



Exceptional
Customer
Contact



LOT 2B SOFTWARE AS A SERVICE (SAAS)

G-Cloud 15 Service Definition

Genesys Cloud CX CCaaS - IP Integration

December 2025

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1. Introduction

1.1. Company Overview

IP Integration (IPI) is a UK-based provider of advanced CX and AI solutions, focused on transforming customer experience and operational efficiency. IPI have been delivering complex contact centre solutions to organisations for over 23 years. During this period, IPI have led the way in cloud contact centre migrations since the inception of the technology. Leveraging cloud platforms, AI, and secure IT services, IPI enables organisations to deliver exceptional customer contact. Our offerings include Cloud Contact Centres (CCaaS), AI-driven automation and augmentation, unified communications, speech and text analytics, secure payment systems, and workforce engagement tools.

IPI also provides consultancy, customer success management, managed services, and training to ensure clients maximise the value of their technology investments. Our bespoke development team specialises in integrating systems of record with communication systems, tailoring solutions to meet specific client needs.

Support is delivered through UK-based Network Operation Centres, offering 24/7 incident management, proactive monitoring, and ITIL-based problem resolution.

IPI emphasises a people-first culture, ranking #18 in the 2024 Best Companies to Work For (mid-sized category), and promotes transparency, wellness, and collaboration.

1.2. Value Proposition

Public Sector Challenges

Public sector organisations are increasingly expected to deliver a broader range of citizen services while operating under tighter budget constraints. Many contact centres still rely on legacy infrastructure and fragmented systems, which limit data interoperability and slow down service delivery. High inbound volumes, limited automation, and low digital channel adoption contribute to long queue times and advisor burnout. These inefficiencies negatively impact both user satisfaction and workforce retention.

IPI's Technical Response

IP Integration (IPI) provides cloud-native, AI-enhanced contact centre platforms designed to modernise service delivery. Their solutions integrate voice, chat, messaging, email, SMS, and self-service channels into a unified architecture, enabling seamless omnichannel engagement.

AI-driven automation handles repetitive tasks and triages queries, reducing advisor load and improving first-contact resolution rates.

Secure payment processing and compliance-ready infrastructure ensure data protection and regulatory alignment.

Operational Impact

By enhancing both citizen and advisor experiences through intelligent routing, real-time analytics, and workforce engagement tools, IPI helps organisations achieve better service outcomes and improve staff retention. Our managed services and consultancy offerings support smooth migration from

legacy systems, optimise operational costs, and enable scalable service delivery—even within constrained public sector budgets.

1.3. What the Service Provides

IPI offers a fully managed, cloud-based service designed to deliver resilient and scalable solutions by design. Our technology leverages off-the-shelf products that seamlessly integrate to support your operational needs. The service is compatible with most modern browsers, ensuring ease of access for users. Comprehensive support is included as part of the ongoing service. IPI's approach ensures reliable outcomes, robust performance, and a smooth user experience throughout the service lifecycle.

The service includes the Genesys Cloud CX CCaaS platform, which is built on a microservices architecture using Amazon Web Services (AWS) infrastructure. Genesys Cloud CX offers a range of features designed to enhance and orchestrate citizen interactions and operational efficiency. These include:

- **Omnichannel Support:** Genesys Cloud CX provides a unified interface for handling voice, email, chat, SMS, and social media interactions, allowing advisors to manage all customer interactions from a single platform.
- **AI and Analytics:** The platform includes advanced AI capabilities for predictive engagement, natural language processing, and sentiment analysis, supporting both advisor assistance such as copilot, and citizen self-service needs.
- **Scalability and Reliability:** With its microservices architecture, Genesys Cloud CX can scale dynamically to handle increased demand and ensure high availability, offering a 99.99% uptime SLA.
- **Integration Capabilities:** The platform supports integration with systems of record, enabling seamless data sharing and enhanced citizen service.
- **Security and Compliance:** Genesys Cloud CX is compliant with industry standards such as ISO 27001 and PCI DSS, providing end-to-end encryption for all interactions and data.

By leveraging the capabilities of Genesys Cloud CX CCaaS, alongside our contact centre expertise and services, IPI delivers a powerful, flexible, and secure contact centre solution that meets the diverse needs of public sector organisations looking to modernise and enhance their capabilities.

1.4. Social Value

Our Chief People Officer, Lisa Fradin is responsible for driving our People and CSR initiatives and this is something that IPI are passionate about. Some of our general activities and goals that we already work towards in this area are listed below and we are always looking for new opportunities to increase these with suitable partners.

1.5. Kickstart Economic Growth

SMART Objective:

Deliver 5 career mentoring opportunities annually through our partnerships with UK Youth and Leap by Q4 2026. Bring on board >2 early careers employees within 12 months of contract delivery.

1.5.1. Initiatives:

- Hiring of Early Careers employees - apprentices and graduates from local colleges and universities
- Provide mentoring opportunities for young people
- Participation in university hackathons and tech events
- Internal soft skills and leadership development programme: Evolve & Rise (early careers)

1.5.2. Metrics & Monitoring:

- Mentoring opportunities completion rates
- No. early careers hires - >2
- Participation rates in skills development programmes - Satisfaction score 8+

1.5.3. Governance & Stakeholders:

- Lisa Fradin, People Experience Director
- CSR Committee
- Social Value Champions

Government Alignment:

Supports NPPS goals for economic growth, SME engagement, and local job creation.

1.6. Make Britain a Clean Energy Superpower

SMART Objective:

Reduce operational carbon footprint by 10% year-on-year, aligned with IPI's Net Zero 2050 commitment, with verified reporting by Q4 each year.

