



Audiem Service Definition Document

Framework name: G-Cloud 15

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Executive Summary

Audiem is a secure, cloud-based insight platform that helps public sector organisations turn large volumes of open-text workplace and facilities feedback into clear, prioritised insight. It is designed for teams who need to understand what people are experiencing in workplaces and related services, then make decisions they can explain and defend.

Who is Audiem for?

Audiem is typically used by:

- Workplace, Facilities Management (FM), Estates and Corporate Real Estate (CRE) teams managing workplace services, space and building experience.
- People / HR / Employee Experience teams working on wellbeing, engagement, attraction and retention, where workplace is a contributing factor.
- Transformation and Service Improvement teams who need evidence from lived experience to prioritise change.
- Large, distributed organisations with multiple sites, regions, buildings or service providers, where feedback is fragmented across channels.

What problems does Audiem solve?

Most organisations collect qualitative feedback but struggle to use it well. Common issues include:

- Too much unstructured feedback (user comments, helpdesk tickets, chatbots and other channels) to read and interpret reliably.
- Inconsistent analysis across teams, suppliers or regions, leading to noise and disagreement.
- Slow insight cycles, where findings arrive too late to influence decisions.
- Difficulty demonstrating impact, especially when changes span multiple services and locations.

Audiem solves this by analysing open-text feedback at scale, surfacing themes and sentiment, and helping teams identify priorities, root causes and change over time.

What makes Audiem different?

Audiem is not a general-purpose text analytics tool. It is built specifically for workplace and facilities insight:

- Workplace Mix™ framework structures insight across people and culture, workspace, technology and business outcomes, helping teams connect lived experience to operational and strategic priorities.
- Multi-source analysis supports feedback from surveys, helpdesk tickets, chatbots and similar channels, so insight is not limited to one dataset.
- Decision-support outputs including prioritisation, trend analysis and reporting exports, to support stakeholder communication and governance.



- Managed service approach with onboarding and customer success support, not just software access.
- UK-hosted on Microsoft Azure with controls aligned to ISO 27001 and UK GDPR, supporting public sector security expectations.

When is Audiem a good fit?

Audiem is a **strong fit** when you:

- Have significant volumes of open-text feedback and need a repeatable way to analyse it.
- Need to prioritise improvements across sites, services or contracts using consistent evidence.
- Want to track change over time and communicate progress to senior stakeholders.
- Need insight that is practical for workplace and FM teams, not academic research outputs.

However, Audiem **may not** be suitable when:

- You only need survey data collection. Audiem analyses feedback but does not replace survey tools.
- You have very low volumes of feedback where manual review is sufficient.
- You need a case management system to handle individual issues end-to-end. Audiem identifies themes and priorities rather than managing tickets.
- You require fully bespoke research consulting instead of a repeatable platform capability (optional support is available, but the core service is SaaS).

Example dataset selection and management view

Dataset	Type	Contributors	Viewpoints	Talking Points	Processed
Contract performance dat...	Contract performance data	300	300	744	2 months ago
Virtual suggestions - 28...	Suggestion box	702	702	1,517	2 months ago
Workplace experience sur...	Employee survey	1,000	820	4,160	2 months ago
Helpdesk data 2023-24	Helpdesk data	859	859	1,545	2 months ago

- 1. Dataset overview**
Lists all feedback datasets available within the client account.
- 2. Multiple feedback sources**
Datasets may include surveys, suggestion channels, contractor feedback and service desk comments.
- 3. Independent or combined analysis**
Datasets can be analysed individually or selected together to define the scope of insight.
- 4. Contributors count**
Shows the number of individual contributors represented within each dataset.
- 5. Viewpoints and talking points**
Indicates the volume of comments and analysable text segments within each dataset.



1. Service Overview

Audiem is a secure, cloud-based insight platform that helps organisations understand and improve workplace and facilities experience using open-text feedback.

