

Service Definition Document



Cognigy Agentic AI as a Service

Service Type - Lot 2b: Software as a Service (SaaS)

Service Name - Cognigy Agentic AI as a Service(AlaaS)

Table of Contents

- 1. INTRODUCTION 3
- 2. SERVICE OVERVIEW 4
- 3. DATA BACKUP, RESTORE & DISASTER RECOVERY 8
- 4. ONBOARDING SUPPORT 11
- 5. OFFBOARDING SUPPORT 12
- 6. SERVICE CONSTRAINTS 13
- 7. AFTER-SALES SUPPORT 14
- 8. HOSTING OPTIONS & LOCATIONS 15
- 9. SECURITY OVERVIEW 16

1. INTRODUCTION

Concentrix is one of the world's largest providers of customer experience operations and technology, supporting over 2,000 Clients across more than 100 countries with 450,000+ agents and multilingual coverage in 60+ languages. With millions of customer interactions handled each day, Concentrix brings unmatched operational scale and deep expertise in designing, building, and managing next-generation customer experiences.

Today's enterprises are rapidly shifting toward intelligent, autonomous service models. Concentrix leads this transformation with an Agentic AI-driven approach that blends human expertise with advanced automation to deliver measurable outcomes. Our Agentic AI solutions operate proactively, reason across systems, and take action autonomously—enabling consistent, personalized, and efficient customer journeys at scale.

Concentrix AI and Automation experience

As a holistic partner, Concentrix takes end-to-end ownership of outcomes. We design experiences from the user backwards, ensuring technology aligns with real behavioral needs rather than system constraints. Our integrated operating model combines AI, automation, analytics, and CX operations, allowing clients to accelerate adoption, scale innovation, and deliver tangible business results.



Concentrix is consistently recognized by industry analysts for excellence in execution and transformation. Our Catalyst design thinking methodology, deep domain knowledge, and experience across industries uniquely position us to deliver seamless business and technology transformation—not just recommendations, but full lifecycle delivery.

By combining advanced Agentic AI, enterprise automation, omnichannel experience design, and data-driven insights, Concentrix helps clients improve customer engagement, reduce operational costs, enhance self-service, and manage continuous innovation. Our solutions adhere to stringent security and compliance standards while maintaining the flexibility, scalability, and reliability required by modern enterprises.

Concentrix remains committed to investing in the people, technology, and innovation needed to turn ambitious CX visions into reality for our clients worldwide.

2. SERVICE OVERVIEW

Cognigy is an enterprise-grade AI automation platform that enables organizations to deliver intelligent, efficient, and scalable customer experiences across every channel. Designed for global enterprises, Cognigy combines Conversational AI, Generative AI, and orchestration capabilities to automate high-volume interactions, empower frontline teams, and enable always-on service delivery.

Cognigy helps enterprises modernize their customer engagement by providing a reliable, secure, and extensible platform for building AI-powered virtual agents. With its low-code environment, intuitive design tools, and rich integration ecosystem, Cognigy allows both technical and business teams to rapidly create and manage automated experiences—reducing complexity, accelerating time-to-value, and ensuring consistent performance at scale.

Built on a cloud-native microservices architecture and aligned with SOC 2, GDPR, and ISO-27001 best practices, Cognigy delivers high availability, strong security, and enterprise-class resiliency. Organizations rely on Cognigy not only for its technology, but for its ability to streamline operations, enhance customer satisfaction, and support continuous service innovation.