1.6.1. Initiatives:

- Annual carbon footprint analysis
- ISO14001:2015 Environmental Management accreditation
- Sustainable resource usage and waste reduction
- Supplier sustainability partnerships

1.6.2. Metrics & Monitoring:

- Annual carbon audit reports
- Energy consumption tracking
- Supplier sustainability assessments
- Third-party environmental audits

1.6.3. Governance & Stakeholders:

- Lisa Fradin, Carbon Reduction Plan Owner
- People Team

Government Alignment:

Directly supports Net Zero targets outlined in PPN 06/21.

1.7. Break Down Barriers to Opportunity

SMART Objective:

Deliver Diversity & Inclusion training to 100% of staff by Q3 2026, with a minimum of 1 hour of training per employee annually.

1.7.1. Initiatives:

- Mandatory certified HR training
- Monitoring of Inclusive recruitment and development practices
- Monitoring of internal view of D&I practices

1.7.2. Metrics & Monitoring:

- Training completion rates
- People Team involvement and oversight of all hires
- Bi- Weekly monitoring of internal view of D&I practices through engagement platform: Officevibe

1.7.3. Governance & Stakeholders:

- Lisa Fradin, Chief People Officer
- HR Director and Diversity & Inclusion Lead
- D&I Working Group

Government Alignment:

Supports NPPS objectives for social mobility, inclusive workforce development, and equal opportunity.

1.8. Overview of the G-Cloud Service

Genesys Cloud CX is an AI-powered, cloud-native contact centre platform designed to orchestrate customer/citizen and employee experiences across all channels. It is widely adopted by government agencies and public sector bodies to modernise citizen engagement and improve operational efficiency.

1.8.1. Key Service Capabilities

- **Omnichannel Engagement**
Supports voice, email, chat, SMS, and social media, in a single platform, enabling seamless citizen interactions.
- **AI and Automation**
Built-in AI for predictive routing, virtual assistants, and conversational bots to reduce workloads and improve service speed.
- **Workforce Engagement Management (WEM)**
Native tools for scheduling, quality assurance, and performance analytics to boost employee productivity and experience, as well as speech and text analytics for insights.

- **Customer Journey Management**

Real-time dashboards and analytics to understand citizen needs and optimise service delivery.

- **Secure Self-Service**

24/7 self-service options with intelligent escalation to live advisors, reducing pressure on staff while maintaining service quality.

1.8.2. Cloud Characteristics

- **Cloud-Native Architecture**

API-first, open platform hosted on AWS, ensuring agility, scalability, and rapid deployment.

- **Elastic Scalability**

Scale services up or down instantly to handle demand surges (e.g., during emergencies or seasonal peaks).

- **High Availability & Resilience**

Designed for near-zero downtime with redundancy and continuous monitoring.

- **Compliance & Security**

Meets UK public sector standards including Cyber Essentials, PCI DSS, and GDPR

1.9. Benefits for Public Sector Organisations

- **Improved Citizen Experience**

Personalised, empathetic interactions across all channels, reducing wait times and increasing satisfaction.

- **Operational Efficiency**

Automation and AI reduce repetitive tasks, freeing staff for complex cases and improving resource allocation.

- **Cost Control**

Cloud subscription model eliminates large upfront costs and supports pay-as-you-go scalability.

- **Rapid Digital Transformation**

Enables organisations to modernise legacy systems quickly without major infrastructure investment.

- **Data Security & Compliance**

Protects sensitive citizen data with encryption, penetration testing, and adherence to UK and international standards.

The service is available in 4 core CX license tiers, with the ability to add on features to ensure you have the best mix of solution capabilities at the right price point.

The Communicate license is for users requiring basic telephony capabilities, allowing users to be added to the platform who don't require the full contact centre capabilities.

The tiers are as below:

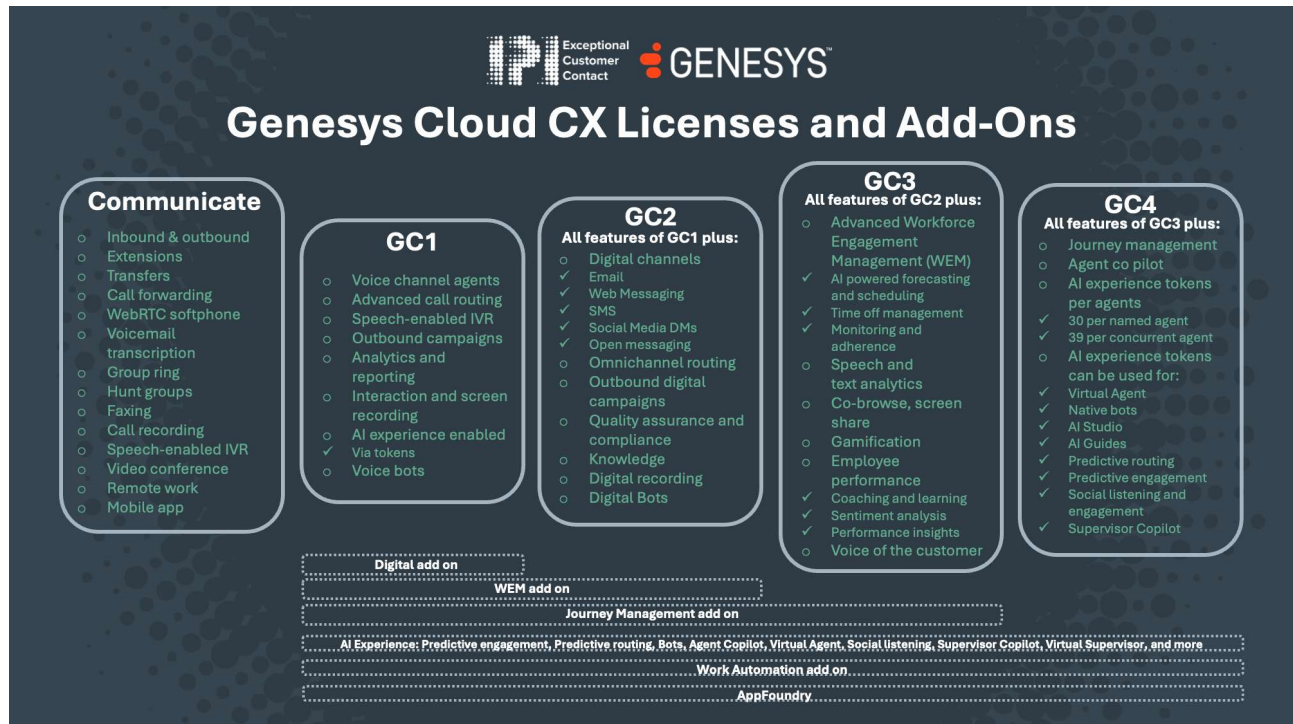


Figure 1 - Description of what's included in each tier of the Genesys Cloud CX Licensing model

Where an 'add-on' is mentioned, this refers to the ability to uplift your license tier for a subset of users, without having to increase costs across the whole user base.

1.10. Associated Services

Depending on the licensing tier purchased, different capabilities will be included in the software, with Genesys Cloud CX1 aimed at simpler, predominantly voice, contact centres through to Genesys Cloud CX4 which is aimed at full omnichannel, AI enabled orchestration.

Depending on the license tier purchased, some AI capabilities may or may not be included. Currently, Genesys offer an allowance of free tokens each month to trial AI features, but full production usage would likely go over the free allowance and be subject to token usage charges.

Details of the licensing can be seen within our pricing document, but this is a fast-paced, innovative industry, and Genesys adds new and improved features regularly, so please contact us to discuss further. We will help guide you on any capabilities that would be of benefit once discovery consultations begin.

Whilst the platform is designed to be user friendly, allowing organisations to adopt many features themselves as desired, it is expected that some startup services from IPI will be needed for implementation, depending on requirements. We offer free guidance and recommendations to ensure the optimal solution design. Extra professional services to deploy additional features can be purchased as needed - see our pricing document.

Support services are included in our service and priced according to solution scope.

Service Delivery Management is available as an optional extra.

The platform includes generous fair usage allowances for items such as APIs, Storage, Transcription etc. and are allocated based on license type. We offer free guidance around these elements as part of our solution design.

We provide, but do not charge for client management services - your client manager is there to ensure we build a strong partnership together and acts as your first port of call in the relationship.

We provide, but do not charge for customer success management services - your customer success manager is there to ensure you get the maximum value from the solution. They will build a success plan to achieve any objectives through best practise adoption of the Genesys platform and provide ongoing guidance.

2. Data Protection

2.1. Information Assurance

Security Accreditations and Certifications:

- **IPI Accreditations:** ISO 27001, Cyber Essentials, ISO 9001, ISO 14001.

Processes and Facilities for Secure Information Management:

- **Hosting and Infrastructure:** Genesys utilises AWS Cloud services to host the Genesys Cloud contact centre solution. AWS hold SOC 2 Type 2 report, ISO 27001, ISO 27017, Cyber Essentials Plus, and other accreditations.

Security Measures and Policies:

- IPI employs multiple layers of security to protect its premises, assets/systems, networks, and ultimately company and client information. These measures include, but are not limited to:
- Firewalls with Intrusion Prevention Systems (IPS)
- Anti-malware controls
- Managed XDR (Extended Detection and Response) capabilities
- Vulnerability management processes with regular scanning and penetration testing
- Backup policies and procedures
- Multiple layers of redundancy in physical hardware and network connections
- Physical and logical access controls
- Data loss prevention tools

These measures ensure comprehensive security and compliance with industry standards.

2.2. Data Back-Up and Restoration

Backups in the Genesys Cloud CX platform are performed 100% in the AWS environment. The frequency and technology of the backups depend on the type of data. The frequency ranges from real-time to monthly, with the technology used ranging from native service backups, S3 and snapshots. All other customer data submitted to the platform that is not captured by the data types will be uploaded to S3 in real-time or at least every 24 hours.

Customer data will be stored and maintained solely in Amazon AWS S3 with SSE (server side encryption) in the same AWS region where customer data resides.

2.3. Business continuity statement/plan

Our Business Continuity Plan (BCP) is designed to ensure the ongoing operation of key business areas and critical functions during any disruption. The scope of the plan covers all essential business operations, including customer service, data management, system availability, and communication channels. Key business areas identified include IT infrastructure, customer support, and data security.

Critical functions within these areas are prioritised based on their impact on overall business operations. Dependencies between business areas and functions are mapped to ensure that any disruption in one area does not cascade and affect others. For example, customer support relies on IT infrastructure and data access, while data management is dependent on secure system availability.

Acceptable downtime for each critical function is defined according to business requirements with the aim to minimise disruption and restore operations as quickly as possible. As we have staff in operations centres across London, Reading, and Manchester it allows us to respond very quickly between the three regions should staff in one or two regions be “incapacitated”. We also have agreed and accessible Business Continuity Plans in place and can provide documentary evidence if required.

A more detailed plan can be provided to the buyer on request.

2.4. Privacy by Design

To ensure compliance with GDPR, the Genesys Cloud CX platform, hosted on AWS, incorporates privacy by design principles from the ground up.

Genesys Cloud CX provides features and functionalities that enable organisations to manage and protect personal data in accordance with GDPR requirements. This includes data encryption, access controls, data retention policies, and data portability features.

Data Subject Rights: Genesys Cloud facilitates the exercise of data subject rights, such as the right to access, rectify, erase, or restrict the processing of personal data. Organisations using Genesys Cloud can leverage the platform to respond to data subject requests in a timely and compliant manner.

