



Avalie Digital

Where Security Meets Innovation

Service Definition

**Cloud Telephony &
Contact Centre
Unification Strategy**



Crown
Commercial
Service

G-Cloud 15



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Summary

Avalie Digital is a specialist consultancy led by former Council Enterprise Architects and Service Leads who bridge the gap between internal operational reality and external commercial expertise. We provide strategic leadership for merging disparate council telephony systems into unified, cloud-based contact centres. We specialise in the rationalisation of IVRs, call routing, and numbering plans specifically for Large Authorities. By migrating legacy PBX systems to modern CCaaS platforms like we enable flexible working and seamless staff transitions.

We manage the complex "unpicking" of legacy infrastructure. Our service focuses on the rapid decommissioning of ISDN/SIP trunks, rationalising complex numbering plans (DDI ranges), and designing data-driven IVR flows that reduce abandon rates and operating costs. We provide a specialist migration and unification service for Local Authorities moving from legacy on-premise PBX (Avaya, Mitel, Cisco) to modern Cloud Contact Centre as a Service (CCaaS) platforms (RingCentral, 8x8, Microsoft Teams).

Background

Effective communication is the cornerstone of public service delivery. As local authorities undergo reorganisation (LGR), the challenge of unpicking legacy "spaghetti" networks and disparate council call centres becomes a critical priority. Our vendor-neutral approach ensures that telephony consolidation is driven by user needs and business outcomes rather than sales targets, providing a secure and compliant transition to a "One Council" communication model.

Avalie Digital's TOGAF-certified architects work with you to understand your present landscape, define your desired target state, and develop a pragmatic roadmap for achieving it.



Service Features

Our telephony and contact centre service is modular, scalable, and designed for the latest digital landscape:

- **Legacy-to-Cloud Migration:** Transitioning from on-premise PBX systems to flexible Cloud Contact Centre (CCaaS) environments.
- **CRM Integration:** Seamless telephony integration with platforms such as Dynamics 365, Salesforce, and Granicus.
- **Numbering Plan Consolidation:** Merging multiple organisation numbering plans and complex IVR structures into a single logical framework.
- **Automated Intent Recognition & Smart Triage:** Utilising Natural Language Processing (NLP) to identify citizen needs at the point of contact, ensuring they are routed to the most appropriate specialist without manual IVR navigation.
- **Microsoft Teams Phone System:** Designing and implementing secure, enterprise-grade Teams-based telephony.
- **Omnichannel Design:** Implementing unified communication flows across Voice, Webchat, and Social media channels.
- **Hybrid Work Enablement:** Empowering contact centre agents to work effectively from home or office locations.
- **Call Flow Rationalisation:** Mapping and streamlining call flows to reduce citizen friction and improve internal efficiency.
- **Real-Time Analytics:** Designing custom dashboards to monitor performance and resident demand.
- **Legacy Decommissioning:** Secure removal of costly legacy ISDN lines and on premise connected SIP trunks.
- **AI & Sentiment Analysis:** Leveraging cloud-native AI to monitor call quality and citizen sentiment in real-time.
- **Workforce Management:** Integrating scheduling tools to ensure appropriate staffing levels during peak volumes.



Service Benefits

We help authorities achieve a unified "front door" for residents while significantly reducing costs:

- **Financial Savings:** Visible reductions in line rental, hardware maintenance, and physical infrastructure costs.
- **Unified Resident Access:** Providing a single, easy-to-remember phone number for all unitary services.
- **Total Location Flexibility:** Allowing staff to securely access the telephony system from any location with an internet connection.
- **Disaster Recovery & Resilience:** Built-in cloud redundancy to ensure communication remains active during outages.
- **Intelligent Call Routing:** Routing citizens to the right department faster through data-driven IVR designs and AI Smart triage and Natural Language Processing.
- **Data-Driven Staffing Precision:** Integrates real-time analytics with Workforce Management to predict call spikes and adjust rotas dynamically, reducing abandon rates.
- **Billing Scalability:** Easily scaling capacity to handle peak periods, such as annual Council Tax billing or Elections.
- **Standardised KPIs:** Establishing consistent customer service metrics across the entire organisation.
- **Digital First Acceleration:** Supporting channel-shift strategies by integrating voice with digital webchat and self-service.
- **Reduced Technical Debt:** Moving away from "end-of-life" hardware to modern, evergreen SaaS platforms.
- **Agile Emergency Response:** Near-instant activation of dedicated emergency hotlines or crisis channels, bypassing physical hardware constraints to meet urgent public needs.
- **Quality Assurance:** Eliminates manual call sampling by using cloud-native AI to transcribe and score every interaction, ensuring consistent compliance across hybrid teams.



