



G-Cloud 15

Lot 3 – Cloud Support Services (Additional Services)

Avanade Dynamics 365 Contact Centre as a Service (CCaaS)



Table of Contents

- 1. Scope of our services1
- 2. Approach.....4
- 3. Pricing.....5
- 4. Contacts.....5
- 5. About Avanade5

1. Scope of our services

This document outlines Avanade's approach to Contact Centre transformation using Microsoft Dynamics Contact Centre as a Service (CCaaS) and should be read in conjunction with the associated G-Cloud 15 Services documentation.

Citizen expectations have changed in the digital age and inflexible contact centre ecosystems, developed in silos aren't truly designed to solve the problems of today and tomorrow. Increasingly, success and cost efficiency hinge on the ingenuity of an organisation's technology choices and the ability to adapt, react and keep pace with the rate of change. Microsoft Dynamics 365 is built to create nimble, long-lasting value for years to come and as citizen needs change, Microsoft Business Applications continually help organisations surmount the operational challenges of today and seize the opportunities of AI for tomorrow.

Microsoft Dynamics 365 Contact Centre as a Service (CCaaS) brings together the best of Microsoft technology with tailored business solutions, helping organisations transform existing flows and processes, identify and deliver enhanced self-service opportunities while delivering exceptional customer service. Dynamics 365 not only offers the core Contact Centre capabilities but provides the opportunity to closely align with CRM data and the latest AI capabilities, empowering employees to efficiently deliver consistent, personalised experiences across all required areas of service to the citizen.

As Microsoft's closest partner, Avanade have gained industry-leading expertise helping accelerate digital transformation and develop and deliver solutions in Public Sector organisations across the globe. As an end-to-end Integration partner, we work closely with our clients to address key business challenges in their Service operations, assisting them address issues such as:

- **Inability to exploit AI:** multi-vendor, legacy and on-premise contact centre systems are struggling to adapt to AI, limiting the potential to assist citizens and colleagues
- **Fragmented Customer Journeys:** many clients struggle with disconnected service channels (voice, chat, email) leading to inconsistent experiences and poor customer satisfaction
- **Advisor Inefficiency & Burnout:** high turnover and manual workflows leave employees unsupported, resulting in slow issue resolution, low morale and unnecessary churn
- **Legacy Systems & Slow Modernisation:** many mid-market organisations are stuck with outdated platforms which are costly to maintain and slow to upgrade, making transformation difficult
- **Limited Scalability & ROI:** traditional contact centres can't scale easily or demonstrate strategic value, keeping them as cost centres rather than growth engines

Capabilities

Our Contact Centre solutions are built entirely on Microsoft Dynamics 365 Contact Centre and delivered by experienced delivery teams in Avanade to deliver faster time to value and lower delivery risk for Public Sector organisations. Our capabilities include:

- Customer Experience Strategy Reinvention
- Business Process Optimisation Services
- Contact Centre Transformation / Migration
- Contact Centre as a Service Implementation Services
- Self-Service Redesign & Delivery
- Benefit Tracking & Value Realisation Consulting
- AI-driven Copilots for Contact Centre
- CCaaS Managed Service Delivery

Citizen / Customer Service

Personalised, Intelligent Contact Centre Solutions:

Expectations are rising. Citizens and customers want quick, relevant and consistent answers on any channel. Elevate your service with Microsoft Dynamics 365 Contact Centre offering an AI-first cloud-based solution to deliver faster, more personalised service. From Virtual agents delivering effective automation for high-volume, low-complexity requests, to offering more effective use of information and data assisting your valuable people offer the best possible service.

The Avanade solution unifies contact channels, empowers frontline workers with real-time insights and proactive analytics to anticipate customer needs, with speed and certainty. By combining AI-powered features, rapid implementation, and support, Avanade can help you accelerate time to value and reduce delivery risk. Businesses benefit from faster ROI, higher employee engagement and improved customer satisfaction while unlocking new self-service opportunities and operational efficiency.

