We will build out a clear path for actionable improvements, including the next best actions which acts as the blue print to success aligned to the Clients strategic, tactical and operational objectives. Our insight services include:

CX Health Checks

We provide detailed health check services across Contact Centre, Workforce Engagement, Voice of the Customer and AI. We have the experts ready to help you understand where you are today, where you sit in the respective Sabio maturity model and what improvements can be made, with our experts supporting you on the next steps you want to make.

CX Maturity

Our CX maturity assessment assess the current state of customer experience maturity within an organisation's contact centre operation. At the same time, it identifies the desired, future, aspirational state. The process helps to highlight the key areas of the business that require improvement and provides guidance on how Sabio can support that improvement.

Customer Journey Mapping

Our customer journey mapping process engages with the Clients business to create a visual representation of the end-to-end customer experience. It identifies each touchpoint and interaction, helping you understand customer behaviours, emotions, and needs. This insight allows you to optimise processes, eliminate friction, and deliver a more cohesive and satisfying customer journey.

Intent Capture and Analysis (IC&A)

The Sabio IC&A insight services gives you clear visibility into why customers contact you, the most common interaction paths they take, and their underlying intents. This empowers you to design smarter, more intuitive journeys that elevate customer experience across your contact centre.

Furthermore we can use this data to generate actionable use cases for partial or full automation, helping you build a leaner, more effective operating model that delivers results.

Bespoke Insight Services

We can also provide bespoke insight consultancy packages and services based on the Clients specific needs across our specialisms in Contact Centre, AI & Automation, Workforce Engagement and Data Analytics, including Business Assessment & Roadmap, Channel Strategies, Target operating models and People Centric Change Management.

The benefits include:

Accelerate CX Transformation

Sabio's insights pave the way for organisation-wide customer experience improvements, highlighting where change is needed and how to achieve it.



Uncover AI & Automation Opportunities

Identify high-impact use cases for automation, helping reduce operational costs and improve service efficiency without compromising customer satisfaction.



Maximise Platform ROI

Boost the value of your existing or future contact centre technology by aligning platform capabilities with real-world customer needs and business goals.



Empower Your People

Support and develop your teams with actionable insights that improve quality, performance, and engagement across the contact centre.



Deliver Strategic Outcomes

Insights are mapped directly to your strategic, tactical, and operational objectives, ensuring recommendations drives measurable business value.

Focus Where It Matters Most

Illuminate the areas that need attention to evolve into a CX driven organisation capable of delivering aspirational customer experiences.

Customers using actionable insights:

Customers benefiting from Sabio insight services include; DNA Payments, Careline365, Reed & Mackay, British Airways, Bromford Housing, Davies Group, Rentokil Initial.

Optimisation Services

At Sabio, we understand that people, processes, and technology must work in harmony to deliver exceptional outcomes.

Our Optimisation Services are designed for organisations looking to elevate their operational performance, reduce costs, and enhance both customer and employee experience. Whether you're looking to improve workforce planning, unlock the full potential of automation, or refine your customer insight strategy, Sabio brings deep expertise and proven methodologies to help you get the most from your investments.

Workforce Engagement Management (WEM) Optimisation

Sabio's optimisation service helps contact centres maximise the value of their workforce engagement management technology. We fine tune configurations, embed best-in-class processes, helps you unlock underused features, automate low-value tasks, and align your workforce tools with business goals. to improve forecasting, scheduling, and planner capability.

Benefits:

- More efficient scheduling
- Reduced manual effort through automation
- Enhanced planner and agent experience
- Improved forecast accuracy

Voice of the Customer (VoC) Optimisation

Sabio's technology agnostic VoC Optimisation service helps you turn customer feedback into actionable insight. We ensure your VoC tools are delivering measurable improvements in satisfaction, retention, and engagement.

Benefits:

- Improved CSAT and NPS performance
- Higher customer retention and better alignment between feedback and business action
- Greater employee engagement

Chatbot Optimisation

Our Chatbot Optimisation services improves bot performance through intent tuning, journey mapping, and proactive reporting. We help you maximise the number of interactions handled by your bot while maintaining quality.

Benefits:

- Improved customer experience and understanding on new and evolving intents
- Better intent recognition and increased automation efficiency
- Reduced operational costs

Voice Bot Optimisation

Sabio's Voice Bot Optimisation service focuses on speech recognition accuracy, user experience design, and voice quality. We help you deliver natural, engaging conversations that drive containment and satisfaction.

Benefits:

- Reduced call handling time
- Improved containment rates
- Enhanced customer satisfaction through smoother interactions

Customers optimising their contact centres with Sabio include:



Sabio Support and Managed Services

CCaaS Value through People, Process and Passion

In today's fast-evolving CX landscape, where cloud transformation is no longer optional but essential, our Perform Services bridge the gap between platform capability and business value.

Our Support and Managed Services are not just about keeping the lights on, they're about unlocking the full potential of your contact centre investments.

Sabio have a variety of support and packages [Table 1](#) to meet the support needs of Clients, delivered through our experts within our global support and managed service organisation. Our specialist skills and capabilities along with stringent service levels and up to 24x7 support coverage will ensure the Buyers needs are met. Our support packages are priced based on the DDaT rate card and pricing document based on the scope of the Buyer requirements.

