

G-Cloud 15 Service Definition Document

Service Description

HireBOB is a cloud-based conversational AI platform that provides virtual “AI employees” for the health, fitness, and leisure industry. The service automates member communications, supports sales and retention processes, and enhances customer engagement across multiple digital channels including web chat, SMS, WhatsApp, and email.

HireBob enables organisations to deliver 24/7 personalised conversations that handle enquiries, bookings, cancellations, and member support — without requiring human intervention. Each AI employee is trained using natural human language, allowing it to respond contextually and maintain consistent brand tone and accuracy.

The platform integrates seamlessly with leading CRM, membership, and booking systems, ensuring real-time data synchronisation and smooth operational workflows. Built on a secure, scalable, cloud-based architecture, HireBOB supports both single- and multi-site deployments, making it suitable for operators of any size.

Users can train AI agents through an intuitive no-code interface, supported by detailed documentation, onboarding assistance, and analytics dashboards to measure ROI, engagement, and efficiency gains.

In essence, HireBob helps organisations automate routine communication, free up staff time, improve member experience, and increase revenue efficiency — all while maintaining compliance with GDPR and UK data protection standards.

Resilience

- The service is designed to be highly available – both compute and storage are replicated with automatic failover, and managed cloud services with built-in resilience are used where possible (e.g. load balancers, networking, container orchestration).
- The replicas are split across AWS availability zones, making the service resilient to both individual node outages and entire availability zone outages.

- Backups are taken daily and stored in an encrypted format. We publish an RPO and RTO of 24 hours, though in rehearsals, we have been able to restore the system from backup in under 2 hours.
- We have documented incident response and disaster recovery plans, and have rehearsed these, including rebuilding all the cloud infrastructure from a clean slate using infrastructure as code in under 2 hours.

Onboarding and Offboarding

Onboarding

HireBOB provides a structured onboarding process designed to help organisations deploy and configure their AI employees quickly and effectively. Each new customer receives:

- Guided implementation support from our customer success team to ensure a smooth setup.
- Access to comprehensive assets including setup guides, videos, and FAQs.
- Remote training sessions to familiarise staff with the platform and its key features.
- Assistance with **integration and data synchronisation** with CRM, membership, and booking systems.
- Best-practice guidance for AI agent configuration, testing, and optimisation to achieve the desired outcomes.

Throughout onboarding, our team remains available at any time to ensure the service is fully operational and delivering value from day one.

Offboarding

When the contract ends, users can easily export all customer data in open, machine-readable format (CSV). Our team can provide additional offboarding assistance if required.

All customer data is handled in accordance with GDPR and UK data protection regulations, ensuring secure deletion or transfer upon completion.

Constraints

Scheduled Maintenance is carried out during low-usage periods and will not exceed four hours per month. Where planned maintenance windows exceed 5 minutes, advanced notice will be given via the service status page.

Regarding the level of customisation, HireBOB supports web chat branding, email signatures, tone of voice, personality, notification routing and supports a range of

integrations with leisure and CRM systems. Customer integrations and development work are chargeable.

Service Levels

HireBOB is delivered as a fully managed cloud service with a minimum monthly uptime commitment of 95%, excluding scheduled maintenance and circumstances beyond the provider's reasonable control. Uptime is continuously monitored and reviewed monthly. Practically, in the last 3 months, uptime has been >99.9%.

Scheduled Maintenance is carried out during low-usage periods and will not exceed four hours per month.

If uptime falls below the 95% commitment, service credits are available at 5% of the monthly licence fee for each 1% below 98%, up to a maximum of 25%. These credits serve as the client's exclusive remedy for service availability shortfalls.

HireBOB's infrastructure and monitoring are designed for resilience, reliability, and data protection compliance, ensuring consistent service delivery across all environments.

Support

HireBOB provides comprehensive technical and customer support during business hours, Monday to Friday, 9:00–18:00 (GMT/BST). Support can be accessed via email.

Incidents are categorised by severity with defined response and resolution targets:

- Critical (Platform down) – Response within 2 hours, resolution within 8 hours
- High (Functionality impaired) – Response within 4 hours, resolution within 24 hours
- Medium (Minor issue) – Response within 8 hours, resolution within 3 business days
- Low (Non-urgent request) – Response within 24 hours, resolution within 5 business days

Unresolved issues can be escalated for higher-level attention, ensuring rapid involvement from senior support engineers. Updates, patches, and improvements are managed centrally by HireBOB to ensure continuous service performance and security.

Technical Requirements

For white-labelled email, we require email forwarding to be configured. We also require some DNS entries to be set up, to allow the email to be authenticated. Any integrations with customer CRMs will be scoped on a case-by-case basis.

Outage and Maintenance Management

HireBOB ensures system reliability through proactive maintenance and structured outage management.

Planned Maintenance: Scheduled maintenance is conducted during low-usage periods to minimise disruption. Clients are notified at least seven business days in advance, with details on timing, expected duration, and impact. Maintenance windows do not exceed four hours per month.

Emergency Maintenance: In rare cases of critical technical issues, emergency maintenance may occur without prior notice. Clients are informed as soon as reasonably possible via email or platform notifications.

Outage Management: The platform is continuously monitored for uptime and performance. Any unplanned outages are tracked, and the support team responds according to severity, ensuring rapid resolution. Incident updates are communicated through status dashboards, email alerts, and support channels.

Post-Incident Review: After any significant outage, clients receive a summary of the issue, root cause, and corrective actions to prevent recurrence.

Hosting

- The service is hosted in an AWS datacentre in Dublin, Ireland.
- The application is a multi-tenant design, with logical separation between clients. This enables efficient scaling and helps us keep costs down.
- We use subprocessors in the UK, EU and US. Due to many recent innovations in the AI space being driven by US-based companies, some of these subprocessors are only available in the US, though in time we expect UK/EU equivalents to emerge.
- Data transfers to the US are carried out either under the EU-US Data Protection Framework (DPF), or under Standard Contractual Clauses (SCCs) with Transfer Risk Assessments (TRAs) in place.

- Depending on the featureset a client requires, some of the subprocessors may not be necessary.

Access to Data

At the end of a contract, HireBOB ensures that all customer data remains fully accessible and exportable. Clients retain complete ownership of their data at all times.

Upon termination or expiry, clients can export all stored customer data in open, machine-readable format such as CSV. Exports can be completed self-service via the platform or with assistance from HireBOB's support team.

If requested, HireBOB will provide secure transfer of data to the client or a nominated third party within an agreed timeframe. Following confirmation of successful transfer, all client data is securely deleted from HireBOB systems in accordance with GDPR and UK data protection regulations.

Security

HireBob maintains a risk-based security assessment programme based on the ISO 27001 Information Security Management System (ISMS), which includes administrative, technical, and organisational safeguards designed to reasonably protect the security, confidentiality, integrity, and availability of Customer Data and of the application. We are UK Cyber Essentials certified.

Further details of our security posture are available on request.