Our Contact Centre Solution:

- **Elevate Customer Experience:** deliver seamless, personalised journeys across every channel, self-service to live assistance, driving higher satisfaction and loyalty.
- **Deliver Holistic Channel Management:** solutions designed to align inbound and outbound contact channels, including Voice, IVR, email, Live chat & messaging, Chatbots & virtual agents.
- **Drive Efficiency:** empower frontline teams with AI-guided workflows and real-time customer context, streamlining onboarding, reducing turnover, and improving service quality.
- **Unlock Growth:** leverage real-time analytics and automation to scale operations, optimise performance, reduce advisor load, and identify trends far quicker to create greater agility.
- **Provide Rapid Time-to-Value:** MVP approach with go-live capability in just 12 weeks followed by 21 months of support with an AI-driven, modular, pre-packaged solution, one subscription covers implementation, support, and AI capabilities for fast ROI and lower risk.
- **Are Built for Mid-Market Needs:** right-sized, cost-effective transformation with measurable outcomes, leveraging Avanade's deep Microsoft expertise and industry accelerators.

Services

Avanade's Dynamics 365 CCaaS implementation services follow a structured, stage-gated delivery model built on the Avanade Delivery Framework (ADF), combining discovery and fit-gap analysis with robust design (including CX transformation), integration planning, and environment strategy. Implementation spans configuration, iterative build and testing, data migration via a "data factory" approach, and wave-based cutover with hypercare, supported by Azure DevOps and Logic Apps for integration. Post go-live, managed services offer continuous improvement, SLA-backed support, and automation accelerators. Organisational Change Management is embedded throughout, leveraging a proven framework that supports project success through stakeholder engagement, persona-based training, and adoption metrics, while governance ensures quality, compliance, and benefits realisation through steering committees, stage gates, and clear RACI structures.

AI-led Delivery approach

Avanade's AI-led approach to implementing Dynamics 365 combines its proven delivery framework with advanced generative AI and automation to accelerate time-to-value, reduce risk, and enhance user experience. Leveraging Azure OpenAI and Copilot Studio, Avanade embeds AI into every stage of the lifecycle, from solution design and configuration to testing, migration, and ongoing optimisation, using

intelligent agents, automated workflows, and predictive analytics to streamline processes and improve quality. This approach emphasises repeatability through factory models, pre-built templates, and responsible AI tooling, while enabling personalised experiences and real-time insights for business users. By integrating AI-first capabilities with Dynamics 365 and the broader Microsoft ecosystem, Avanade helps organisations move beyond automation to innovation, ensuring faster deployments, improved adoption, and measurable business outcomes.

An experienced partner you can trust

Avanade, together with Microsoft and Accenture; the “Power of 3” combines deep product expertise, global delivery scale, and proven industry accelerators, making them the most trusted and capable systems integrator for delivering successful Dynamics ERP transformation projects. A summary of our capabilities and recognition is below:

Avanade are:

- One of the largest Microsoft Dynamics partners in the world
- With more than 5,000 Dynamics professionals globally
- We have delivered more than 1,400 CRM and ERP implementations
- And hold over 5,000+ certifications

Microsoft Global & Dynamics Awards

- **Microsoft Global SI Partner of the Year** (2025)– 19-time winner, reaffirming leadership across ERP and CRM
- **Copilot Business Transformation Award** (2025) – Inaugural winner for AI-driven innovation in Dynamics 365 implementations
- **Dynamics 365 Partner of the Year** (2025)– Multiple category wins and finalist positions:
 - Finance (Finalist)
 - Supply Chain (Finalist)
 - Sales & Customer Insights (Winner)
 - Service (Finalist)
 - Low Code Application Development (Finalist)

Industry & Public Sector Recognition

- **Global Industry Awards** (2025):
 - Winner: Retail & Consumer Goods, Media & Telco, Mobility
 - Finalist: Defence & Intelligence – highlighting Avanade’s credibility in secure, regulated environments
- **Government & Public Services** (2025):
 - Recognised for delivering Dynamics 365 ERP and citizen service solutions under UK Government frameworks
 - Proven track record with public sector clients such as Church of England Central Services and other government bodies

Analyst Leadership

- Forrester Wave™: Leader in Microsoft Business Application Services (Q1 2024).
- Everest Group PEAK Matrix®: Leader for Microsoft Dynamics 365 Services (2023).
- IDC MarketScape: Leader for Worldwide Microsoft Dynamics 365 Implementation Services (2023).