	Service Features	Description	Managed Service	Success	Proactive	Essential
Operational Expert Services	Client Success Management	Value realisation services – Measure, Monitor, Advice, Deliver	✓	✓		
	Optimisation Services	Provision of consultants and specialist to drive optimisation of the supported solutions	✓			
	Insight & Analytics Services	Delivery of health checks and data insights to provide guidance to areas of improvement	✓			
	CX Maturity Services	Sabio's CX best practice for assessing areas of value within the Client operating model	✓	✓	✓	
Technical Expert Services	Platform Adoption Services	Drives user onboarding, training, demos and engagement to accelerate platform adoption	✓	✓		
	Technical Tuning & Hygiene	Expert services ensuring solution configuration setting are performant and optimised to best practices	✓			
	Expert Service Tokens	Experts support for request fulfilment activities.	✓	✓	✓	
	Monitoring	Sabio services to provide observability metrics of supported systems	✓	✓	✓	
	Service Management	Ensures service delivery meets SLAs, manages client relationships, drives service improvements, understand Clients business outcomes.	✓	✓	✓	✓
	Expert Technical Support	Technical experts to ensure Client solution configuration is reliable and functioning	✓	✓	✓	✓
	Service Bridge for SNOW	Sabio's service management platform integration method	✓	✓	✓	
	Vendor Support	Product technical support from vendor.	✓	✓	✓	✓

Table 1: Sabio Perform Support Services Overview

Our core support packages range from Essential to Success, the outcomes of our core service offering are:

Success

- Focused on success delivery and improvements aligned to business goals
- Improved visibility of solution value realisation
- Maximise adoption of solution features and services

Proactive

- Improve operational efficiencies and service availability with proactive visibility of issues within the CX solutions
- Minimise risks and enable seamless delivery of service requests, helping reduce impact of resource skills and capacity challenges
- Enhanced service delivery with reporting and reviews to help identify areas for improvement

Essential

- Deliver a better technical service, improved service level adherence and achievement
- Reduced single points of contact enabling continuous service delivery
- Access to CX experts – Augment your in-house teams with our highly skilled technical resources

Sabio Managed Services

Sabio Managed Services are our customised offers designed for organisations seeking structured, outcome-based support across their customer experience (CX) platforms. Using our full CX toolbox [Figure 3](#) we help clients realise value at the right time through a data-led delivery model that enables efficient decision-making and prioritisation of next-best actions.

Here to Help – Sabio's CX Toolbox



Figure 3: Sabio Perform CX Toolbox

Sabio Managed Services supports adoption, enhancement, and optimisation of cloud, on-premise, and hybrid solutions. Our CX specialists provide operationally focused client success management and expert technical services to help maintain and improve solution performance.

We address a wide range of operational and technical challenges, helping reduce business risk and technical debt while delivering measurable value. [Figure 4](#) outlines common challenges addressed through Sabio Perform Services in cloud environments.



Figure 4: Client Challenges

Sabio Managed Services supports ongoing solution tracking, reporting, and optimisation to drive adoption and business value through:

- Client success management
- Insight services and health checks
- Best practice reviews, innovation planning, and custom solution roadmaps
- Early life support adoption, enhancement, and optimisation services
- Expert technical support
- CX assurance: monitoring, event management, performance testing, and wellbeing solutions

Further details on Sabio Perform Services can be found in the descriptions of Client Success Management, Insight Services, and Optimisation Services.

Solution and Vendor Specialisms

We provide expert services to assist Clients maximise the value of the key technology groups within the CX domain [Figure 5](#) including:

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

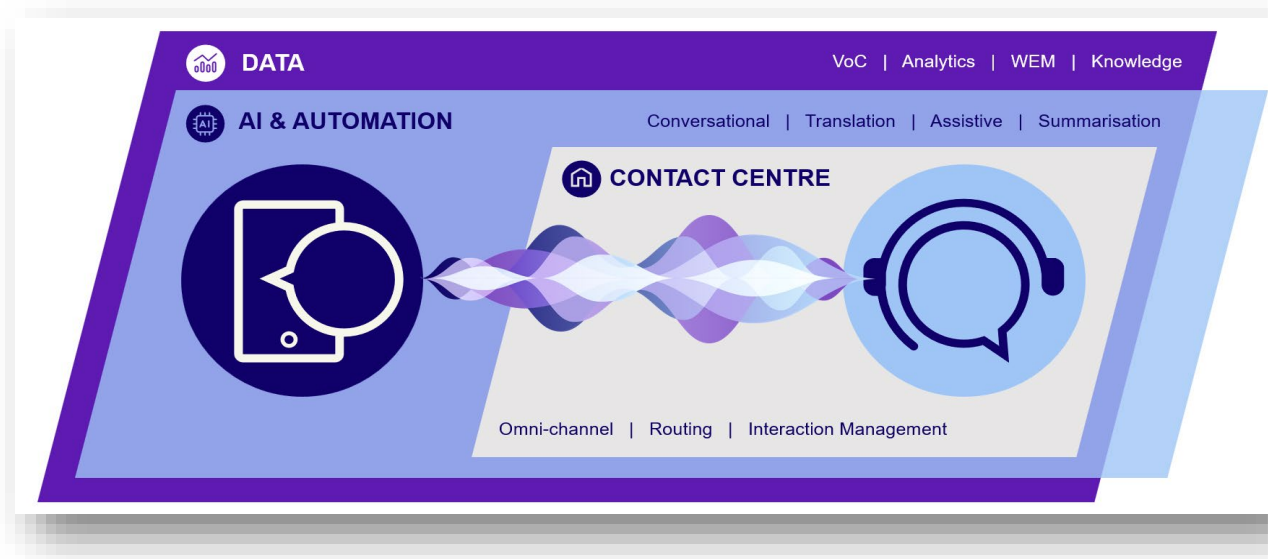


Figure 5: Sabio domains of expertise

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

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

- Genesys
- Verint
- Amazon
- Microsoft including Nuance
- Google
- Avaya
- Gamma
- Colt
- Sycurio
- Twilio

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

The benefits our Clients experience from the Perform services include:

- Expert services delivery of support services aligning technologies & business objectives
- Effective solution success strategy design to align technologies & business need delivering value
- Reduced cost to deliver change with Sabio accelerator transformation tools and best practices

- Transforming Agent, Employee and Customer Experiences
- Improve operational key performance indicators (FCR, CSAT, NPS, AHT, eNPS)
- Customer Experience Innovation and imagination, thinking outside the box
- Increase quality and reduce risk through automation tools
- Efficient enablement, adoption, enhancement and optimisation for Cloud Software
- Flexible, scalable and performant support services, tailored to your needs
- Reduce demand on internal teams
- Increase compliance and service levels with Sabio Perform Support services

Case studies in section 5 provide further information on specific examples of improvements achieved.

