



Zensar's Service Definition Document for AI-Native Led Content Factory

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1 Introduction

This service provides a strategic "AI Content Factory" model designed to solve the content supply chain crisis facing UK public sector organisations. By moving from manual, fragmented workflows to an AI-native operating model, departments can scale citizen communications, policy guidance and digital assets without a linear increase in headcount.

Crucially, this service wraps "frontier" Generative AI capabilities in a rigorous governance framework. It is explicitly designed to align with the *AI Playbook for the UK Government*, ensuring that all AI-generated content is subject to "meaningful human control" (Principle 4) and data sovereignty requirements. We act as a strategic partner to help departments transition to this model, offering end-to-end support from "Cloud Gap Assessment" to full operational deployment.

2 Service Features

1. **AI-Native Content Supply Chain:** Transformation of legacy content operations into a unified, automated "factory" model, integrating CMS, DAM and creative tools.
2. **Generative AI Creative Variants:** Automated production of text, image and video variants optimised for different demographics and channels (e.g., social, web, app).
3. **Human-in-the-Loop Governance:** Mandatory approval workflows ensuring all AI outputs are reviewed by accredited officers before publication, mitigating hallucination risks.
4. **Automated Localisation & Translation:** AI-driven translation and cultural adaptation of services to support diverse communities, verified by human experts.
5. **Intelligent Narrative Support:** Executive-level tools to analyze citizen feedback data and draft strategic narratives or policy summaries.
6. **Accessibility Compliance Automation:** Automated tagging, captioning and structural remediation to ensure all content meets **WCAG 2.2 AAA** standards.
7. **Sovereign Private Cloud Deployment:** Options for UK-hosted infrastructure to ensure data residency and compliance with AI sovereignty requirements.
8. **Field & Frontline Enablement:** Rapid generation of "how-to" guides and summaries for frontline staff (e.g., Job Centre, NHS) based on complex policy documents.
9. **Cross-Channel Personalisation:** Delivery of tailored content experiences based on user needs, reducing failure demand.
10. **Real-time Performance Analytics:** End-to-end visibility into content performance, engagement and ROI.

3 Service Benefits

1. **Operational Efficiency:** Delivers **30-50% cost savings** by automating repetitive production tasks (resizing, reformatting, translation).
2. **Regulatory Compliance:** Fully aligned with the *AI Playbook for the UK Government*, reducing procurement and operational risk.
3. **Accelerated Speed to Market:** Reduces content production time from weeks to hours, enabling rapid response to crisis events (e.g., health alerts).

4. **Digital Inclusion:** Ensures all published content is accessible (WCAG 2.2 AAA) and available in multiple languages, supporting the "accessible to everyone" mandate.
5. **Data Sovereignty:** Protects sensitive government data by preventing it from being used to train public, foreign-owned AI models.
6. **Risk Mitigation:** "Human-in-the-loop" architecture prevents the publication of inaccurate or biased information.
7. **Scalability:** Capable of handling massive spikes in content demand (e.g., during national announcements) without service degradation.
8. **Civil Service Upskilling:** Includes training and knowledge transfer to build internal AI capabilities and reduce long-term supplier dependence.
9. **Consistency:** Ensures a unified "One Government" voice across fragmented departments and channels.
10. **Sustainability:** Optimises compute usage through "GreenOps" practices, supporting Net Zero targets.

4 Onboarding and Offboarding

- **Onboarding:** We utilise a "Cloud Gap Assessment" methodology to audit existing content assets and determine AI readiness. This includes a discovery phase to map user needs and security classifications.
- **Offboarding:** We commit to a "knowledge transfer" model. All data, trained model weights (where applicable and legally permissible) and prompt libraries are transferred to the buyer upon contract termination, ensuring no vendor lock-in.

5 Service Constraints

- **Human Review:** To comply with safety guidelines, real-time publishing of AI-generated text is restricted until approved by a human user.
- **Infrastructure:** Sovereign AI deployments require specific UK-hosted private cloud environments (e.g., AWS UK, Azure UK) which may incur different hosting costs compared to public multi-tenant models.
- **Maintenance:** SaaS components may be subject to planned maintenance windows, typically scheduled outside of UK business hours.