Our Approach

Avalie Digital use a structured framework to manage the complexity of large-scale technology transformations. We emphasise knowledge transfer, working side-by-side with your team to build internal capacity.

An example of how we run a migration to cloud telephony or a review of the estate. We use a structured framework to manage mergers and transformation complexity:

Phase 1 :

Discovery and Recommendation

1 - Pre Mobilisation

2 - Review

3 - Vision



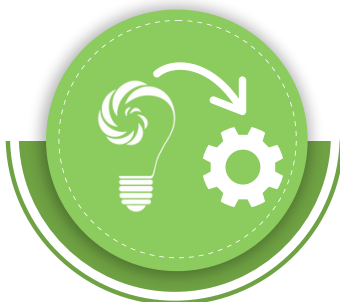
Phase 2 :

Project Management and Implementing

4 - Implement

5 - Integration

6 - Finalise





1. Pre-Mobilisation



Strategic Alignment: We engage with senior stakeholders to define the business case and vision for a unified telephony model.

Engagement Planning: We establish communication channels and outline key project milestones and resource allocations.

Infrastructure Audit: We gather documentation on current legacy PBX systems, existing DDI Ranges/numbers, and SIP/ISDN infrastructure.

2. Review

Usage Analysis: We conduct a forensic audit of current call volumes and "abandon rates" across all organisations to size the new cloud platform correctly.

Process Mapping: We analyse existing customer service workflows and how they currently align with legacy technology.

Gap Analysis: We identify inefficiencies in disparate council numbering plans and IVR structures that could cause resident friction.





3. Vision

User Needs Mapping: We hold workshops with Customer Service teams to design a single, logical IVR that routes citizens efficiently.

Target Architecture Design: We define high-level architecture principles for the new unified cloud contact centre, incorporating Zero Trust and NCSC security principles.

Platform Selection: We assist in procurement of the most appropriate CCaaS solution based on your specific requirements.



4. Implement

Governance & Selection: We develop guidelines for telephony selection and procurement support for consolidated communication contracts.

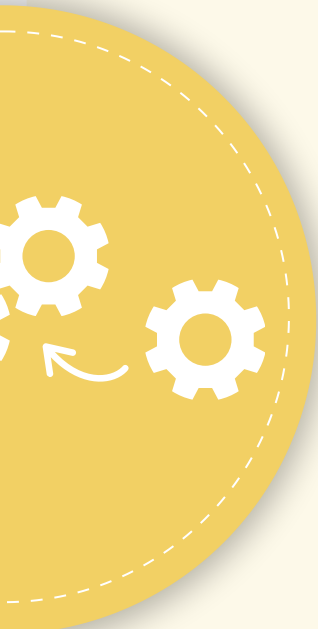
Number Porting Strategy: We manage the complex transition of existing phone numbers to the new cloud system, ensuring no citizen calls are dropped during cutover.

Training & Enablement: We provide hands-on "floor-walking" and tailored guides to ensure staff can use the system effectively from home or the office.





5. Integration



CRM & Omnichannel Integration: We integrate the new telephony platform with existing CRMs (Dynamics 365, Salesforce, etc.) and enable omnichannel capabilities like webchat and social media.

Hybrid Workforce Optimisation: We continuously tune the architecture to support permanent, secure, and efficient hybrid working models.

Security & Compliance Monitoring: We proactively monitor the new environment to ensure it adheres to relevant regulations and protects sensitive citizen data.

6. Finalise & Support

Project Closure: We conduct a formal review to assess outcomes, measures of success, lessons learned, and the achievement of identified cost savings.

Post-Implementation Support: We offer flexible "Hypercare" support and on-demand consultation for refining call flows or analytics dashboards.