1.5. Associated Services

Sabio CX Assurance

Sabio CX assurance products provide insights and platform monitoring across a number of our vendor partner cloud and on-premise platforms (Figure 6) we have many years' experience developing and operating our in-house monitoring solutions across 100's of Clients, allowing our monitoring teams to understand what good looks like in operating complex contact centre solutions, ensuring our Client maximise the value from the services.

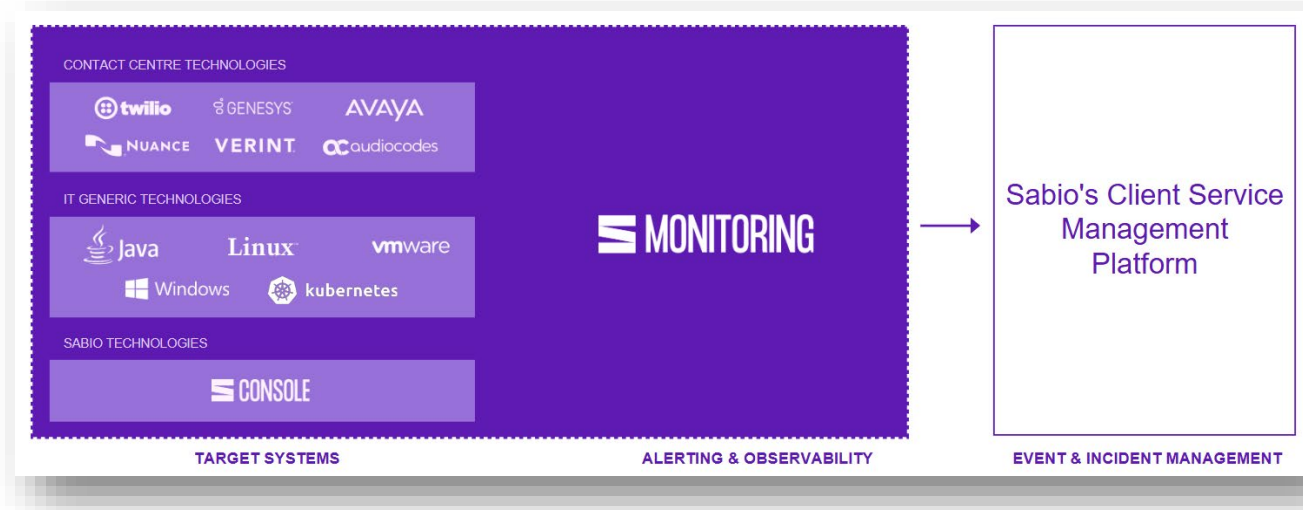


Figure 6: Sabio CX Assurance

Our experts will support the Buyer in working through how the cloud solutions can benefit from Sabio CX assurance tools and be monitored to provide the best insights to the teams supporting and monitoring the platforms:

Sabio Monitoring – Monitoring alerts key system events for proactive management of issues before they arise, automated housekeeping and platform checks. Tuned and optimised by Sabio experts, the features of the service include:

- **Licence & Consumption Monitoring**
Track usage trends for licences, API calls, and consumption to prevent overages and optimise costs.
- **Traffic & Capacity Insights**
Analyse trunk utilisation and traffic spikes for better capacity planning and scalability.
- **Voice Quality Analytics**
Monitor Mean Opinion Score (MOS) across thousands of sessions, with alerts for degradation.
- **24x7 Event Management**
Critical alerts automatically create incidents in Sabio's ServiceNow platform for immediate action.

Sabio Pulse – CX assurance, establish issues with your Voice IVRs as if a customer was calling you contact centres. Proactive alerting to highlight issues with your CX.

- **Start-of-Day Checks – Base package**
Automatically runs scheduled tests at the beginning of each business day to confirm IVR and routing paths are operational before agents go live.
- **24x7 IVR Testing – Enhanced package**
Ongoing testing and monitoring of customer IVR, ensuring voice flows remain functional around the clock.

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

1.6. 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.

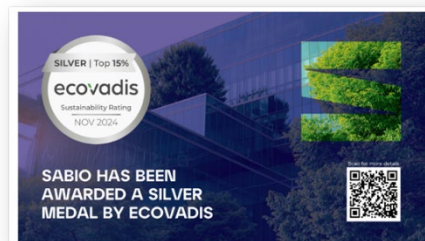
Kick-Start Economic Growth

- 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

2.1. Information Assurance

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

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

Secure Processes and Facilities

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

Compliance and Policy Framework

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

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

2.2. Data Back-Up and Restoration

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

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

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

2.3. Business continuity statement/plan

Sabio Business Continuity

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

Core Components of Sabio's BCM Framework

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

Sabio's BCM measures work in tandem with CCaaS providers to protect your data and service availability. We can provide more detail upon request, including a deeper look at our plans and our technology partners procedures.

