



G-Cloud 15 SPEECH ANALYTICS PLATFORMS

Sabio Ltd.

Lot 2 Cloud Software

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● Sabio – Expert Partner to the Public Sector

1.1. Company Overview

Sabio Group is pleased to present this submission for the UK government's G-Cloud 15 framework. 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

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

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

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

With Sabio, you will achieve:

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

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

Sabio's commitment to providing exceptional customer experiences is unparalleled. We maintain an average **CSAT score of 4.75/5** and an **impressive NPS score of +44**. Our exceptional services empower our clients to deliver award-winning CX solutions, resulting in consistently high levels of customer satisfaction.

1.3. What the Service Provides

Our expert Speech Analytics consulting, implementation, and optimisation services ensure you gain maximum insight and value from every customer interaction. The outcome: improved quality, deeper customer understanding, and data-driven coaching that enhances agent performance. We help build a future-ready analytics capability that continuously learns and adapts to business needs. Additionally, we leverage AI to automate insight generation and streamline quality evaluation, reducing manual review time and operational overhead. This not only improves compliance and customer experience but also empowers agents and supervisors with actionable intelligence for continuous improvement.

1.4. Social Value

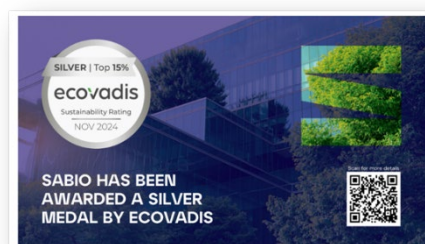
At Sabio, we aim to create lasting, positive outcomes through the way we work, including through the services we deliver. Social value is built into how we operate, make decisions, and measure success. Our commitments align with the UK Government's Social Value Model and focus on areas where we can make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

Kick-Start Economic Growth

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

Make Britain a Clean Energy Super-Power

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



Break Down Barriers to Opportunity

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

Build an NHS Fit for the Future

- We value wellbeing and community connection as part of a sustainable workforce.

- Providing mental-health support, including MHFA-trained colleagues and confidential wellbeing channels.
- Offering volunteering days and matched charitable funding for employee-led initiatives that benefit local health and community programmes.

How We Deliver and Measure Social Value

- **Governance:** Oversight from our Sustainability Steering Committee ensures accountability for our social value commitments. As part of our maturing framework, the Committee will define and monitor the core metrics we use going forward, including supplier ESG performance. Our carbon footprint is already measured annually as part of our existing sustainability reporting.
- **Integrated service design:** Social value considerations are built into project planning, procurement, and delivery. As our measurement framework develops, this will include tracking areas such as digital capability-building activity and accessible service-design reviews.
- **Sustainable supply chain:** We consider ESG principles when working with suppliers and will begin monitoring the proportion of suppliers that demonstrate alignment with these expectations as our approach to sustainable procurement develops.
- **Continuous improvement:** Using recognised sustainability partners such as EcoVadis and our annual carbon-tracking process, we will refine and strengthen the measures we monitor over time.
- **Positive, practical outcomes:** Our goal is straightforward, to deliver cloud and digital services that make a meaningful economic, social, and environmental difference. This includes measuring contributions such as volunteering days, matched charitable funding and digital skills-sharing.

1.5. Overview of the G-Cloud Speech Analytics Solutions

Our expertise spans all aspects of Speech Analytics — from implementation and configuration to insight generation and continuous optimisation.

Sabio's Speech Analytics solutions are designed to help public sector organisations enhance service quality, drive compliance, and deliver exceptional customer experiences. Built on secure, leading-edge cloud platforms, our Speech Analytics services provide robust, scalable, and flexible capabilities to analyse interactions across all channels. We deliver expert deployment, tuning, and ongoing support to ensure every conversation delivers actionable insights that improve performance and outcomes

Key Platform Features

Verint Speech Analytics

- AI-powered speech and text analytics with high accuracy across multiple languages.
- Pre-built categories and customisable libraries for compliance, sales, and customer experience.