Security and Incident Response: Genesys Cloud maintains robust security measures to protect personal data processed within the platform. This includes encryption, access controls, monitoring, incident response procedures, and regular security assessments to safeguard data against unauthorised access or breaches.

GDPR Awareness and Training: Genesys Cloud provides resources, documentation, and training to help organisations understand their GDPR obligations when using the platform. This includes guidance on data protection best practices, privacy settings, and compliance considerations.

3. Using the service

3.1. Ordering and Invoicing

We recognise that although Genesys Cloud CX can be an 'off-the-shelf' solution, its capabilities are very wide-reaching. Therefore, we would follow up with consultations to discuss what potential buyers are trying to achieve and jointly scope the best mix of services, licences, and features to optimise benefit vs cost.

We then provide a detailed proposal and statement of works, checking that they meet your needs before progressing to the contract stage.

Once the contract is signed, there will be a ramp period allowed for the implementation of the Genesys solution

Clients will then be invoiced according to their payment profile e.g. annually in advance:

3.1.1. Annual In Advance

- IPI will invoice the client for the Genesys licences at the start of the Ramp Period. The invoice will cover the Ramp Period plus the first 12 months of Genesys licencing
- Thereafter, IPI will invoice the client for the Genesys licences on a 12 month in advance basis until the end of the Primary Contract Term

3.1.2. Monthly In Advance

- IPI will invoice the client for the Genesys licences towards the end of the Ramp Period. The invoice will cover the first month of Genesys licencing
- Thereafter, IPI will invoice the client for the Genesys licences on a monthly in advance basis until the end of the Primary Contract Term

Anyone wishing to discuss our services can contact IPI via enquiries@ipintegration.com. Please use 'G-Cloud 15' as the subject field.

3.2. Availability of Trial Service

Free trials of the software are subject to the vendor's (Genesys) current policies around trials so please check with us to see what is available at the time.

At time of writing, the following apply:

For new purchasers, there is currently a 4 month ramp period where license charges do not apply to allow end users time to configure and get to grips with the new platform.

Genesys offers an allowance of free AI tokens with each license to trial AI capabilities.

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

3.3.1. Onboarding Process Overview

IPI follows a structured, consultative onboarding methodology designed to ensure a smooth transition and rapid adoption of the CCaaS solution. Our approach combines **project governance**, **technical enablement**, and **customer success planning**.

1. Kick-Off Meeting

- **Customer Kick-Off Session:**

A formal meeting with key stakeholders to review the solution, deliverables, timelines, and governance structure.

- **Agenda Includes:**

- Roles and responsibilities
- High-level project plan
- Communication and escalation paths
- Success criteria and KPIs

2. Dedicated Team Assignment

- **Customer Success Manager (CSM):**

Acts as a strategic advisor throughout the contract lifecycle, driving adoption and business outcomes.

- **Service Delivery Manager (SDM):**

Oversees service performance, SLA adherence, and monthly reviews.

- **Account Manager:**

Responsible for commercial engagement and alignment with contractual obligations.

- **Technical Experts:**

Certified engineers and Solution Architects for configuration, migration, and optimisation.

- **Training & Enablement Lead:**

Delivers tailored training programs and knowledge transfer.

Support is not limited to the first 90 days; assistance continues throughout the contract term under our managed service model.

3. Documentation Provided

- **Customer Detail Workbook (CDW):** Captures all solution requirements and configuration details.

- **Operations Manual:** Includes escalation matrix, contact points, and support procedures.

4. Training & Enablement

- **Role-Based Training:** For administrators, supervisors, and advisors.

- **Train-the-Trainer Model:** Empowers internal champions.

5. Set-Up & Migration Support

- **Technical Workshops:** Define features and functionality.

- **Configuration & Testing:** System Integration Testing (SIT), System Acceptance Testing (SAT), and User Acceptance Testing (UAT).

- **Go-Live Support & Hypercare:** Dedicated engineers available during transition to ensure stability.

6. Account Management & Continuous Improvement

- **Monthly Service Reviews:** SLA performance, incident trends, and improvement opportunities.
- **Quarterly Business Reviews:** Strategic alignment and roadmap planning.
- **Customer Dashboards:** Real-time visibility of SLA performance and ticket status.

3.3.2. Optional On-Site Engagement

On-site visits can be arranged for critical phases such as kick-off, training, or go-live support, subject to buyer requirements. Whilst the professional services are chargeable, there is no difference in cost for onsite vs remote delivery.

We ensure a structured, secure, and compliant off-boarding process, involving notice management, planning, data export, access removal, and documentation. Our activities adhere to GDPR and ISO 27001 standards, with optional migration support available. Knowledge transfer sessions can be arranged to ensure the client is fully informed on system configurations and integrations, facilitated by a Service Transition Manager to ensure a smooth exit.

3.3.3. Notice of Termination

Clients must provide written notice of termination as per the contractual terms. Upon receipt, we initiate the off-boarding process.

3.3.4. Engagement & Planning

A formal off-boarding kick-off meeting is held with client stakeholders to:

- Confirm termination timelines.
- Define the scope of data migration and any bespoke requirements.
- Agree on roles, responsibilities, and communication channels.
- A transition plan is documented, detailing milestones and dependencies.

3.3.5. Timeframe & Governance

The typical off-boarding timeframe is agreed upon during the planning phase, considering:

- Volume of data to be exported.
- Complexity of integrations.
- Client resource availability.
- Governance includes weekly progress updates and escalation paths for any issues.

3.3.6. Data Export & Migration Support

Clients are given secure access to export their data, including call recordings, interaction logs, and configuration data. Data is delivered in agreed formats (e.g., CSV, encrypted archives) via secure transfer mechanisms. We can provide technical assistance for migration to a new platform if needed.