2.4. Privacy by Design

Leading cloud solutions prioritise "privacy by design" principles. This means they incorporate robust security features from the outset, including encryption, granular access controls, and customisable retention settings. These solutions typically maintain relevant certifications, such as ISO 27001, demonstrating their commitment to upholding data protection standards.

Sabio complements this approach. We begin with a consultative assessment of your data processing requirements and GDPR obligations. Our CX Framework and our experienced implementation team ensure your chosen cloud-based solution is properly configured to support your compliance goals. We tailor technical controls within the platform to align with your specific data handling policies. Our Success Management team proactively guides you on leveraging new data protection features as they become available, helping you navigate the evolving privacy landscape.

Understanding that GDPR compliance is a shared responsibility, Sabio partners with you to implement strong internal data handling procedures. We train our consultants and engineers to strike the necessary balance between protecting customer privacy and delivering seamless experiences.

3. Using the service

3.1. Ordering and Invoicing

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

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

3.2. Pricing Overview

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

3.3. Availability of Trial Service

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

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

Sabio Perform Onboarding

Sabio's Account Manager will aid in onboarding new Clients into Sabio, they will be supported by our Transition team who will ensure the onboarding success criteria is met prior to the service commencement. Clients who opt for Support services with Service Management will be designated a Service Manager who will assist in onboarding the Client and establish the ways of working effectively between the services teams.

Every Client is provided with a Service Handbook and provision of authorised users to access the Sabio Service Management Portal.

The core principles of our support and managed services take-on are based on the discovering your specific requirements, contracting the right services to meet your business needs, before transitioning to Sabio. We have a rigorous process to ensure services are implemented by our dedicated transition and client success and service management teams.

The success of the services starts in the understanding what solutions and services are being onboarded, this could be a new project delivery or a support takeover for an existing deployed solution.

Discovery

This phase of delivery is conducted (remotely, unless agreed otherwise) by the following core Sabio team with the aim is to collect sufficient knowledge around the challenges, goals and requirements which will be solved with the Sabio services and solutions being proposed:

- Account Manager
- Pre-Sales Solution Architects
- Solution and Service Specialists

A kick off meeting and subsequent workshop(s) may be needed to get to know the teams, collaborate and collect the necessary information and knowledge transfer. If deemed necessary, we could request audits or health checks to be carried out by our CX specialists to clarify details which are not known, additional charges may be incurred based on the DDaT rate card. The Sabio account manager will assist the Client and will be the key contact throughout this process.

Proposal and Contracting

The contracting phase is delivered by the core Sabio team below, the key to this phase is making sure there are clear scope of work and contractual terms in place which all parties agree to deliver the agreed services and solution:

- Account Manager
- Pre-Sales Solution Architects
- Solution and Service Specialists
- Legal team
- Managed Service and Professional Service teams

Service Onboarding and Transition

The service onboarding and transition phases provide the ready for service and go-live organisation readiness within Sabio.

This phase is critical to the service delivery and will take over all relevant documentation presented within the discovery and contracting phases to deliver the services.

Where a project is delivery upgrades or changes, additional Sabio Professional Services documentation, knowledge and handover sessions will be held in advance of the service go-live.

This phase will be supported by the core Sabio team below:

If there is a service takeover which includes a Sabio led project then the core team will include the key project stakeholders from the Client and Sabio in addition to;

- Account Manager
- Service Transition Manager
- Support and Managed Service Team
- Sabio Monitoring team (where Sabio monitoring is proposed)
- Sabio Professional Service Teams (where a project is to be delivered)
- Service Manager
- Client Success Manager (where part of the service)

The assigned transition team will work with the Client throughout the onboarding phases. During transition, the Sabio transition manager will work with and co-ordinate the team, who in turn will support the service transition activities which need to be undertaken to ensure the Sabio Support teams are ready to care for the new service or solution environment.

Our transition process is governed and controlled by senior and experienced staff so that all necessary activities and outcomes are identified and clearly stated who is responsible for delivery

Sabio's Service Transition process ensures:

- Systems configuration details and scope of services are recorded to help Sabio understand the deployed solution for support purposes
- Sabio service management systems are configured with the correct Client information and scope
- Contact details are provided by the Client for key stakeholders involved in the support of the service
- Vendor services are setup so that Sabio may manage issues and requests on behalf of the Client
- Dates for cutover into live are understood and communicated with the Sabio support organisation
- Tests are undertaken to ensure the Client can log tickets both via the support portal and telephone

Perform Off-boarding

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

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

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

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

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

3.5. Training

Sabio offers comprehensive training tailored to your team's needs. We provide several training options, depending on the specific training requirements these can be delivered on-site at the buyer location or remotely.

Sabio typically adopt a 'train the trainer' delivery models. We also provide recorded video training material, and focussed training sessions (remotely or on-site) to support the buyer when training their own teams. The buyer can adapt the training content provide by Sabio to fit their own specific business requirements and processes.

Sabio training can support the buyer with a wealth of topics:

- Solution adoption
- New feature enablement
- In-house technical / administration expertise
- Supplement vendor/manufacture training with solution specific setup and business configuration management

Training will be charged in accordance with the applicable rate cards or other pricing agreed with the Buyer.

3.6. Implementation Plan

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

The core principles of our support and success services take-on are based on the discovering your specific requirements, contracting the right services to meet your business needs, before transitioning to Sabio support services. We have a rigorous transition process to ensure services are implemented by our dedicated transition, client success and service management teams.

3.7. Service Management

Sabio has a large in-house global support organisation as depicted in [Figure 7](#), we provide high quality support services, backed by comprehensive service level and coverage hours.