- Deep integration with Verint QM, AQM, and Performance Management for closed-loop feedback and coaching.
- Advanced emotion, sentiment, and silence detection for richer insight into customer intent and agent behaviour.

Genesys Cloud WEM

- Natively embedded Speech and Text Analytics within Genesys Cloud CX for seamless deployment.
- Real-time transcription and sentiment analysis integrated with Genesys routing and reporting.
- Easy-to-build categories and tagging for compliance and performance monitoring.
- Scalable, cloud-native design ideal for organisations seeking fast time-to-value.

Calabrio Speech Analytics

- Intuitive UI with out-of-the-box categories tailored to customer experience, sales, and service.
- Tight integration with Calabrio QM and Analytics for a full performance management loop.
- Strong mid-market positioning with accessible pricing and ease of adoption.
- Visualisation and reporting tools geared toward identifying root causes and trending themes.

Amazon Contact Lens

- Native integration with Amazon Connect for speech and sentiment analysis at scale.
- Real-time agent assist capabilities powered by AWS AI/ML services.
- Strong transcription accuracy for English, with expanding language support.
- Designed for agility — rapidly evolving feature set with roadmap for deeper analytics and compliance tools.

Future-Proofing and Data-Driven Decisions

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

1.5.1. Key Service Capabilities

- **Scalability and Flexibility**
Easily scale analytics across multiple channels and business units, ensuring consistent insight quality as data volumes grow.
- **Omnichannel Interaction Analysis**
Analyse voice, chat, email, and messaging interactions in one platform to deliver a unified view of customer sentiment and experience.
- **Quality and Performance Optimisation**
Empower quality teams with automated evaluations, real-time insights, and integrated coaching tools to drive continuous improvement.

- **AI-Driven Automation**
Leverage AI to categorise interactions, detect sentiment and emotion, and surface key themes—reducing manual review effort.
- **Real-Time & Predictive Insights**
Gain immediate visibility into emerging issues and long-term trends using advanced speech, text, and predictive analytics.
- **CRM & CX Platform Integrations**
Integrate Speech Analytics with CRM, case management, and contact centre systems to link insights directly to customer outcomes.

1.5.2. Speech Analytics Cloud Benefits

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

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

1.6. Associated Services

Sabio provides a comprehensive suite of services designed to ensure you realise the full value of your Speech Analytics investment. Our expertise goes beyond initial deployment to focus on adoption, optimisation, and long-term success.

- **Speech Analytics Health Check**
Our in-depth Speech Analytics Health Check assesses the current state of your workforce management environment. We identify configuration gaps, process inefficiencies, and underutilised features, providing a clear roadmap to unlock greater value and performance.
- **Target Operating Model (TOM) Development**
Sabio works with your stakeholders to design a tailored Target Operating Model, aligning your Speech Analytics processes, governance, and technology with business objectives. This ensures planning is strategic, consistent, and future-ready across the organisation.
- **Speech Analytics Optimisation Services**
Once live, we help you continually refine and evolve your Speech Analytics setup. Through ongoing optimisation, we improve forecasting accuracy, schedule fairness,

automation, and reporting, driving measurable efficiency and employee engagement improvements.

These services can be delivered independently or as part of a holistic engagement strategy. By combining operational best practices with Sabio's proven Speech Analytics frameworks, we help you move beyond simply "having" a Speech Analytics solution to fully leveraging it as a strategic driver for performance and CX excellence.