6 Service Levels and Support

We provide a tiered support model accessible via Email, Ticketing System and Phone. The ticketing system is **WCAG 2.2 AAA** compliant. The standard SLAs are as follows (might differ based on requirements of clients):

Priority	Description	Response Time	Resolution Target
P1	Critical Service Failure (System Down)	15 Minutes	4 Hours
P2	Major Functionality Impaired	1 Hour	8 Hours
P3	Minor Defect / User Query	4 Hours	3 Business Days
P4	Feature Request / Advisory	1 Business Day	Next Release

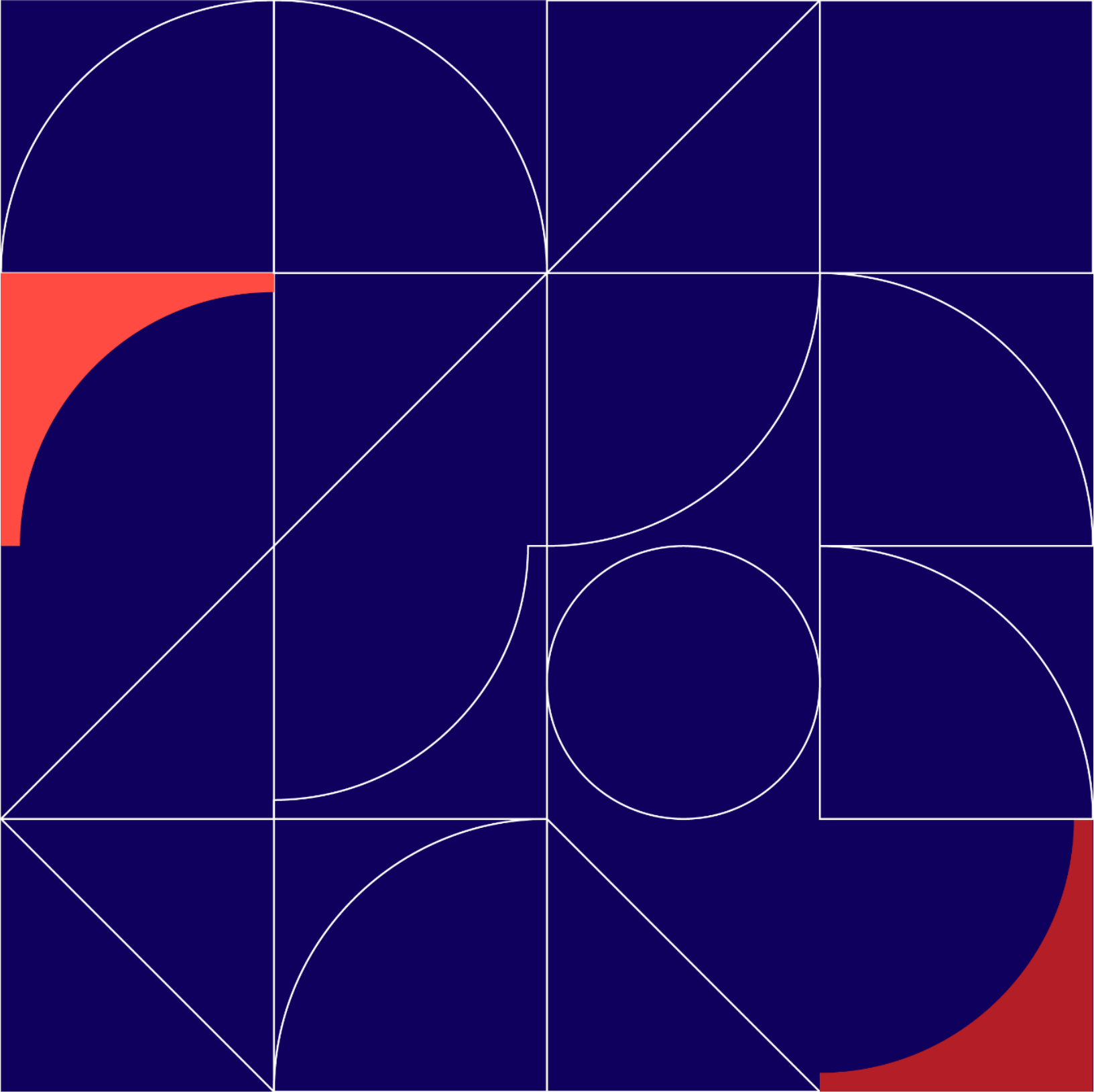
Support Hours: 24/7 for P1/P2 incidents. 09:00–17:00 (UK Time) Mon-Fri for P3/P4.

7 Security and Vetting

- **Staff Screening:** All staff are screened to **BS7858:2019** standards.
- **Clearance:** We deploy staff with up to **Developed Vetting (DV)** clearance for projects handling sensitive or classified data sets, ensuring suitability for defence and national security applications.
- **Data Residency:** All data processing and storage options can be configured to remain strictly within the UK.

8 Technical Requirements

- **Client Side:** Modern web browser (Edge, Chrome, Safari). No local installation required.
- **Connectivity:** Internet connection required. For Private Cloud deployments, a VPN or GovWifi connection may be necessary.



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