Our support packages are focussed delivering high value, efficient, expert services to the Buyer. If the Buyer has specific delivery requirements, we can discuss such variations for example UK & EEA delivered services, along with bespoke regional models for the ultimate tailored service, pricing will align to the applicable DDaT rate card or other pricing agreed with the Buyer.

Sabio Perform services support the Buyer leverage the most from their Cloud Software and enhance the business value achieved.

Sabio perform services are defined within two key areas:

- **Operational Excellence**

- Client Success Management Services
 - Value realisation services
 - Business aligned success outcomes
- Optimisation Services
 - Solution tuning
 - Process improvement
- Insight and Analytics Services
 - Health Check
 - CX Maturity Assessments

- **Technical Excellence**

- **Support Services**
 - Technical Support
 - CX Assurance & Event Monitoring
 - Service Management
 - Service Request and Configuration Support
 - Vendor Support

Working with Sabio you are backed by the CX Experts.

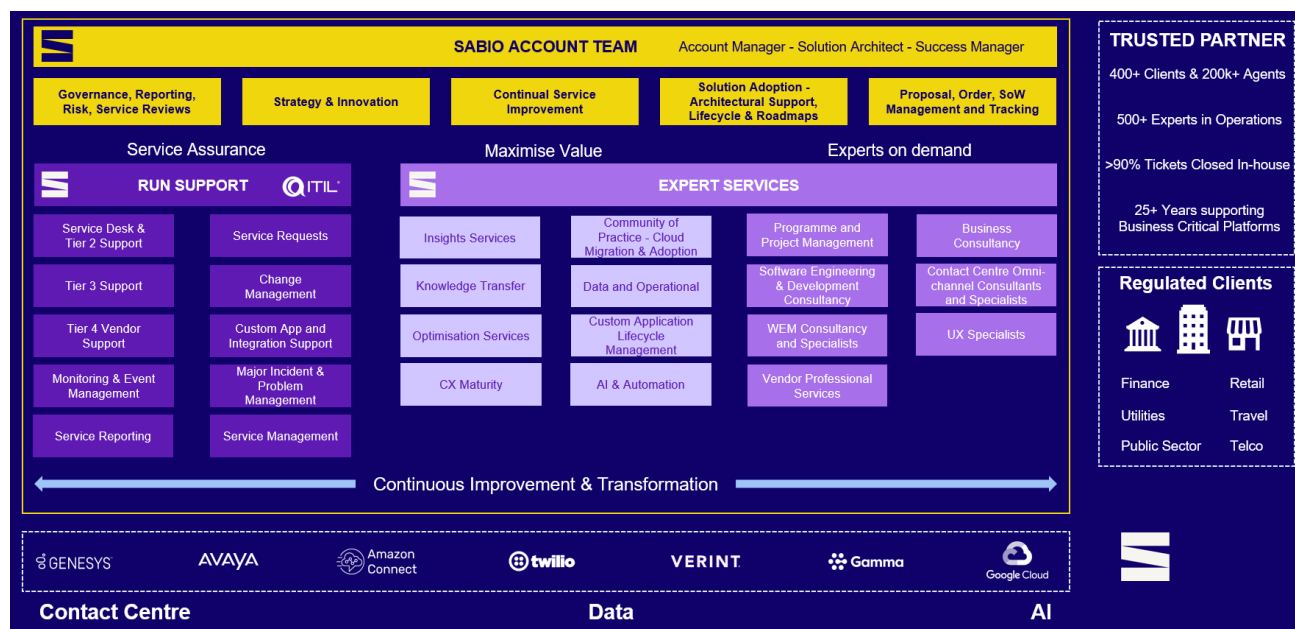


Figure 7: Sabio Delivery Organisation

ITIL Best Practices service management processes

Sabio utilise the ITIL (Information Technology Infrastructure Library) service management best practices for our delivery of the support and service management processes. Our support and

service management resources have skills and certifications in ITIL. This is used in the design, transition and operation of our cloud support services.

We use an industry leading customer service management (CSM) platform to manage all tickets related to the support services we provide. Our CSM platform provides single portal for our Buyers to gain support from Sabio, supplemented with designated escalation points to our support and service management teams.

We use our own in-house developed customer experience assurance tools for proactive, reactive and predictive monitoring, supplemented with off the shelf tooling from our vendor partners to deliver event management services.

Sabio operates a single point of contact for all customer incidents, services requests, operational changes and problems. The Buyer will have access to a customer service management portal to see the status of tickets raised.

Service management follows ITIL standards, using the Sabio ITSM portal. Incidents can be logged using phone or portal access. Standard processes are followed for the delivery of our support services:

- Incident Management
- Event Management
- Service Request Management
- Problem Management
- Change Management
- Release Management
- Capacity Management
- Escalation Management
- Service Management - Engagement Meetings & Reporting

Certifications & Partnerships

Sabio are a highly certified service organisation across a multitude of cloud and on-premises technologies, this has enabled us to hold partner status with the following cloud providers:

- Genesys
- AWS
- Avaya
- Verint
- Google
- Nuance & Microsoft

Handling Incidents and Requests

Sabio have a 24x7 Global Service Centre which provides the Buyer with a single point of contact for all support incidents and requests.

The Service Centre is available via web portal and telephone. For the critical and high priority issues we advise the Buyer to call the service centre to ensure that the issue is suitably qualified and triaged and the necessary next steps can progress swiftly.

Continual Service Improvement

Sabio has a long standing and successful proven approach to implementing and managing continuous service improvement plans with our clients.