● Data Protection

2.1. Information Assurance

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

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

Secure Processes and Facilities

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

Compliance and Policy Framework

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

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

2.2. Data Back-Up and Restoration

Sabio Internal Systems

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

Backup and Recovery Strategy

- **Routine Backups:** We perform scheduled backups of all critical data, aligned with your business requirements. This includes IT systems, infrastructure, and all forms of vital information.
- **Data Restoration:** Our restoration processes are designed to ensure swift and seamless recovery of data in the event of deletion, corruption, or unavailability—minimising service disruption and downtime.
- **Customisable Backup Plans:** During onboarding, we work collaboratively to define data retention periods, Recovery Point Objectives (RPOs), and Recovery Time Objectives (RTOs). These parameters are documented for transparency and ongoing reference.

Governance and Assurance

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

2.3. Business continuity statement/plan

Sabio Business Continuity

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

Core Components of Sabio's BCM Framework

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

Platform Resilience

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

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

2.4. Privacy by Design

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

Specific Speech Analytics Vendor Privacy by Design Principles:

Verint Cloud Speech Analytics

Verint embeds Privacy by Design principles throughout the development of its Speech Analytics platform. From initial architecture to ongoing operations, Verint prioritises secure data handling, compliance readiness, and customer control over sensitive information. This ensures that organisations can meet regulatory requirements while delivering exceptional employee and customer experiences.

Core Privacy Principles

- **Secure by Default:**
Verint's solutions are built with high-level security and privacy controls enabled by default, ensuring customer data is protected without requiring manual configuration.
- **Data Minimisation:**
The platform is designed to collect and process only the essential data required for WEM activities. Customers can configure settings to avoid capturing unnecessary personal data.
- **Privacy Embedded in Development:**
Security and privacy are embedded throughout Verint's software development lifecycle, ensuring every feature meets strict privacy and compliance standards from day one.
- **Global Compliance Alignment:**
Verint actively supports compliance with regulations such as GDPR, PCI DSS, and HIPAA, with tools designed to help organisations manage data subject rights and retention policies.

Technical Features and Safeguards

- **End-to-End Encryption:**
All data is encrypted in transit using TLS 1.2+, and at rest using AES-256, providing strong protection for sensitive information such as call recordings and interaction data.
- **Granular Role-Based Access Control (RBAC):**
Configurable permissions ensure that agents, supervisors, and administrators only have access to the data and functionality necessary for their specific roles.
- **Automated Data Redaction:**
Verint provides configurable redaction capabilities to automatically detect and mask sensitive information, such as payment card details or PII, within recordings, transcripts, and analytics outputs.

- **Data Subject Rights Management:**
Tools are provided to view, export, amend, or delete personal data, enabling organisations to respond to GDPR and other regulatory requests efficiently.
- **Configurable Data Retention:**
Administrators can define retention policies to automatically delete or anonymise data after a specified period, ensuring compliance with legal and organisational requirements.
- **Comprehensive Audit Logging:**
Verint maintains detailed audit logs that track all user and system activity. These logs are essential for forensic investigations, compliance audits, and ongoing security monitoring

Trusted, Secure, and Compliant

Verint's Privacy by Design approach ensures that Speech Analytics deployments meet the most stringent privacy and security standards. By combining robust technical safeguards with operational governance tools, Verint enables organisations to protect their data, maintain compliance, and build trust with both employees and customers.

Genesys Cloud WEM

Key Features and Principles

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

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

were built, what data they were trained on, how bias is addressed, and any limitations. This allows customers to understand how their data is used within the platform's AI functions.

Amazon Connect

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

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

Key Features and Principles

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

Specific Technical Features

- **Encryption: Data is encrypted both in transit and at rest.**
 - **In Transit:** Amazon Connect uses TLS (Transport Layer Security) 1.2 or higher to encrypt voice and chat data as it moves between endpoints.
 - **At Rest:** Data stored in Amazon S3 (for call recordings) or other AWS services is encrypted using AES-256. Customers can either use AWS-managed keys or their own keys via the AWS Key Management Service (KMS).
- **Access Control and Identity Management:**
 - **AWS Identity and Access Management (IAM):** This is the foundation of access control. Customers use IAM to create and manage users and groups and define granular permissions, ensuring that agents, supervisors, and administrators only have access to the resources and data they need to perform their jobs.
 - **Security Profiles in Connect:** Within the Amazon Connect service itself, administrators use security profiles to define what an agent can see and do, such as accessing reports, viewing recordings, or transferring calls.
- **Data Redaction:** Amazon Connect offers the ability to automatically redact sensitive information (like credit card numbers and Social Security numbers) from call recordings and transcripts to comply with standards like PCI DSS and protect PII.
- **Logging and Auditing:**
 - **AWS CloudTrail:** This service provides a detailed, continuous log of all API calls and account activity within Amazon Connect. This log serves as a crucial audit trail,