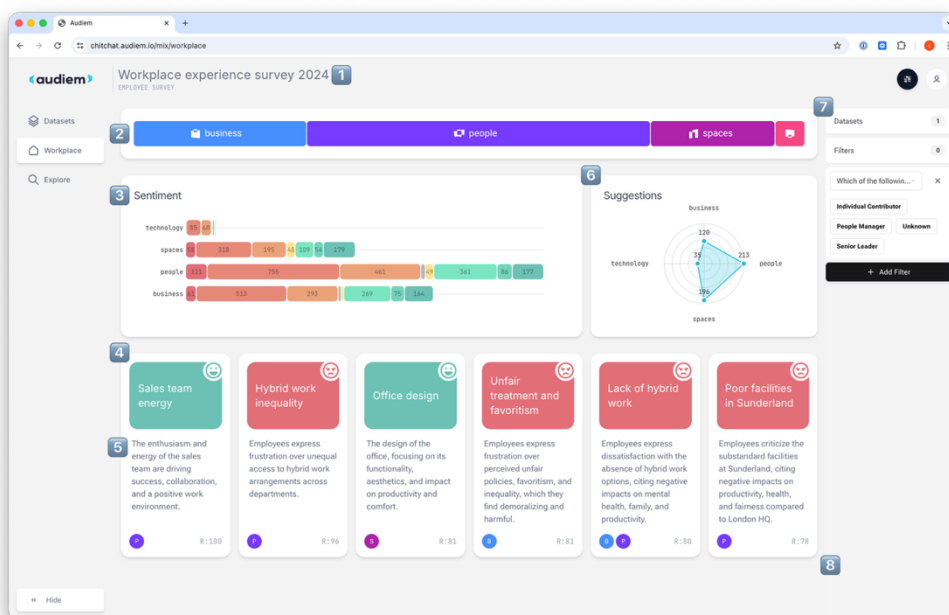
The service analyses qualitative feedback from multiple sources, including surveys, helpdesk tickets and digital channels, and converts it into structured, prioritised insight. This enables workplace, FM and corporate real estate teams to identify recurring issues, understand drivers of experience, and monitor change over time.

Audiem is designed for organisations managing feedback at scale, where manual analysis is impractical or inconsistent. It applies AI-driven text analytics to identify themes, sentiment, emerging risks and improvement opportunities within large volumes of open-text feedback, to support evidence-based decision-making across people, space and technology.

Insights are organised using Audiem's proprietary Workplace Mix™ framework, which connects lived experience to operational and business outcomes such as performance, reputation, appeal (for recruitment and retention) and wellbeing impacts. Results are presented through interactive dashboards and exportable reports to support internal communication and governance.

Audiem is delivered as a fully managed, browser-based SaaS service, hosted in UK Microsoft Azure regions. The service includes secure access, regular feature updates, and customer success support to ensure effective adoption and ongoing value.

Illustrative Workplace Mix™ headlines dashboard page



- 1. Dataset and context**
Example dashboard showing aggregated results from a workplace experience survey dataset.
- 2. Workplace Mix™ dimensions**
Insights are structured using the Workplace Mix™ framework, grouping feedback across business, people, workspace, technology and themes.
- 3. Sentiment distribution view**
Sentiment distribution highlights the balance of positive, neutral and negative comment feedback across key themes.
- 4. Priority themes (headline cards)**
Headline theme cards surface priority issues based on resonance (volume and significance).
- 5. Theme summaries**
Each theme includes a short narrative summary to support interpretation and discussion.
- 6. Suggestions**
Radar diagram showing the volume of suggestions within the dataset comments.
- 7. Filtering and scope controls**
Filters allow users to explore results by different dataset demographics like team, site, role etc.
- 8. Reporting readiness**
Dashboard views support reporting and export for stakeholder communication.