Legacy Decommissioning: We finalise the project by overseeing the secure decommissioning of redundant legacy ISDN and SIP trunks.





Case Study Evidence

Full case studies can be found on our website, www.avalie.co.uk or by contacting us.

Rapid Cloud Migration (Thanet District Council)

Challenge: Thanet District Council faced a critical failure risk with an ageing on-premise Avaya PBX. The hardware was causing poor call quality and high abandonment rates. Crucially, the legacy softphones were incompatible with the Council's Chromebook estate, leaving 400 staff unable to work effectively from home.

Action: We led the rapid procurement and design of a RingCentral solution, selected for its seamless integration with the Council's Google Workspace environment. We successfully ported 1,000+ telephone numbers and migrated users to a device-agnostic platform accessible via Chromebooks and mobiles. We implemented Okta Single Sign-On (SSO) to streamline access and remove password friction for staff.

Outcome: The project delivered £50,000 in savings over a 3-year period compared to the legacy renewal. The Housing Department used new real-time analytics to identify specific call spikes (e.g., Monday mornings) and adjusted staffing rotas accordingly—insight previously unavailable. : Department managers gained the ability to manage their own call groups and update IVR messages for emergencies without waiting for IT support. The switchover was managed with zero downtime within a strict 4-month window.



Social Value

Avalie Digital is a purpose-driven SME consultancy. We understand that public sector contracts are about more than just delivery; they are an opportunity to generate additional value for society. We align our service delivery with the UK Government's Model Award Criteria (MAC) to ensure every engagement supports broader social, economic, and environmental goals.

MAC1



COVID-19 RECOVERY



MODERN WORKPLACES

Leveraging expertise to help public sector bodies transition to permanent, secure, and efficient hybrid working models.



DIGITAL ACCELERATION

Partnering with clients to recover lost momentum by accelerating cloud adoption and digital transformation.



MAC 2



TACKLING ECONOMIC INEQUALITY



REGIONAL FOCUS

Headquartered in Margate to drive opportunity outside major cities and in coastal communities.



SME SUPPLY CHAIN

Prioritising spend with SMEs/VCSEs and paying promptly to sustain the local ecosystem.



SKILLS DEVELOPMENT

Internal training in Enterprise Architecture & Cyber Security to close the digital skills gap.



COMMUNITY SUPPORT

Sponsors of Ramsgate FC juniors. Investing in youth sports for health and social cohesion.

MAC 3



FIGHTING CLIMATE CHANGE



REMOTE-FIRST

We eliminate commuting emissions for 100% of staff, minimising travel-related carbon footprints.



GREEN CLOUD

Transitioning clients from energy-heavy legacy infrastructure to efficient hyperscale cloud environments.



CIRCULAR ECONOMY

Strict WEEE compliance. We support "Right to Repair" and refurbish hardware for charity.



PAPERLESS WORKFLOW

Operating a fully digital environment to maintain a carbon-neutral administrative footprint.



MAC 4



EQUAL OPPORTUNITY



50:50 GENDER SPLIT

Exceeding industry averages for the technology and architecture sectors.



BLIND RECRUITMENT

Removing unconscious bias to ensure we hire the best talent based purely on capability.



DISABILITY CONFIDENCE

Providing assistive technologies and fully flexible working for staff with health conditions.



INCLUSIVE SECURITY

Cyber Essentials accredited with ongoing security training for all employees.

MAC 5



WELLBEING



FLEXIBILITY

Focus on delivery, not "presenteeism".
Support for carers.



VOLUNTEERING

Supported time off for local charities and community causes.



MENTAL HEALTH FIRST

Qualified Mental Health First Aiders available. Open culture free from stigma.



Service Management & Operations



ONBOARDING & EXIT

- **Mobilisation (Days 1-5):** Workshops, Project Definition Document (PDD).
- **Discovery:** Pre-configured data collection templates.
- **No Lock-in:** Full IP handover (RAG reports, Data models) in open formats.
- **Knowledge Transfer:** Formal handover sessions.



SECURITY & COMPLIANCE

- **Data Sovereignty:** 100% UK processing and storage.
- **Compliance:** GDPR, DPA 2018 (DPA available), NCSC Aligned.
- **Standards:** Least-privilege access, no persistent data retention.