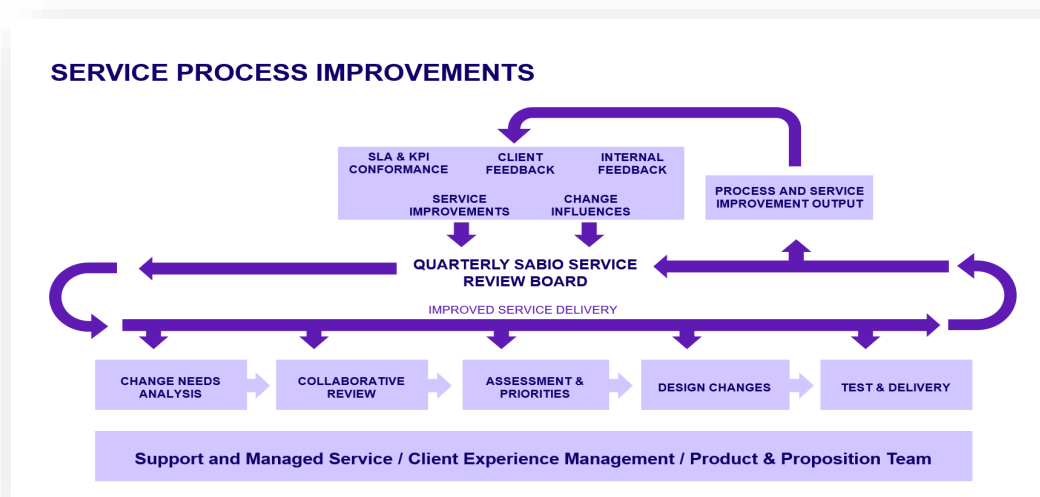


Figure 8: Sabio Approach to Service Improvement

Figure 8 depicts the approach to continual improvement. We have improvement plans at a Client level and at a business level, where improvement initiatives are highlighted to address changes to business needs, strategy and delivery capabilities.

Service improvement initiatives form part of our service account governance which ensure there are regular reviews of the improvement plans. The governance structure is discussed in the above question.

Our improvement plans consider our process, people and systems within the scope of improvement initiatives.

Further to continual improvement of the Sabio services, we develop success plans with our Clients who procure the Sabio Success and Managed services. This is facilitated by our Client Success Management teams with a focus on aligning the Clients business objectives with the delivery of tactical, operational and strategic activities to improve the value of the Cloud solutions [Figure 9](#).

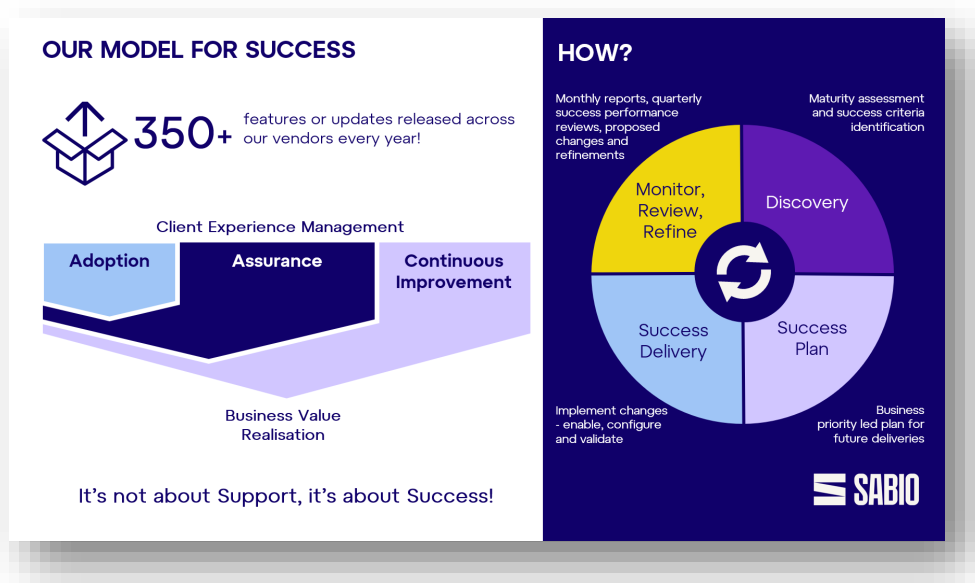


Figure 9: Sabio High level Success Approach

Adoption

- Track adoption and usage of the Cloud solution
- Align capabilities of the cloud solution and your business objectives.
- Understand what 'brilliant' looks like for you and your clients, and define success plans

Assurance

- Monthly reports that detail the availability of the solution and performance against service SLAs.
- We ensure you get support from the right people at the right time.

Continual Improvement

- We help you understand new features, roadmap and beta services.
- Providing guidance on what you could leverage to achieve your business objectives and incomes.
- We share best practice, opportunities for training and learning.
- Drive continuous improvement

3.8. Service Constraints

Sabio will work with the Buyer to identify any specific requirements which may introduce or remediate any specific Service constraints.

Sabio Constraints

Support services are available up to 24x7, the specific vendor package may vary depending on the vendor software chosen from Lot 2. Service levels may vary across the various cloud solutions and their associated ecosystem of 3rd party solutions. We will work with the Client to advise where service levels are impacted.

Bespoke service models may have limitations around coverage hours and service levels, these will be discussed with the Buyer as part of the Sabio service design activities.

Sabio standardise our core maintenance windows, these will be confirmed based on the Cloud software being deployed which need to be considered for the end-to-end delivery model. Sabio will work with the Buyer through process to ensure all parties have a clear understanding of the services and constraints.

Sabio Client Success Management and relevant support services provide access to resources and information to highlight services which are scheduled for change, i.e. feature and functionality additions and deprecation.

The engagement for these services includes:

- Lifecycle management updates in service reviews
- Access to online Cloud software release and deprecation content

Level of Customisation

Sabio can provide customised Cloud support services, we would work in collaboration with the Buyer to define the requirements and the relevant support services available to deliver a custom model.