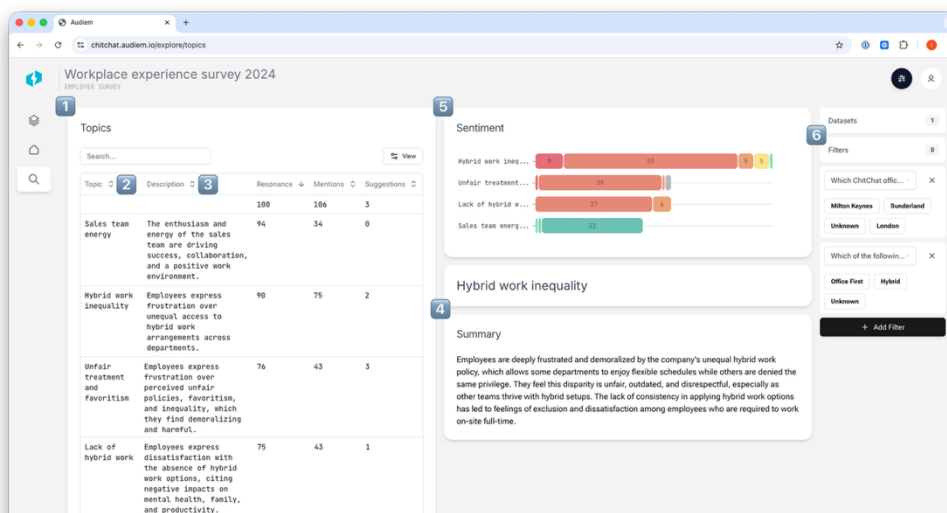


Key features

Audiem provides a secure, scalable platform for workplace and FM insight, combining AI-driven text analytics with a practical, decision-focused user experience. Key features include:

- **Multi-source feedback analysis:** Analyse open-text feedback from surveys, helpdesk tickets, chatbots and comparable channels in a single platform.
- **AI-assisted text analytics:** Automatically identify themes, sentiment, trends and emerging issues across large volumes of qualitative data.
- **Insight and prioritisation tools:** Surface priority issues, contributing factors and improvement opportunities using analytical methods designed for workplace and FM use cases.
- **Workplace Mix™ framework:** Structure insights across people and culture, workspace, technology and business outcomes to support consistent interpretation.
- **Interactive dashboards:** Explore, filter and compare insights over time through intuitive, browser-based dashboards.
- **Multi-language processing:** Analyse feedback in over 100 languages using automated translation and language-processing models.
- **User access and permissions:** Manage roles and access securely at account and user level.
- **Reporting and export:** Generate visual and narrative outputs to support internal reporting and stakeholder communication.
- **Security and compliance:** Hosted in UK Microsoft Azure regions and aligned with ISO 27001 and UK GDPR requirements.
- **Customer success support:** Structured onboarding, guidance and ongoing optimisation support from Audiem's customer success team.

Illustrative dashboard showing feedback topics and summaries





2. How Audiem Uses AI

Audiem uses AI to support the consistent, scalable analysis of open-text workplace and FM feedback. AI is applied as an analytical aid to help users identify patterns and priorities within large datasets. It does not replace professional judgement or organisational decision-making.

Use of AI within the service

Audiem applies a combination of machine-learning models and cloud-based language services to:

- Identify recurring themes and workplace topics within qualitative feedback.
- Assess sentiment and changes in tone over time.
- Highlight emerging or increasing issues that may warrant further investigation.
- Support analysis of feedback submitted in multiple languages through automated language detection and translation.

These capabilities allow organisations to analyse feedback more quickly and consistently than manual approaches, while maintaining transparency over how insights are generated.

Boundaries and limitations

Audiem's use of AI is intentionally constrained. **The service does not:**

- Make automated decisions or take actions on behalf of clients.
- Replace governance, assurance or human review processes.
- Operate as a conversational chatbot or general-purpose generative AI tool.
- Generate standalone recommendations without user interpretation.
- Use client data to train third-party AI models.

Where AI is used, outputs are surfaced as analytical signals that require review and interpretation by users.

