

Build a better Citizen Experience.



G-Cloud 15 Route 101 CXP Software Service Definition

Route 101

Powered by Route 101

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About Route 101

Route 101 is a SaaS provider of next generation customer engagement platforms, offering award winning solutions from market leading vendors. We deliver a full range of services to ensure our clients get the maximum value from the solutions we provide, including all associated consultancy, professional services, training and support. Route 101 has:

- The **knowledge** to get to the heart of your business and customer needs,
- The **expertise** to advise you on what you need and what you don't,
- The **technology** to deliver a world-class, customer focused solution, and,
- The **desire** to build a lasting and mutually beneficial partnership with you.

Route 101's Citizen Experience Platform (CXP)

Modern, secure, connected cloud platform for outstanding public sector service delivery

Our Citizen Experience Platform is a cloud-native, end-to-end contact centre solution designed to help public sector organisations deliver responsive, reliable and accessible experiences for citizens across every channel. CXP unifies telephony, digital engagement, automation, analytics and workforce optimisation into one coherent, secure and easy-to-manage platform.

CXP enables organisations to modernise legacy estates, consolidate fragmented systems, improve operational efficiency and provide seamless support that adapts to the needs of citizens, whether by phone, web chat, social messaging, email or other digital channels. The platform gives public-sector teams the tools to serve citizens with accuracy, empathy and consistency while offering the scalability, resilience and governance expected of a government-grade solution.

A single, logical architecture for all citizen interactions

CXP is built as one unified architecture with no disjointed components or bolt-on systems. Every element, from voice and digital routing to workforce engagement, analytics and recording, operates on a single, UK-based cloud platform, ensuring simplicity, reliability and complete data consistency.

This architecture eliminates traditional integration complexity, improves service resilience and ensures every user benefits from a consistent, browser-based experience. The result is a platform that is easier to administer and support and is built to evolve over time in line with organisational and policy needs. Key architectural characteristics include:

- **Cloud-native by design:** Delivered via secure UK-hosted cloud infrastructure with continuous resilience across multiple data-centre locations.
- **Active/active high availability:** Built-in fault tolerance ensures uninterrupted service even in the event of site or component failure.
- **Open but secure:** More than 300 APIs support safe, standards-based integration with back-office systems and government identity providers.
- **Flexible deployment:** Accessible centrally or remotely, supporting modern hybrid work patterns and multi-site service models.

Omnichannel engagement – integrated, intuitive and future-ready

CXP delivers a complete citizen engagement suite within one platform. Voice, chat, email and social channels are all handled through a universal queue, enabling smooth, consistent interactions with no change of interface or application for agents.

Built-in omnichannel capability:

- **Voice:** Fully integrated call handling with IVR, intelligent routing and embedded softphone.
- **Web chat:** Easily deployed via a lightweight widget aligned with government accessibility standards and GDS guidelines.
- **Social messaging:** Support for major platforms to meet citizens where they already communicate.
- **Email and work items:** Seamlessly integrated into the agent workflow, with routing and reporting consistent across all channels.
- **Assistive channels:** Options for text-based accessibility support, such as relay services and messaging-based alternatives.

This approach allows organisations to expand channel choice in line with digital strategy, without shifting platforms, renegotiating licences or adding integration complexity.

Intelligent automation and AI that improves speed and quality

CXP brings together conversational AI, copilot guidance, speech and text analytics, and automated quality assurance to support both agents and citizens. Automation is used thoughtfully to remove friction, surface insights and ensure the right outcomes, without compromising the human element of public sector service.

AI-enhanced capabilities include:

- Conversational IVR and virtual agents to streamline journeys and support self-service.
- Real-time agent guidance based on live speech analysis and behavioural cues.
- Insight-driven decision-making through analytics that capture sentiment, trends and recurring citizen needs.
- Automated summaries and knowledge surfacing to reduce administrative effort and improve consistency.

These capabilities give organisations the ability to continuously improve and to tackle operational challenges, such as demand surges or complex cases, with confidence.

End-to-end visibility, insight and accountability

CXP consolidates reporting, recording, quality management, scheduling and analytics into a single data layer, enabling richer analysis and easier governance.

Integrated management tools provide:

- Comprehensive reporting and dashboards across voice and digital channels.
- Single-pane visibility for supervisors to monitor workloads, agent status and live interactions.
- Full interaction recording and storage, with flexible retention and encrypted media.
- Quality management tools to evaluate, coach and continually improve service.

- Workforce management capabilities for forecasting, scheduling and shift optimisation.

This unified data estate ensures operational decisions are informed by consistent insight and strengthens compliance with public-sector obligations.

Secure-by-design, compliant and built for government environments

CXP is engineered to meet stringent public-sector requirements. Route 101 upholds a broad range of UK-recognised certifications including ISO 27001, Cyber Essentials Plus, PCI DSS compliance, SOC 2 and industry-standard encryption. The platform is hosted entirely in the UK, with no data leaving national jurisdiction.

Security controls are embedded throughout the service design, covering identity management, encrypted media workflows, API access governance, audit trails and proactive monitoring. The platform ensures sensitive data is both protected and handled in line with legal, ethical and organisational standards.

A platform designed for adaptability and continuous improvement

Route 101's CXP is not just a technology platform – it is a long-term foundation for transformation. With frequent cloud releases, a transparent product roadmap and extensive APIs, the platform evolves continually to support new channels, new automation opportunities and new government strategies.

Coupled with Route 101's implementation expertise and ongoing service wrap, organisations benefit from ongoing optimisation, rapid configuration changes and a partner committed to delivering meaningful, measurable improvement in citizen experience.

CXP Licencing Options

CXP Core – Contact Channels: Provides the foundational contact centre capabilities, including voice and digital channels, call handling, routing, and basic interaction management. Ideal for organisations looking to manage citizen or customer interactions efficiently through a single platform.

CXP Perform – Workforce Engagement: Builds on CXP Core capabilities with workforce engagement features for improved service delivery, operational oversight, and team efficiency.

CXP Insight – Analytics and AI: Includes all features of Core and Perform, plus AI and analytics tools. Supports data-driven decision making, performance improvement and strategic planning for citizen services.

Why choose Route 101 and the CXP?

- **Proven expertise:** Longstanding delivery experience across complex, high-integrity environments.
- **End-to-end accountability:** Route 101 acts as a single partner responsible for design, implementation, integration, support and governance.
- **Scalable and future-proof:** Built for expansion, new digital channels, and ongoing innovation.
- **Accessible and inclusive:** Designed to meet WCAG accessibility standards and support diverse citizen needs.
- **Secure and compliant:** Fully aligned with UK public-sector data protection, hosting and security expectations.

Route 101's Associated Services

Please see the accompanying "G-Cloud 15 Route 101 Support Service Definition" document, "G-Cloud 15 Route 101 Support Pricing" document and our "G-Cloud 15 Government Digital and Data Roles Rate Card" for our associated professional and support services and pricing. These can be found under Route 101's listing within Lot 3, and include the following:

Design & Implementation: We provide full architecture design, configuration, IVR development, channel enablement, platform deployment, testing, training, and consultancy services, using our own qualified expert technical resources.

Support & Service Management: Route 101 offers a tiered support service, with options to include 24x7 P1 and P2 incident coverage; ITIL service management; customer success management; regular service optimisation sessions; moves, adds, changes; and much more.

Continuous Optimisation: Beyond go-live, we work with customers to continually optimise the service, for example by refining routing, expanding digital channels, introducing new automations, improving operational efficiencies using data-driven insights, and much more.