helping customers to track changes, investigate security incidents, and demonstrate compliance.

- Amazon Connect Contact Trace Records (CTRs): These records provide a wealth of data about each customer interaction, which customers can use to track and monitor interactions for compliance purposes.
- Secure Development Lifecycle: AWS embeds security and privacy into its software development process from the initial design phase, regularly conducting third-party audits and penetration tests to ensure the security of its infrastructure and services.

Calabrio

Calabrio integrates Privacy by Design principles at every stage of its Workforce Engagement Management (WEM) platform. This approach ensures that privacy and security are not just features, but fundamental design considerations that protect sensitive customer and employee data while supporting global compliance standards.

By embedding privacy into the core architecture, Calabrio enables organisations to securely capture, analyse, and act on interaction data without compromising trust or regulatory obligations.

Core Privacy Principles

- **Privacy as Default:**
Calabrio solutions are configured with strict privacy and security settings by default, ensuring data protection from the outset without requiring manual intervention.
- **Data Minimisation:**
The platform captures only the essential data required to deliver WEM functionality. This limits unnecessary exposure of personally identifiable information (PII) and sensitive interaction data.
- **Built-In Compliance Readiness:**
Designed to help organisations meet global standards such as GDPR, PCI DSS, and HIPAA, Calabrio provides tools to manage data lifecycle, access, and auditability.
- **Security Embedded in Development:**
Privacy and security controls are integrated throughout Calabrio's software development lifecycle, with regular testing and reviews to proactively identify and address risks.

Technical Features and Safeguards

- **End-to-End Encryption:**
 - **In Transit:** Data is protected using **TLS 1.2+** encryption during transfer between endpoints.
 - **At Rest:** Stored data, including call recordings and analytics, is encrypted using **AES-256**, ensuring unreadable data if intercepted or improperly accessed.
 - **Customer-Managed Keys:** For added control, customers can manage their own encryption keys through supported key management integrations.
- **Granular Role-Based Access Control (RBAC):**

- Enforces the **principle of least privilege**, ensuring that agents, supervisors, and administrators can only access the data and functionality required for their specific roles.
- Integrates with **Single Sign-On (SSO)** and **Identity and Access Management (IAM)** solutions for secure credential management and centralised access policies.
- **Automated Data Redaction:**
Sensitive information such as payment card details, National Insurance numbers, and PII can be automatically detected and redacted within call recordings, chat logs, and transcripts to meet PCI DSS and GDPR requirements.
- **Data Subject Rights Management:**
 - **View & Export:** Administrators can retrieve and export an individual's data to fulfil access requests.
 - **Rectify & Modify:** Tools are available to amend incorrect or outdated personal data.
 - **Delete:** Personal data can be deleted on demand, meeting "right to be forgotten" obligations under GDPR.
- **Configurable Retention Policies:**
Administrators can set data retention periods to automatically delete or anonymise data when it is no longer required, supporting both compliance and internal governance.
- **Comprehensive Logging & Auditing:**
Detailed audit logs capture every system and user action, providing traceability for compliance reviews and security investigations.
- **Regular Security Testing:**
Third-party penetration tests and vulnerability assessments are conducted routinely to identify and remediate potential weaknesses before they impact operations.