3.3.7. Service Access Removal

After data export is confirmed, user accounts and administrative access are deactivated in a controlled manner. Multi-Factor Authentication (MFA) and Single Sign-On (SSO) credentials are revoked, and all residual data is purged in compliance with GDPR and ISO 27001 standards.

3.3.8. Documentation & Handover

Clients receive:

- Final Service Report summarising off-boarding activities.
- Confirmation of data deletion and compliance with retention policies.
- Updated Operations Manual noting closure procedures.

3.3.9. Optional Support

- Hypercare Period: Optional short-term support post-off-boarding for technical queries.
- Consultancy Services: Assistance with migration strategy or integration with new systems.

If the client requires additional time to retrieve its Customer Data from the Cloud Services beyond the date of termination, the client may request a 30-day extension to the Subscription Term of the applicable Services Order; provided such request is made on or prior to the termination date. During the extended period, the client will be charged for its usage of the Cloud Services. The Cloud Services will be terminated at the end of the extension period, unless otherwise agreed to by the parties.

IPI also offers additional services, for an extra cost, to assist with more in-depth offboarding, including the provision of a bespoke exit plan. We work closely with clients to tailor a customised exit strategy that suits their specific needs. This service includes:

- **Notice of Termination:** Clients must provide written notice as per contractual terms. An assigned Service Delivery Manager (SDM) oversees all off-boarding activities.
- **Engagement & Planning:** We conduct a formal off-boarding kick-off meeting to confirm termination timelines, define data migration scope, and agree on roles and responsibilities. A detailed transition plan is documented.
- **Timeframe & Governance:** The off-boarding timeframe is customised based on data volume, integration complexity, and client resource availability. Governance includes regular updates and issue escalation paths.
- **Data Export & Migration Support:** Secure data export is facilitated, with optional technical assistance for migration to new platforms.
- **Service Access Removal:** User accounts and access are deactivated post data export, ensuring GDPR and ISO 27001 compliance.
- **Documentation & Handover:** Clients receive a final service report, data deletion confirmation, and an updated operations manual.
- **Optional Support:** We offer optional short-term support post-off-boarding and consultancy services for migration strategy or integration with new systems

3.4. Training

We provide a comprehensive range of training facilities designed to ensure effective orientation and engagement with new services. Our flexible approach caters to various learning styles and skill levels, aligning with your strategies and goals. Our training methods include train-the-trainer, guided learning, and e-learning, utilising the client's platform environment for real-world demonstrations.

Our training services can be standalone or integrated to create a customised package. The training cycle includes:

1. **Analysis:** Identifying knowledge and skill gaps.
2. **Design:** Developing learning objectives and interventions.
3. **Deliver:** Executing training and evaluating in real-time.
4. **Monitor:** Providing ongoing support and refresher sessions.
5. **Evaluate & Evolve:** Measuring training outcomes and addressing ongoing needs.

During the discovery phase, we produce a training approach, course outlines, and scope of delivery. A full training schedule, including end-user training, go-live support, and knowledge transfer, is planned. Workshops confirm training requirements, content, delivery methods, and schedules, which can be delivered remotely or onsite.

The training programme includes live demonstrations, supporting materials like quick reference guides and FAQs, and relatable metrics to show improvements in daily roles. We use a suite of tools including trainer-led sessions, customised user guides, FAQs, e-learning, and an online knowledge base with video guides.

For detailed pricing, please refer to our rate card/pricing.

3.4.1. Implementation Plan

A detailed implementation plan can be provided to the buyer on request, but below is a sample timeline that would typically take around 3 months to complete, depending on complexity and requirements.



Figure 2 - The default stages in an IPI contact centre deployment, with details of the activities involved.

3.5. Service Management

Service Management Overview

3.5.1. Service Constraints

- **Availability SLA:** The target availability is 99.99%, excluding planned or emergency maintenance.
- **Deprecation of Features:** Feature lifecycle management follows vendor roadmaps, with clients informed of deprecation schedules and provided with migration guidance.
- **Customisation Limits:** Customisation is within defined boundaries using configuration options and Service Tokens for MACD (Moves, Adds, Changes, Deletes). More complex integrations require a Statement of Work (SOW).

3.5.2. IT Service Management (ITSM) Standards

The service operates under an ITIL-aligned framework covering:

- **Incident & Problem Management:** Prioritised SLAs, such as P1 response within 30 minutes and restoration within 4 hours.
- **Change Management:** Formal approval process via the Client Portal.
- **Configuration Management:** Documented in the Customer Detail Workbook (CDW).
- **Root Cause Analysis (RCA):** Provided within 20 working days for Severity 1 incidents.
- **Ticketing & Escalation:** Managed through an enterprise ITSM platform with full audit trails, SLA tracking, and escalation paths.

3.5.3. Certifications

- **ISO 27001:** Information Security Management.
- **ISO 9001:** Quality Management.
- **ISO 14001:** Environmental Management.
- **ITIL Foundation Certified Personnel:** All service management staff and engineers follow ITIL best practices.

3.5.4. Continuous Improvement

- Monthly Service Reviews and Quarterly Business Reviews ensure alignment with client objectives.

3.6. Service Constraints

3.6.1. Performance & Availability

- **Target Availability SLA:** 99.99%, excluding planned or emergency maintenance windows.

3.6.2. Incident Response Times

- **Severity 1 (Critical):** Initial response within 30 minutes, restoration within 4 hours (24/7).
- **Severity 2 (High):** Response within 1 hour, restoration within 8 hours (24/7).
- **Severity 3 (Medium):** Response within 4 hours, restoration within 12 hours (Business Hours).

3.6.3. Support Hours

- **24/7 Support:** Available for critical incidents and major issues.
- **Business Hours Support:** Provided from Monday to Friday, 08:30–17:30 UK time, for standard requests and low-priority incidents.
- **Access:** Support can be accessed via telephone, email, and the client portal for ticket creation and tracking.