- Gartner Magic Quadrant: Cloud ERP Services for Service-Centric Enterprises (2023)

Scale & Credentials

- #1 Worldwide in Dynamics Certifications – Largest pool of certified Dynamics 365 professionals
- 70+ Delivery Centres and 24/7 Managed Services Network, supporting both enterprise and public sector clients

2. Approach

Our approach is based on the field-tested Avanade Delivery Framework (ADF). ADF includes a series of toolkits and templates for all phases of the project, developed, tested and refined with clients in a wide range of industries.

Avanade delivers Dynamics 365 implementations using Agile, traditional Waterfall, iterative delivery, or a hybrid approach. The most appropriate approach will be agreed upon for each individual project based on customer readiness, complexity, and duration.

Avanade's Agile for Dynamics 365 methodology has been designed specifically to deliver Microsoft Dynamics 365 projects in an Agile method. Our extensive experience with both Agile and business transformation programmes has led us to develop this approach which combines Agile methodology with a structured release approach to provide the necessary levels of surety, integration testing and user training/adoption necessary when delivering business transformation programmes.

Avanade Delivery Framework

The Avanade Delivery Framework for Business Applications is a predictable, configurable and repeatable implementation framework supporting Agile and Traditional delivery approaches. Our proven methodology is used during all phases of our engagement, from early solutioning through delivery. This reduces the risk for our project and increases the outcomes in a transparent, confident way.

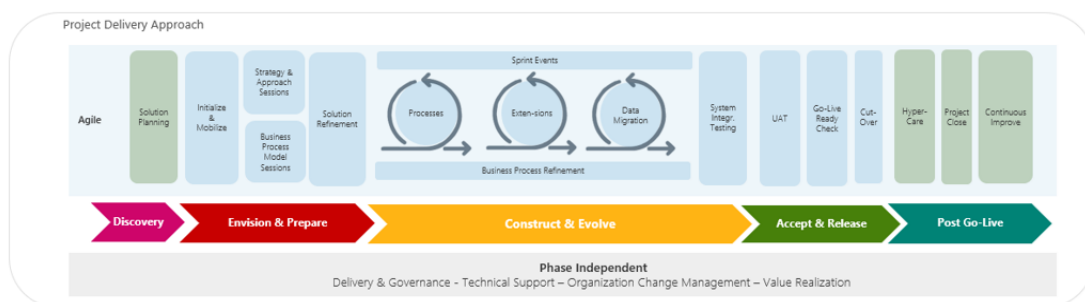
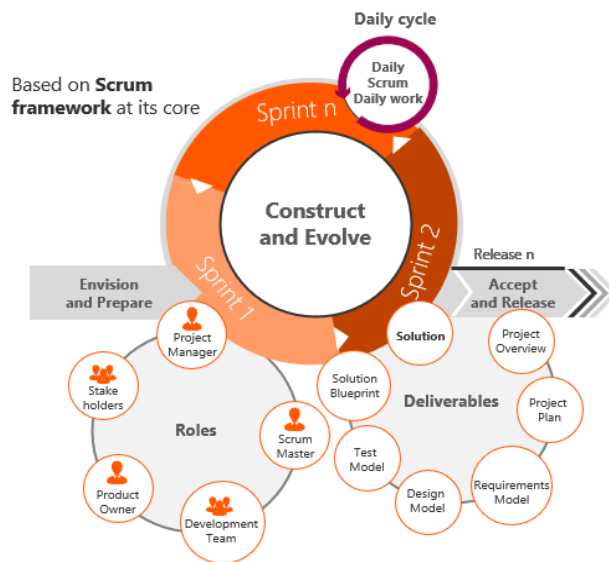


Figure 1

The Avanade Agile Delivery – Scrum Framework



Agile Project Lifecycle:

- Envision & Prepare – Understand, refine the business needs and objectives of the project, develop a vision for the solution and agreed MVP scope.
- Construct & Evolve – Consists of multiple sprint lifecycles, early sprints to proof out solution architecture, future sprints build functionality. Sprint Lifecycle – 1 to 4 week sprints, timeboxed and continuous.
- Accept and Release - validate the solution with the stakeholders and obtain acceptance
- Required key roles to enforce process – Scrum Master, Product Owner, and Project Manager
- Deliverables – only document things with limited change or requested by the client

Figure 2

3. Pricing

Please refer to the associated Pricing Document relevant to this Service.

4. Contacts

Sangeeta Pierce

Head of Avanade UK Health & Public Services

Email: uk.hps.support@avanade.com

Telephone: +44 20 7025 1000

5. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.