Trusted and Compliant WEM Deployment

With its Privacy by Design methodology, Calabrio delivers a WEM platform that is secure, compliant, and built to evolve with changing regulatory requirements.

By combining technical safeguards, role-based governance, and automation, Calabrio enables organisations to handle sensitive customer and employee data confidently, supporting both operational excellence and trust in the contact centre.

Sabio

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

With GDPR compliance being a shared responsibility, Sabio helps you utilise the powerful tools in the Speech Analytics platforms to support this. We work with you to implement strong internal data

handling procedures and train users for a balanced approach that prioritises both customer privacy and seamless experiences.

● 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. Availability of Trial Service

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

Often the Model Office environment becomes the new live platform as you migrate use cases in a controlled and risk adverse manner.

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

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

- **Supplier Transition:** We seamlessly take over your existing Speech Analytics 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.
- **Speech Analytics 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.

3.4. Training

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

- Users, Agents, Supervisors/Managers
- Quality and Analytics Specialists
- Administrators

- Developers
- Business Intelligence

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

Training pricing is detailed in the Analytics pricing document.

3.5. Implementation Plan

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

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

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

3.6. Service Management

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

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

3.7. 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.

3.8. Service Levels

We know reliable support is vital for getting the most out of your SPEECH ANALYTICS 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 SPEECH ANALYTICS 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 SPEECH ANALYTICS 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 SPEECH ANALYTICS 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

3.9. Outage and Maintenance Management

Sabio carefully selects our Speech Analytics platforms based on their resilient architecture and ability to support mission-critical customer service operations.

Our dedicated technology team continuously evaluates the market to ensure we only work with leading vendors who prioritise uptime, scalability, and continuity.

- **Amazon Connect**
Operate on the AWS microservices architecture, delivering highly scalable and fault-tolerant performance with the ability to self-heal and dynamically adjust resources in real-time.
- **Genesys**
Operate on the AWS microservices architecture, delivering highly scalable and fault-tolerant performance with the ability to self-heal and dynamically adjust resources in real-time.
- **Verint**
Designed with a multi-region architecture and built-in disaster recovery capabilities, Verint's platform ensures continuity even in the event of data centre or regional failures.

It includes configurable redundancy models, robust real-time monitoring, and failover processes to minimise downtime and service impact.

- **Calabrio**

Offers a cloud-native, multi-tenant architecture with continuous monitoring and proactive maintenance. Calabrio leverages AWS regions for scalability and provides automated failover to protect against outages, ensuring uninterrupted access to critical Speech Analytics and analytics services.

3.10. 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.

● 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

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

4.2.1. Technical Requirements:

- Desktop/Laptop: With a supported web browser (typically options for Chrome, Firefox, or MS Edge)
- Internet Connection: Meeting Speech Analytics bandwidth recommendations
- Genesys: <https://help.mypurecloud.com/articles/genesys-cloud-requirements/>
- Amazon Connect: [Amazon Connect Client Application - Amazon Connect](#)
- Verint: [Verint Technical Architecture](#)
- Calabrio: [Calabrio Cloud Technology Overview](#)

4.3. Outcomes/Deliverables

- **Workforce Planning Needs Analysis**
A comprehensive assessment of your current planning processes, shift patterns, and operational challenges. This step defines how Sabio's Speech Analytics solutions can best align with your business objectives and customer experience goals.
- **Speech Analytics Design & Best Practices Implementation**
Deployment of a Speech Analytics solution using Sabio's proven frameworks and

methodologies. This ensures efficient forecasting, scheduling, and resource optimisation, while embedding best practices to maximise value and adoption.