3.7. Service Levels

3.7.1. Service Levels Overview

We are committed to discussing and agreeing upon appropriate service levels prior to finalising any order. These service levels will be documented in the Order Form, reflecting the mutual agreement between both parties. Below is an overview of our standard service levels for incidents and service requests:

3.7.2. Incident Management

- **Severity Levels and Response Times:**

Severity	Initial Response	Target Restoration	Applicable Hours
1 – Critical	30 minutes	Four hours	24/7
2 – High	One hour	Eight hours	24/7
3 – Medium	Four hours	12 hours	Business Hours (08:30 to 17:30, Monday to Friday, excluding bank holidays)
4 – Low	Four hours	Five days	Business Hours

3.7.3. Incident Classifications:

- **Critical:** System failures affecting all users or security breaches.
- **High:** Major disruptions affecting multiple users or services.
- **Medium:** Moderate disruptions with available workarounds.
- **Low:** Minor issues affecting individual users.

3.7.4. Service Request Management

- **Classification and Response Times:**

Priority	Initial Acknowledgement	Target Completion	Applicable Hours
Priority 1 - High	Four hours	Two business days	Business Hours
Priority 2 - Medium	Eight hours	Three business days	Business Hours
Priority 3 - Normal	Eight hours	Five business days	Business Hours

3.7.5. Service Credits

Service credits apply if the availability of Genesys falls below specific thresholds, provided the customer reports the incident at the time. Credits are as follows:

Uptime	Credit (%)
Below 99.99%	10%
Below 99.0%	30%
Below 97.0%	100%

Uptime. “Uptime” is defined as the percentage of time during a month (not including Uptime Exclusions) in which all Genesys Cloud functionality necessary to perform real-time interactions between Customer and its customers/clients (e.g. inbound voice, outbound voice, IVR routing) are accessible. Uptime percentage is calculated as follows: $\text{Uptime} = (A - B + C) / A$; where A = total time in the month, B = time during the month in which critical business functions are not accessible, and C = time of Uptime Exclusions during the month.

A client will need to have raised an incident at the time of any published Genesys Platform incidents to be able to raise a service credit request against loss of Uptime Availability of the Platform

3.8. Outage and Maintenance Management

Genesys Cloud employs several strategies to prevent technical issues from causing delays. Outage avoidance is achieved through a robust operational security framework, including continuous logging, monitoring, and incident response procedures to detect and address issues promptly. The platform is built on hardened Amazon Machine Images (AMIs) that are rebuilt weekly, ensuring all components are up to date with the latest security patches and system updates. New server instances are deployed at least every 30 days, and old instances are terminated, minimising the risk of vulnerabilities and technical failures.

Service performance is planned and maintained by enforcing that no service can deploy with an AMI older than 15 days, and all services are monitored to ensure they are no more than 30 days out of date

on security updates. Regular internal and external vulnerability scans, as well as annual independent penetration testing, further ensure the reliability and security of the platform.

Downtime is measured and reported, with escalation paths and incident management procedures in place to address any issues swiftly. The Service Desk Analysts Team is responsible for logging and triaging tickets, ensuring incidents and service requests are managed efficiently.

For ad-hoc service needs, the platform's cloud-based architecture allows for rapid scaling and deployment of resources, ensuring that unexpected demands can be met without disruption. This continual updating and proactive management approach ensures the platform remains reliable and secure, minimising the risk of technical issues causing delays.

3.9. Financial Recompense Model for not Meeting Service Levels

We will make the Genesys Cloud CX Service available 24 hours a day, seven days a week, and use all reasonable efforts to provide 100% uptime, except for the following uptime exclusions:

- Occasional planned downtime at non-peak hours (for which we will provide advance notice); or
- Any unavailability caused by circumstances beyond our reasonable control, including failure or delay of the customers Internet connection, misconfiguration by the customer or any third party acting on the customers' behalf, issues on the customers network, or telecommunications services contracted directly by the customer.

However, if Genesys service uptime falls below the following thresholds in any one-month billing cycle (not including any uptime exclusions), the customer may request a service credit within thirty (30) days after the month in which the uptime fell below threshold.

The applicable credit is a percentage of Customer's monthly committed Genesys Cloud Subscription Fees as defined in the Statement of Work and is applicable only to Annual Prepay or Annual Month-to-Month contracts. The percentage applies to either the monthly committed Subscription fees, or if paid annually the annual minimum committed Subscription Fees, pro-rated for a one-month period.

The customer will need to request a credit via the Service Delivery Manager within thirty (30) days of which the uptime fell below one of the foregoing thresholds. Upon the customer's valid request, IPI will apply the applicable credit within an agreed timeline not to exceed 3 months from the date of claim. If the customer is on an annual pre-payment structure, IPI will provide the applicable credit as a credit to the prepaid balance or a credit refund, at the Customer's discretion.

UPTIME	CREDIT (%)
Below 99.99%	10%
Below 99.0%	30%
Below 97.0%	100%

Uptime. "Uptime" is defined as the percentage of time during a month (not including Uptime Exclusions) in which all Genesys Cloud functionality necessary to perform real-time interactions

between Customer and its customers/clients (e.g. inbound voice, outbound voice, IVR routing) are accessible. Uptime percentage is calculated as follows: $\text{Uptime} = (A - B + C) / A$; where A = total time in the month, B = time during the month in which critical business functions are not accessible, and C = time of Uptime Exclusions during the month.

A client will need to have raised an incident at the time of any published Genesys Platform incidents to be able to raise a service credit request against loss of Uptime Availability of the Platform.