Model governance and accuracy

Audiem's text analysis models are reviewed and tested prior to deployment and monitored during operation to ensure accuracy and reliability. Confidence thresholds are applied so that only high-confidence outputs are displayed within the platform, and users are able to review how individual items of feedback have been categorised.

Clients can flag potential issues for review, supporting continuous quality assurance. Clients can also opt out of their data being used for system training purposes.



Data handling and AI

AI processing takes place within Audiem's secure Microsoft Azure UK environment. Audiem's AI components are deployed within private networks and operate in line with the platform's wider security, access control and data protection measures.

Further details on data handling, security controls and compliance are provided in the **Security and data protection** section of this document.

3. Service Scope and Options

Audiem is delivered as a fully managed, cloud-hosted Software-as-a-Service (SaaS) platform for analysing workplace and facilities feedback. The core service includes:

- Secure access to the Audiem platform, hosted in Microsoft Azure UK regions.
- Analysis of open-text feedback within the contracted data volumes.
- Ingestion of data from supported sources, including survey tools, helpdesk systems, chat channels and comparable feedback sources.
- Automated text analysis, including theme identification, sentiment analysis and trend detection.
- Application of the Workplace Mix™ framework to organise and structure insights.
- Interactive dashboards and filtering tools to support exploration and reporting.
- User management, role-based access control and permission configuration.
- Ongoing platform hosting, maintenance, security management and feature updates.
- Standard customer support during UK business hours.

Audiem is delivered as a multi-tenant service with logical segregation of client data. Each client's data is isolated and accessible only to authorised users within their organisation.

No local software installation is required. The service is accessed via a secure web browser connection.

Options and extensions

In addition to the core SaaS service, Audiem offers optional services that can be procured separately where required:

- **Proof of Concept (PoC):** Short, time-limited engagements using live or anonymised data to validate use cases or demonstrate value.
- **Extended onboarding and training:** Additional workshops or train-the-trainer sessions for workplace, FM or transformation teams.
- **Integration support:** Assistance with connecting existing data capture systems or APIs to the Audiem platform.



- **Custom reporting and outputs:** Tailored dashboards, executive summaries or stakeholder-ready presentation materials.
- **Multi-year or portfolio-wide engagements:** Commercial options for organisations seeking longer-term or broader deployment.

Optional services are not required to use the core platform and are priced and defined separately within individual call-off contracts.

4. Service Onboarding and Offboarding

Onboarding

Audiem provides a structured onboarding process led by its Client Success Team, designed to enable clients to begin using the service quickly and effectively. During onboarding, Audiem will:

- Confirm agreed data formats and secure data transfer methods.
- Configure user accounts, access roles and organisational structures.
- Support administrators in uploading or integrating initial data sources.
- Deliver an introductory online walkthrough covering dashboard navigation, filtering and reporting.
- Identify relevant historic, current and future data sources to support insight development.

All clients are provided with access to user documentation, video guidance and live Q&A support as part of the standard service.

Additional onboarding workshops or extended configuration support can be arranged for larger workplace or facilities teams as an optional service.

Audiem aims to have new clients live within **ten business days** of receiving the initial data, subject to data readiness and access approvals.

Offboarding

At the end of the contract term, clients retain full access to the Audiem platform until the agreed service expiry date.

Authorised administrators may export all analysed datasets and reports directly from the platform in CSV or Excel format. Where required, Audiem can also provide an encrypted full-data export via secure file transfer (SFTP).

Customer data is retained for up to **30 days after contract expiry** to allow verification of successful data extraction. Following this period, all customer data is permanently deleted using cryptographic erasure in accordance with ISO 27001 and UK GDPR requirements.



Audiem can provide written confirmation of data deletion on request, in line with its information security and data protection policies.

Extended data retention or data migration support can be provided under a separate agreement where required.