SUPPORT & GOVERNANCE

- **Hours:** 09:00–17:30 Mon–Fri (excluding UK Bank Holidays).
- **Response:** Within 1 business day (Urgent escalation paths defined).
- **Reporting:** Weekly/Monthly progress & RAID log updates.

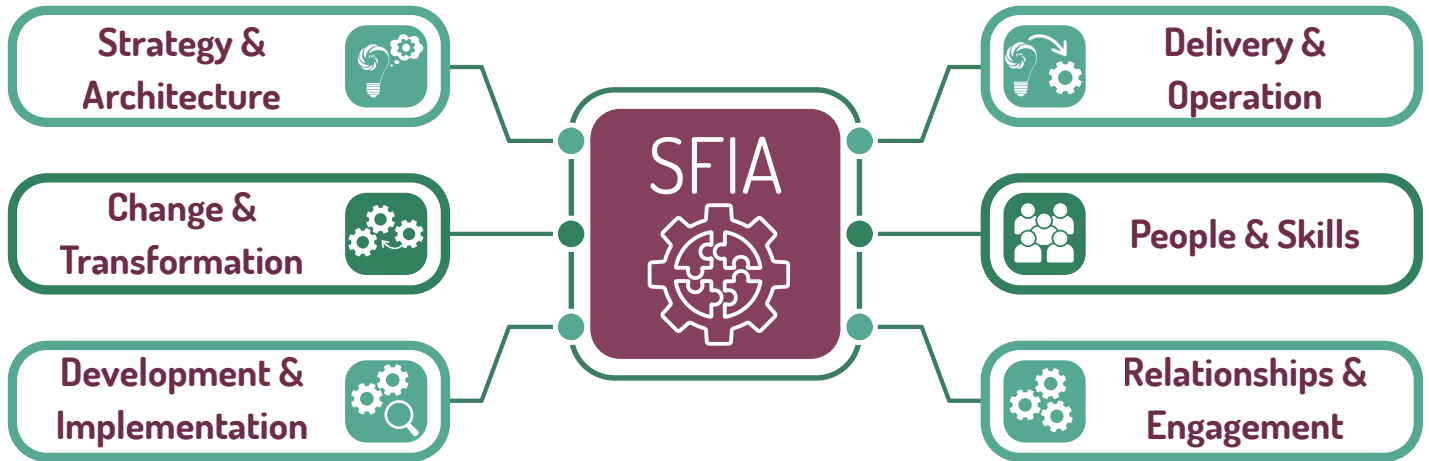


COMMERCIALS

- **Pricing:** SFIA Rate Card (Time & Materials) or Fixed Price.
- **Ordering:** Via CCS G-Cloud Digital Marketplace.
- **Invoicing:** Monthly in arrears based on delivery.



Pricing and definitions (SFIA)



SFIA Level	Level Description	Applicable Capability Areas	Day Rate
1	Follow	All six capability areas	£450
2	Assist	All six capability areas	£550
3	Apply	All six capability areas	£700
4	Enable	All six capability areas	£850
5	Ensure / Advise	All six capability areas	£975
6	Initiate / Influence	All six capability areas	£1,150
7	Set Strategy / Inspire	All six capability areas	£1,250

- Consultant's working day is 8 hours, excluding travel and lunch
- Working week is Monday to Friday, excluding national holidays
- Office hours: 9:00am to 5:30pm, Monday to Friday
- Travel, mileage, and subsistence within the M25 are included
- Professional indemnity insurance is included in the day rate
- All prices are exclusive of VAT

Overall price will be tailored on a case-by-case basis, bespoke to the tender



The Avalie Difference

Avalie Digital is a consultancy focused on sector-specific expertise, employing only Subject Matter Experts (SMEs) with extensive public sector experience. The team understands the nuances and challenges of government operations. Their approach adheres to strict professional standards, incorporating Enterprise Architecture principles (TOGAF) into deliverables while maintaining a strong security-first posture (CISM) for resilience and compliance.