4. Provision of the service

4.1. Customer Responsibilities

To use Genesys Cloud successfully, customers need:

- Reliable internet and compatible devices (e.g., WebRTC-enabled browsers).
- Configuration of advisors, routing, and compliance with data security standards.
- Integration with CRMs or UC platforms if required.
- For advanced features (AI, Workforce Engagement Management), manage tokens, permissions, and training.
- Clear business goals and readiness to transition from legacy systems.

Please refer to the terms and conditions supplied within our service listing on the Digital Marketplace for Genesys Cloud CX terms of use.

4.2. Technical Requirements and Client-Side Requirements

Genesys Cloud runs as a web app from most modern browsers, though it does have an optional desktop app install if preferred. The following are system requirements:

- 64-bit operating system
- 4 GB RAM minimum (8 GB RAM recommended)
- Dual-core processor
- 400 MB hard drive space (required to install the desktop app if used)
- For the desktop app, one of the following operating systems:
- Mac OS — two versions previous to the current release
- Windows 11

For the web app: Any desktop operating system that meets the other system requirements and can install a supported web browser, such as Linux and Chrome OS.

4.3. Additional requirements

- JavaScript must be enabled
- Minimum screen resolution: 1024 x 768

4.3.1. Notes:

- Genesys recommends against multiple simultaneous logins to the same Genesys Cloud account. For example, the same account logged in to multiple tabs or browsers, the same account logged in to the desktop app and in a browser, or the same account logged in to different computers at the same time.
- Genesys recommends that PCs exceed the minimum system requirements when WebRTC voice, video, or third-party resource-intensive software is used. For example, third-party applications can be more resource-intensive than Genesys Cloud.
- Genesys recommends that each Genesys Cloud-enabled device or computer includes antimalware protection.
- Some antivirus software runs real-time inspection on HTTPS and audio packets, and may lower the audio quality of WebRTC.
- For Genesys Cloud embedded clients, the minimum system requirements are based on the host or browser running the client, and vary based on the implementation.
- Genesys recommends that PCs exceed the minimum system requirements when screen recording is enabled for a desktop with multiple monitors, to successfully handle recording multiple concurrent digital interactions.

In terms of people requirements and time/effort on the client organisation's side, we discuss and document these once the deployment has been scoped, but can offer general guidance if desired - just contact us with an enquiry.

4.4. Outcomes/Deliverables

4.4.1. Deliverables

- Genesys Cloud Platform fully configured to client requirements.
- Customer Detail Workbook (CDW) documenting all configuration and integration details.
- Operations Manual including escalation matrix, support procedures, and contact points.
- Training Materials & Access:
 - Bespoke training programs for administrators, supervisors, and advisors.
 - Train-the-Trainer model and on-demand digital learning portal.
 - Knowledge Transfer Sessions during implementation and transition phases.
- Monthly Service Performance Pack with SLA metrics, ticket analysis, and improvement recommendations.
- Quarterly Business Review Reports including roadmap alignment and feature adoption insights.

4.4.2. Outputs

- Configured Contact Centre Environment supporting voice and optional digital (email, chat, SMS, social), AI, and workforce engagement management features depending on requirements.
- Integrated Reporting Dashboards for real-time and historical performance monitoring.
- Proactive Monitoring & Alerting with daily health checks and incident management.
- Multi-tiered Support Model:
 - 24/7 incident response for critical issues.

- ITIL-aligned change and release management.
- Customer Portal Access for ticket management, SLA tracking, and change approvals.

4.4.3. Outcomes

- Improved citizen experience through omnichannel engagement and intelligent routing.
- Operational efficiency via automation, AI-driven insights, and streamlined workflows.
- Enhanced compliance & security with ISO 27001 and GDPR-aligned processes.
- Continuous service improvement through regular reviews, CSI register, and innovation workshops.
- Organisational resilience through a highly available cloud platform.
- Strategic partnership supported by a dedicated Customer Success Manager and Service Delivery Manager to drive adoption and ROI.

4.5. Development life cycle of the solution

Genesys Cloud achieves an enterprise-grade Secure Software Development Life Cycle (SDLC) through rigorous adherence to secure coding techniques, using developers trained in secure code development, following peer review requirements, vigorous security, and unit testing, and using a structured change management program. Genesys Cloud performs peer code reviews on every pull request, as well as scans for third-party vulnerabilities that are being implemented. Genesys uses extensive peer review and strict change management as part of the Genesys Cloud development process.

We also use agile development methodologies but are not overly prescriptive. Most teams use either Scrum with 2-3-week sprints or Kanban. We practice continuous delivery and infrastructure as code, and in automating nearly everything possible. We require code reviews, and we use a branching structure for developing code rather than committing directly to the master. We test at multiple layers, including unit tests, integration tests, automated UI tests, automated API tests, and performance testing. We also follow chaos principles by injecting intentional failures into our non-production environments to ensure our services can tolerate them. Finally, we have a well-defined process for getting new features into production, which requires passing tests in production and the appropriate approvals.

4.6. After-sales Account Management

To build and maintain robust customer relationships, we adopt a comprehensive framework that combines account management, customer success, and service delivery management. This approach ensures strategic alignment, operational excellence, and continuous improvement throughout the customer journey.

Supported by Customer Success Managers, Service Delivery Managers and experienced technical experts and solution architects, we provide proactive governance, technical guidance, and innovation planning to help clients achieve their business objectives and maximize the value of their investment.

4.7. Dedicated Account Management Structure

4.7.1. Customer Success Manager (CSM):

- Acts as a trusted advisor, focusing on adoption, ROI, and business outcomes.

- Develops and updates a Customer Success Plan aligned with client priorities throughout the contract lifecycle.

4.7.2. Service Delivery Manager (SDM):

- Oversees service performance, SLA adherence, and governance.
- Leads monthly service reviews to ensure continuous improvement.