5. Service Management and Support

Support model

Audiem provides all customers with access to its support team during UK business hours (Monday to Friday, 09:00–17:00 GMT, excluding public holidays). Support is included within the standard subscription at no additional cost and covers:

- Technical support and fault resolution.
- User account setup, access management and permissions.
- Data upload, formatting and ingestion queries.
- Guidance on platform navigation, dashboards and reporting.
- General service, usage and contract-related enquiries.

Support requests may be raised via email, telephone or by arranging an online meeting. All requests are logged, prioritised and tracked through to resolution, with progress updates provided as appropriate.

Service levels

Audiem's target platform availability is 99.9%, excluding planned maintenance. Service performance is monitored continually through Microsoft Azure's infrastructure and Audiem's internal checks. Planned maintenance windows are communicated to clients in advance.

Support requests are prioritised based on impact and urgency, as outlined below:

Priority	Example	Target Response	Typical Resolution
Critical	Service outage or loss of data access	Within 4 business hours	Within 1 business day
High	Major feature malfunction	Within 1 business day	1–2 business days
Medium	General usability or display issue	Within 2 business days	3–5 business days
Low	Non-urgent queries or guidance requests	Within 3 business days	As agreed



Account management

Each client is assigned a named Client Success Manager responsible for onboarding, configuration, and ongoing engagement.

Regular review meetings can be arranged to discuss insight application, performance trends and service feedback.

Clients may agree enhanced support arrangements under separate contract.

6. Security and Data Protection

Overview

Audiem applies information security and data protection controls designed to meet public sector requirements and good practice. The service operates in alignment with **ISO/IEC 27001**, **UK GDPR**, and the **NCSC Cloud Security Principles**.

All customer data is hosted within Microsoft Azure UK regions, benefiting from Azure's independently certified compliance with ISO 27001, ISO 27017 and ISO 27018. Security controls are embedded across the service, covering data processing, infrastructure, access management and ongoing monitoring.

Data protection and privacy

Audiem acts as a **data processor** on behalf of its clients.

Customer data is processed solely for the purposes defined in the relevant contract and is not shared with unauthorised third parties. Where personal data is present, it is limited to information voluntarily provided within feedback datasets. Audiem's processing activities are governed by its **Data Protection Policy** and **Data Processing Agreement**, which are available on request.

All data is encrypted:

- **In transit**, using TLS 1.2 or higher.
- **At rest**, using industry-standard encryption provided by Microsoft Azure.

Encryption keys are managed securely using Azure-native key management services.

Where AI-based processing is applied, it operates within the same secure Azure environment and is subject to the same data protection, access control and governance measures described in this section.



Access control

Access to customer data is restricted through **role-based access controls (RBAC)** and **multi-factor authentication (MFA)**. Administrative and standard user accounts are logically separated, and access is granted on the principle of least privilege.

Access permissions are reviewed at least annually and revoked promptly when no longer required. All access attempts and administrative actions are logged and monitored using Azure security monitoring services.

Resilience and business continuity

Audiem's hosting environment is designed for resilience and availability, using geographically redundant infrastructure across paired UK Azure regions.

Data is automatically replicated and protected against hardware or network failure. Encrypted backups are retained for **30 days**, enabling restoration in the event of data loss or service disruption.

Audiem maintains a documented and tested **Business Continuity and Disaster Recovery Plan**, aligned with **ISO 22301 principles**.

Incident management

Information security incidents are managed through a documented incident management process aligned with **ISO/IEC 27035**.

Incidents are logged, assessed and escalated according to severity. Where an incident impacts customer data or service availability, affected clients are notified promptly and provided with a post-incident summary following resolution.

Audit and compliance

Audit logs record user activity, data uploads and relevant system events. Logs are retained for a minimum of **12 months** and may be retained for longer periods by agreement.

Audiem reviews its information security controls on a regular basis and updates policies and procedures as required to maintain alignment with applicable standards, contractual obligations and regulatory requirements.

7. Pricing and Commercials

Audiem is provided as a cloud-based Software-as-a-Service (SaaS) platform on a subscription basis. Pricing is tiered based on the scale of use, including data volumes analysed, number of active users and required service features.