Cloud Software/Vendor Support Constraints

We would be happy to support the Buyer as part of the procurement process to discuss any constraints related to specific cloud software.

3.9. Service Levels

We know reliable support is vital for getting the most out of your cloud 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 cloud platform or something customised for the Buyer. 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 Vendors:** If a problem directly impacts the cloud platform, we will help you access the most up-to-date SLAs offered by the Vendor.

The Sabio Account Manager will support the Buyer engage with the relevant Sabio teams to review, advise and agree the relevant support plans and service levels through the procurement process.

The following service levels [Table 2](#) apply to the Cloud support services, these will be validated upon discussions with the Client specific to the Cloud solution being supported:

Support Features	Essential	Proactive	Success	Coverage Hours	Response	Resolution Target
Global Service Centre	Included	Included	Included	<u>P1 & P2</u> 24x7	P1 - 30 Mins	P1 - +2 Hours
Global Technical Support	Included	Included	Included	<u>P3 & P4</u> Mon – Fri 08:00-18:00 GMT	P2 - 1 Hour P3 - 4 Hours P4 - 8 Hours	P2 - +4 Hours P3 - +3 Days P4 - +5 Days
Monitoring & Event Management	-	Included	Included			
Availability for Service Period						
Cloud Software Availability	Included	Included	Included	99.5 to 99.99%		
				Typical Cloud software core platform availability ranges depending on the specific Cloud software		
Global Service Desk Availability	Included	Included	Included	99.99% (Portal &/or Telephone)		

Table 2: Sabio Service Levels

Incident Category	Incident Characteristics/Definitions
P1-Critical	- Core business functionality is inoperative. - Disruption in service is continuous or near continuous. - No workaround is available.
P2-High	- A significant proportion of core business functionality is degraded. However, some business function is still possible. - Disruption in core business service is intermittent. - No workaround is available
P3-Medium	- Core business functionality is possible however ancillary business processes are degraded. - No disruption to core business service. - An ancillary business function is completely inoperative. - An ancillary business function is disrupted continuously or near continuously
P4-Low	- Core business functionality is possible however ancillary business processes are degraded. - No disruption to core business service. - An ancillary business function is degraded however some functionality is available. - An ancillary business function is disrupted intermittently

Table 3: Sabio Incident Definitions

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

3.10. Outage and Maintenance Management

Our core public cloud services maintenance activities are managed directly by the vendor and typically do not impact service or cause outages due to the inherent architecture of cloud. This means the 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.

Sabio will provide advice on the specific Cloud solution approach to reducing and preventing risk of outages.

For specific cloud and on-premise solutions, Sabio has a suite of support and CX assurance platform monitoring tools which can further assist in reducing the risk of technical issues causing outages. Sabio employs a multifaceted approach focusing on outage avoidance, service performance planning, measuring downtime, and preparing for ad-hoc service needs:

- Identifying Trigger Events: Sabio's technical support teams collaborate with clients to identify event triggers and take proactive actions to prevent service disruptions.
- Support of End User Self-Triage and Fix: Sabio leverages its service management (ITSM) data to identify trends in end-user tickets, enabling visibility of repeating incidents and problem and identify options to help remediate the issues for the long term.
- Refinement of Change Management Rules: Sabio utilises ITIL best practices to minimise risks associated with changes.
- Refinement of knowledge: Sabio continuously updates and refines knowledge, based on accurate change control, quality control measures, and feedback from end-users and client teams.
- Vendor Interface/Liaison for Wider Analysis: Sabio maintains strong relationships with vendors to stay informed about common issues and product defects, enabling them to address potential pain points proactively and ensure seamless collaboration between all parties involved.
- BCP and DR Contact centre as a Service: Further reduce risk with our disaster recovery platforms to keep your operations available. Additional fees apply.

By implementing these strategies, Sabio aims to minimise the risk of technical issues causing delays and ensure smooth service delivery to their clients.

3.11. Financial Recompense Model for not Meeting Service Levels

Sabio are happy to facilitate a service credit regime if the buyer requires this. The price will be adjusted to reflect the additional risk.

4. Provision of the service

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

4.1. Customer Responsibilities

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

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

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

Project Lead (Project Manager)

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

Service Owner/Service Manager

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

Subject Matter Experts (Business Representatives)

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

Business Analyst

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

IT Team

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

Training Lead

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

End Users

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

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

4.2. Technical Requirements and Client-Side Requirements

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

4.3. Outcomes/Deliverables

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

All Buyers will receive a Sabio Service handbook to describe how they can receive support from Sabio, the contact details, escalation process and pre-requisite information required to log an incident or service request. This will be provided during the onboarding process.

4.4. After-sales Account Management

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

- **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 technology capabilities with your business goals, and defining clear success plans.
 - **Continuous Improvement:** Helping you leverage new features, understand the vendor roadmap, and stay up to date on best practices for sustained growth.
 - **Performance Assurance:** Providing monthly reports on solution availability and SLA adherence, ensuring peace of mind.

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 chosen cloud-based solution.

Sabio will allocate the Buyer an Account Manager as the key account team stakeholder, they will be supported by the optional Service Manager, Client Success Managers and solution specialists to build, maintain and enhance the relationships with the Buyer.