- **Integration with Core Systems**
Seamless integration of Speech Analytics with CRM, HRIS, payroll, and other operational systems to provide a unified, accurate view of workforce and business data.
- **Custom Configuration & Enhancements** *(if applicable)*
Development of tailored configurations or features within the Speech Analytics platform to meet unique business requirements, extending beyond standard functionality when required.
- **Phased Deployment & Transition Support**
A structured, low-risk rollout plan including data migration, work rule configuration, schedule setup, and gradual transition to the new Speech Analytics system to minimise operational disruption.
- **Comprehensive User Training**
Targeted training for planners, team leaders, supervisors, and administrators to ensure confident use of the platform and promote adoption across the organisation.
- **Detailed Documentation**
Creation of technical and operational documentation covering configuration, integrations, and process workflows to support smooth day-to-day management and future optimisation.
- **Performance Measurement & Continuous Improvement**
Post-implementation tracking of KPIs such as forecast accuracy, schedule adherence, and productivity metrics. Insights are used to drive ongoing improvements and ensure sustained success.

4.4. Development life cycle of the solution

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

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

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

4.5. After-sales Account Management

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

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

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

4.6. Termination Process

Termination for convenience is subject to the customer providing coverage and payment for any ongoing stub period third party costs that Sabio will incur over the remaining term of the contract. This only applies to 3rd party items which Sabio are unable to terminate with the vendor.

● Our experience

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

5.1. Case Studies

5.1.1. Homeserve

Leading home assistance company combines speech analytics with effective stakeholder engagement to achieve seven-figure efficiency savings for each of the last three years

Customer Experience solutions specialist Sabio Group has worked with HomeServe, one of the country's leading home assistance companies, to help unlock a seven-figure return on the firm's speech analytics investment.

Combining speech analytics technology with effective stakeholder and business improvement engagement has enabled HomeServe to secure its £1 million annual efficiency savings target for each of the last three years. At the same time, the company has also succeeded in delivering an improved service by consistently identifying and resolving the customer journey pinch points that can frustrate users.

"We're committed to providing effortless service to our customers, so our contact centre team wanted to look beyond traditional voice of the customer feedback techniques to explore exactly why our customers were contacting HomeServe," commented Alison Hanson, Director of Contact Centre Strategy for HomeServe. "To address this we determined that adopting a comprehensive speech analytics-based approach would help us to understand how our customer journeys were really performing.

Sabio's successful speech analytics deployment enabled the HomeServe team to focus on four key areas – internal call transfers, repeat calls, hold times and digital journey completion – that were causing most frustration for customers. Focusing speech analytics on these areas has led to impressive results, including:

- Achieving an 8% reduction in call transfers by studying what customers whose calls were being transferred actually said, and introducing wording and option changes on the IVR to provide a more seamless experience for customers
- Identifying the key issues that were leading to repeat calls and working with the business owners of those issues to develop updated processes that removed repeat call drivers – for example, introducing proactive text messages has secured an annual 100,000 reduction in repeat calls saving around £250,000
- Targeting above average hold times by introducing new training processes that help agents to resolve issues and achieve an average 22 seconds per call reduction in hold times

- Using speech analytics to identify those calls that are the result of customers being unable to complete their digital journeys – helping the HomeServe digital team to focus on specific areas that were proving too complex for customers

“HomeServe has clearly demonstrated the power of speech analytics, particularly through recognising that it needs to be a continual process that keeps on identifying those issues that are impacting customers. Critically, HomeServe has also worked to closely align its speech analytics activities with the company’s broader change plan and ongoing business improvement activities – ensuring that it has the processes in place to resolve any issues that are identified,” added Daniel Stimpson, Head of Workforce Optimisation Solutions at Sabio.

As one of Europe’s longest established and most successful customer engagement solutions specialists, Sabio is particularly well placed to help organisations such as HomeServe to add value to their speech analytics deployments. From initial engagements to define analytics requirements and help in building a business case for speech analytics, Sabio works with organisations to help secure a rapid return on their speech analytics investment.

Full Case Study [here](#).

5.2. Clients

SABIO'S DIVERSIFIED CUSTOMER BASE

UK		EU		INTERNATIONAL ⁽¹⁾	
					
					
					
					
					

(1) Operating in more than one continents



5.3. Contact Details

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