All subscriptions include platform access, hosting, security management, maintenance, regular updates and standard customer support during UK business hours.

Subscription tiers

Tier	Typical use case	Description	Indicative annual cost*
Professional	Smaller organisations analysing multiple feedback sources, or larger organisations analysing a single major dataset (for example, a global workplace survey).	Provides access to the full analytics platform, dashboards and data upload tools for up to 10 active users, with flexible configuration options.	£28,500
Enterprise	Organisations requiring ongoing, multi-source, multi-team use across portfolios, regions or service providers.	Includes unlimited users, extended data volumes, tailored configuration support and enhanced account management.	£62,000
Proof of Concept (PoC)	Short-term, defined projects or trial implementations.	Scoped engagement using live or anonymised data, delivered with onboarding and review support.	From £5,000

*Indicative prices are exclusive of VAT and subject to confirmation in the buyer's call-off contract.

Optional services

In addition to the core subscription, the following optional services may be procured separately where required:

Option	Description	Pricing Basis
Integration support	Secure data connections with existing survey or helpdesk systems.	Quotation per engagement
Training and onboarding workshops	Remote or onsite sessions for workplace or FM teams.	Daily rate
Extended insight reporting workshops	Facilitated sessions to explore findings, priorities and practical actions with stakeholders	Daily rate
Custom reporting	Tailored dashboards or stakeholder-ready presentation materials	Quotation per project



Commercial Terms

- **Minimum contract term:** 12 months
- **Renewal:** Annual or multi-year, with discounts available for extended commitments
- **Payment terms:** Annual payment in advance, in accordance with G-Cloud framework terms
- **Termination:** 30 days' written notice prior to the renewal date
- **Pricing governance:** All pricing is subject to and governed by the G-Cloud framework and will not exceed published rates

8. Terms, Dependencies and Technical Requirements

Service dependencies

Audiem is delivered as a fully managed, cloud-hosted Software-as-a-Service (SaaS) platform using Microsoft Azure. To use the service, buyers require:

- A reliable internet connection capable of secure HTTPS access.
- A modern, standards-compliant web browser (current versions of Chrome, Edge, Firefox or Safari).
- Nominated administrative users with permission to configure accounts and upload data.
- Feedback data provided in supported formats, such as CSV or Excel.
- Appropriate organisational approval to share non-identifiable feedback data for analysis.

No local software installation, VPN configuration or specialist on-premise infrastructure is required.

Assumptions and exclusions

The following assumptions apply to the use of the Audiem service:

- Buyer-provided data is assumed to be accurate, lawful and authorised for processing in accordance with applicable data protection legislation.
- Responsibility for obtaining respondent consent and applying data minimisation rests with the buyer.
- Audiem does not provide support for local networks, devices or browser configurations within the buyer's IT environment.
- Costs associated with third-party tools or services (for example, survey or data-capture platforms) are not included in the Audiem subscription unless explicitly agreed.



Terms of use

Audiem services are provided in accordance with **the G-Cloud Framework Terms and Conditions** and the associated **Call-Off Contract**.

Use of the service is also subject to Audiem's standard **Terms of Service** and **Data Protection and Privacy Policy**, which define roles, responsibilities, data handling requirements and conditions of service use.

Technical Specifications

Requirement	Description
Hosting environment	Microsoft Azure (UK regions, redundant data centres)
Access method	Secure web browser over HTTPS
Authentication	Username + password / Single Sign-On / Multi-Factor Authentication (MFA)
Supported formats	CSV, Excel, TXT for upload and export
Screen resolution	Minimum 1280 × 720 recommended
Accessibility	Designed to meet WCAG 2.2 AA

9. Contact information

Supplier: Workplace Advantage Ltd. (T/A Audiem)
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LinkedIn: <https://www.linkedin.com/company/audiem/>

For all service enquiries, support, or procurement-related questions, please contact your assigned **Client Success Manager** or email **hello@audiem.io**