Figure 10: Sabio Account Function

Our account management function [Figure 10](#) does not focus solely on executive engagement but is designed to work across our customer's organisation including but not limited to supporting engagement with:

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

4.5. Termination Process

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

5. Our experience

5.1. Clients

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

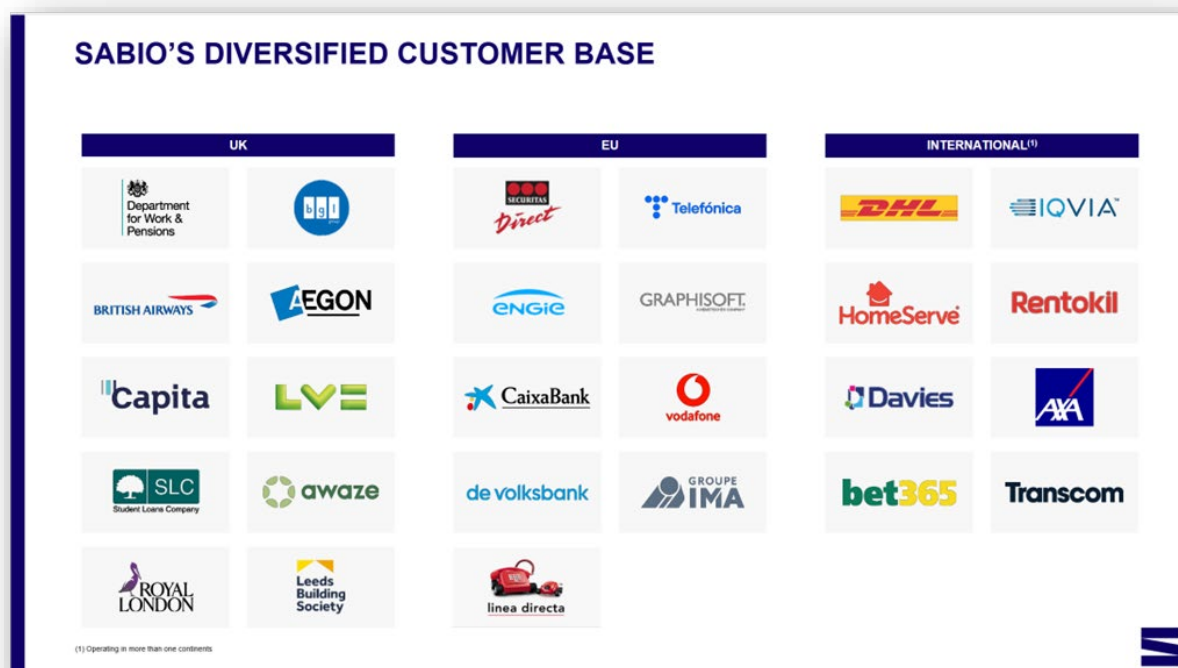


Figure 11: Client Base Examples

5.2. Bromford Housing

Bromford Housing Transforms Customer Experience With AI-Powered Customer Service Centre



300+ agent Customer Service Centre (CSC) deployment to set new standard for social housing customer service

Leading UK housing association, **Bromford**, has appointed AI-first customer experience specialists, Sabio Group, to deliver a transformative cloud communications platform that will fundamentally reshape how the organisation serves its 110,000 customers across 46,000 homes.

The comprehensive project will see Sabio implement a new customer service centre (CSC) solution across more than 314 agents, integrating cutting-edge AI capabilities with Bromford's existing Microsoft Dynamics 365 infrastructure.

The deployment includes Genesys AI Copilot to empower agents with intelligent assistance, alongside Sabio's proprietary technologies including *Mission Control* for accelerated deployment and ongoing optimisation, and *GCDEC* for seamless data integration.

This marks a significant step change for Bromford, replacing disparate legacy systems with a unified omnichannel platform that will enable the housing association to deliver exceptional service across voice, webchat, email and WhatsApp.

Figure 12: Bromford Housing Case Study

Further information can be found [here](#).

5.3. LV=



LV= GENERAL INSURANCE MAXIMISES WFM PERFORMANCE WITH SABIO

With over 5.5 million customers, LV= General Insurance is one of the UK's leading general insurance providers. When its Operational Planning team wanted to take its WFM deployment to the next level it worked with the Sabio WFM Practice to place WFM at the heart of the LV= GI planning strategy. A key goal for the project was to help empower advisors and support them in creating a better work/life balance. Sabio's WFM Optimisation approach was able to support this by using WFM trends and actual data to measure

the flexibility needed across operational areas. The project has yielded impressive results, supporting an NPS increase of 5% to 69 points, and planning team engage scores of 88%, while at the same time leveraging WFM best practices to improve productivity through a significant reduction in the number of FTEs required.

Figure 13: LV Case Study

Further information can be found [here](#).

5.4. Sports Betting and iGaming Leader



Challenge

The Sports Betting and iGaming organisation's UKI operation faced unprecedented workforce management complexities across multiple brands. With 1,100 agents handling dramatic 400-500% demand spikes during sporting events, fragmented systems and strict regulations created significant operational challenges. The need to transform resource planning while improving employee experience became critical.

Sabio Expert Services (The Solution)

Sabio revolutionised the traditional vendor-client relationship by creating an integrated team that fostered continuous knowledge exchange. Rather than providing standard training, they embedded consultants within the organisation's UKI's teams, enabling organic knowledge transfer. This collaborative approach culminated in the successful migration of 400 agents in just two days.

Results

TRANSFORMATIVE IMPACT

4%

Attrition rate dropped from 5%

3 million

customer interactions
streamlined and CX
improvements

The transformation delivered remarkable outcomes: monthly attrition dropped from 5% to 4%, forecast accuracy improved from a 10% variance to within 5% variance, and the sports betting firm's uncapped leave policy in the UK and Ireland succeeded. The organisation moved from command-and-control to a collaborative, data-driven approach, creating a more engaged workforce managing 3 million annual customer interactions across four international sites.

Figure 14: Transformation Case Study

Further information can be found [here](#).

5.5. Contact Details

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