4.7.3. Account Manager:

- Manages commercial engagement, contractual compliance, and strategic planning.

4.7.4. Technical Experts & Solution Architects:

- Provide design, optimisation, and technical consultancy.

4.7.5. Training & Enablement Lead:

- Delivers bespoke training and ensures knowledge transfer.

4.8. Relationship Management & Communication

- **Regular Governance Meetings:**
Conducted to ensure alignment and address any issues promptly.
- **Monthly Service Reviews:**
Cover SLA performance, ticket trends, CSI register, and improvement opportunities.
- **Quarterly Business Reviews:**
Focus on strategic roadmap alignment, feature adoption, and innovation planning.
- **Customer Dashboards:**
Offer real-time visibility of SLA performance, incident statuses, and change approvals via the client portal.
- **Escalation Matrix:**
Provides clear paths for resolving critical issues rapidly and transparently.

4.9. Ensuring Customer Satisfaction

- **ITIL-Aligned Service Management:**
Ensures predictable and high-quality service delivery through incident, problem, and change management processes.
- **Proactive Monitoring & Health Checks:**
Daily platform checks and real-time alerts prevent service disruptions.
- **Feedback Mechanisms:**
Post-ticket surveys and in-ticket “Service Thermometer” track real-time sentiment.
Negative feedback prompts structured follow-up and remediation plans.
- **Continuous Service Improvement (CSI):**
A shared CSI register, reviewed monthly, tracks enhancements and addresses recurring issues.

4.10. Growing the Partnership

- **Innovation Workshops:**
Introduce new features, AI capabilities, and best practices to enhance operational efficiency and customer experience.
- **Roadmap Reviews:**
Keep clients informed of upcoming platform enhancements and deprecation schedules.
- **Value-Added Services:**
Include health checks, optimisation reviews, and consultancy on workforce management and routing strategies.

4.11. Long-Term Retention

- **Strategic Success Planning:**
CSM collaborates with client stakeholders to define measurable outcomes and adoption strategies.
- **Executive Engagement:**
The IPI Serve Programme ensures senior-level alignment between organisations.
- **Transparent Reporting:**
Monthly performance packs and quarterly reports provide actionable insights and demonstrate value.

4.12. Outcomes for the Client

- **Strong Governance and Communication Framework:**
Ensures effective communication and management of expectations.
- **Continuous Improvement and Innovation Roadmap:**
Drives enhancements and keeps the partnership dynamic and forward-looking.
- **Measurable ROI through Adoption and Optimisation:**
Demonstrates value and justifies ongoing investment.
- **Trusted Partnership Focused on Long-Term Success:**
Fosters a collaborative environment aimed at mutual growth and success.

4.13. Termination Process

Termination of the Genesys service is governed by the terms outlined set out in the Call-Off Contract.

5. Our experience

5.1. Case Studies

IPI have been deploying contact centres for over 20 years and have migrated dozens of organisations from on-premise to cloud, as well as setting up or migrating existing cloud contact centre users.

We partner with a number of public sector and not-for-profit organisations, as well as some of the UK's largest utility companies, retailers, insurance, and financial service providers.

Some examples of our current public sector and not-for-profit clients include (please contact us to find out the exact organisation names and details):

- NHS hospital trust – 70 contact centre and 14,000 back-office users
- NHS foundation trust – 250 users
- Housing trust – 400 concurrent users
- Accessible transport provider– 600 concurrent users
- Large international charity – 150 concurrent users

5.1.1. Health Services Charity Case Study

This organisation embarked on a digital transformation project with IPI to enhance their service accessibility and efficiency. Recognising the need for an omnichannel approach due to over 90% of their website traffic coming from mobile devices, the organisation partnered with IPI to implement Genesys Cloud. This robust solution streamlined inbound queries, improved client interactions, and facilitated proactive engagement through calls, emails, and SMS.

The transformation enabled 86% of their staff to adopt a hybrid work model, reducing the annual attrition rate by 5%. Additionally, the introduction of IVR and speech analytics tools helped identify client vulnerabilities, ensuring timely and appropriate responses. The Workforce Engagement Management suite provided advanced forecasting, scheduling, and quality assurance capabilities to improve internal efficiencies.

As a result, they saw a 23% increase in daily enquiries and successfully consolidated multiple CRM systems into a single platform, optimising operations and improving both employee and client experiences. The success of this initiative was recognised at the UK National Contact Centre Awards, where they secured a silver award in the Small Contact Centre of the Year category.

5.1.2. Accessible Transport Provider Case Study

A UK organisation, serving over 750,000 customers, partnered with IPI to modernise its contact centre operations. The transformation aimed to enhance customer experience and operational efficiency. IPI implemented a three-phased approach: 'Run, Grow, Transform'.

In the 'Run' phase, IPI migrated the on-premise architecture to Genesys Cloud, ensuring seamless telephony operations across multiple office hubs. This transition improved service delivery and reduced call handling times.

The 'Grow' phase introduced next-generation technologies, including digital deflection tools, IVR, and integration with WhatsApp, email, and SMS. These enhancements provided customers with more accessible and efficient ways to interact with the organisation, even during peak times. The introduction of live chat and voice bots further improved customer support, reducing the workload on customer service specialists.

Customer satisfaction increased significantly, with 100,000 new customers added in the last year alone. The tailored training programme for customer service specialists ensured a smooth transition, resulting in positive feedback and improved advisor well-being.

Overall, the collaboration between IPI and this organisation has led to a more efficient, customer-centric contact centre, enhancing the quality of life for individuals with disabilities across the UK.

5.2. Clients

We are happy to share specific clients, stories, and references with buyers – please contact us for further information.

5.3. Contact Details

Use the Subject Line: G-Cloud 15

Email: enquiries@ipintegration.com

Tel: 0118 918 4600