Depth Over Breadth



We do not rely on generalist teams; we rely on specific public sector expertise. Avalie Digital exclusively deploys consultants with deep government tenure. This concentrated technical rigour allows us to deliver secure, compliant, and operationally viable outcomes.

Public Sector DNA



We don't just understand government; we come from it. Our team is comprised exclusively of experts with deep tenure in the public sector, ensuring an innate understanding of the complexities, nuances, and regulatory landscapes you navigate daily.

Secure by Design



Security is our baseline, not a bolt-on. Led by CISM professionals, we integrate rigorous risk management and security protocols into everything we do, ensuring your data and systems remain resilient against evolving threats.

TOGAF Aligned



We aren't just "tech delivery", we are Enterprise Architecture trained. We embed TOGAF-certified Enterprise Architecture principles into every engagement, ensuring that our solutions are not just functional, but strategically aligned, scalable, and built to last.

Key Personnel & Leadership

Joe Brackenborough



- **Public Sector Expertise:** Deeply rooted experience in both local and central government, expertly navigating the specific nuances and complexities of the sector.
- **Strategic Leadership:** Dedicated to leveraging technology as a catalyst for organisational evolution and reshaping business cultures within government frameworks.
- **Technical Translation:** Combines exceptional problem-solving capabilities with deep expertise to demystify complex systems for non-technical public sector stakeholders.
- **Security & Architecture:** A certified CISM professional who bridges the gap between technical risk management and enterprise architecture to ensure secure, scalable solutions tailored to government security standards.
- **Commitment to Innovation:** A proven track record of leadership within pioneering public sector authorities, driving service innovation.



Emily Mlles



- **Government Project Delivery:** extensive experience managing projects within the public sector, ensuring strict adherence to governance and transparency requirements.
- **Stakeholder Engagement:** Expert in navigating the complex landscape of public sector stakeholders, ensuring that digital initiatives are understood and embraced by diverse user groups.
- **Adoption & Communication:** Uses digital marketing expertise to drive user adoption of new government services, bridging the gap between technical rollout and citizen or staff engagement.
- **Process Optimisation:** seamless integration of project governance with digital strategies to maximise return on investment for public funds.



LEAN Management



Cyber Security



Ivan Goldsmith



- **Mission-Critical Systems:** Specialised expertise in delivering complex solutions for local government, including Housing, Planning, AI, and ERP systems.
- **Navigating Complexity:** A profound understanding of the nuances involved in large-scale public sector transformation, ensuring projects succeed despite technical and organisational challenges.
- **Public Sector Authority:** A distinguished track record across the public sector, driving the implementation of systems that underpin essential government services.
- **Rigorous Delivery:** Masters technical intricacies and robust methodology to ensure projects are delivered to scope and budget, consistently exceeding expectations in high-pressure government environments.

 BSc Hons Degree



Our Associates

Katherine Cheesman



- **Local Government Specialist:** Deep background in managing operations and projects specifically for councils and shared services, providing her with an insider's view of local government challenges.
- **Operational Nuance:** Understands the specific operational pressures and cultural nuances of the public sector, allowing for smoother technology adoption.
- **Holistic Change Management:** excels in bridging the gap between technical operations and user adoption, ensuring workforce buy-in for new government technologies.
- **Training & Enablement:** Hands-on experience as a Technical Software Trainer, ensuring that public sector staff are fully empowered to use new systems effectively.

Will Costello



- **Public Sector Intricacies:** Armed with a profound understanding of the unique governance, policy, and operational intricacies inherent in central and local government.
- **Transformational Strategy:** Lead revolutionary digital advancements within a prominent metropolitan council, demonstrating proven success in large-scale government change.
- **User-Centric Design:** Harmonises deep technological acumen with a user-centric philosophy to ensure government services are accessible, efficient, and citizen-focused.
- **Strategic Governance:** Expertise in devising digital strategies that help organisations define clear objectives and establish the requisite governance for successful goal attainment.





Avalie Digital

Where Security Meets Innovation

Let's Work Together



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VISIT WEBSITE

www.avalie.co.uk

**BOOK A DISCOVERY
CALL**

Start your transformation journey with us today.



HOW TO BUY

Available on G-Cloud Digital
Marketplace



OUR AIM

We aim to responding to all
queries within 1 business
day