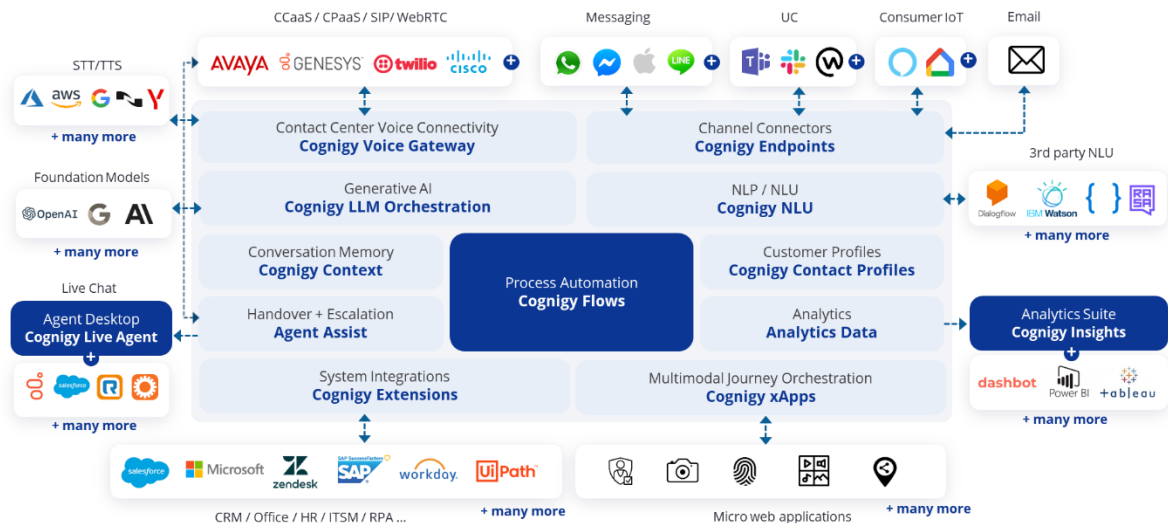
Overall Service description

Cognigy provides a unified platform for designing, deploying, and operating AI agents that interact naturally with customers through voice or digital channels. It acts as a central automation layer—connecting channels, data, workflows, and enterprise systems—to deliver seamless interactions and simplified service journeys.

The platform includes design tools, built-in AI models, orchestration capabilities, connectors to leading enterprise applications, and monitoring tools required to deliver automated service experiences end-to-end. Enterprises can deploy AI agents across a wide range of channels—contact center, chat, messaging platforms, mobile apps, IVR systems, and web interfaces—without needing to rebuild logic for each environment.

COGNIGY.AI Component Architecture

Cognigy's architecture is designed for flexibility and long-term adaptability. Its low-code tools empower line-of-business teams to manage conversational flows, compliance updates, and content changes independently, while IT teams maintain centralized governance, integration, and security controls. This operating model allows organizations to scale automation effectively across departments and use cases.



Why Enterprises Choose Cognigy

- **Scalable and resilient platform** built on modern microservices and Kubernetes.
- **Low-code development** enabling rapid deployment and easier ongoing management.
- **Flexibility and extensibility** through APIs, connectors, and open integration frameworks.
- **Advanced analytics and monitoring** to optimize experiences and measure outcomes.
- **Strong security and compliance foundation** suitable for regulated industries.
- **Proven ability to automate complex, high-volume service journeys** across sectors such as telecom, retail, BFSI, healthcare, and public services.

Proven Expertise & Enterprise Strength

Cognigy is consistently recognized by industry analysts for leadership in Conversational AI, Voice AI, and agent-assist technology. The platform supports the full lifecycle of an AI automation program—from initial design and architecture to training, integration, and operational optimization. This ensures enterprises can scale confidently while maintaining quality, compliance, and control.

Key Advantages

- Enterprise-ready AI agents orchestrated through Generative AI and NLU
- Secure and compliant platform aligned with global standards
- Unified management across all digital and voice channels
- Customizable and extensible framework that fits into any IT ecosystem
- Seamless human handover for blended automation and assisted support
- Continuous learning and optimization driven by analytics and AI

Business Impact

Cognigy helps organizations transform their service operations by:

- Reducing the cost of handling repetitive and Tier-1 interactions
- Improving customer satisfaction through fast, accurate, personalized experiences
- Enhancing workforce efficiency by offloading routine work
- Delivering consistent 24/7 availability without scaling human resources
- Accelerating digital transformation with reusable automation building blocks

Cognigy ultimately enables enterprises to create intelligent, autonomous, and resilient service environments that adapt to business needs and elevate both customer and employee experience.

Cognigy Platform Highlights

1. Enterprise-Grade AI Automation Platform

Cognigy stands out as a comprehensive AI automation platform built to meet the demanding needs of global enterprises. Its architecture supports high availability, resilience, and compliance, enabling organisations to accelerate their automation journey with confidence. Cognigy's platform serves as a strategic layer that connects customer interactions, business workflows, and backend systems, allowing enterprises to deliver seamless service at scale.

2. Unified AI for Voice and Digital Channels

Cognigy provides a consistent automation experience across voice, chat, messaging, web, and mobile channels. This omnichannel foundation ensures that customers receive the same high-quality service regardless of how they choose to engage. With flexible deployment options across IVR systems, messaging apps, and enterprise contact centre platforms, Cognigy allows organisations to modernise their engagement channels without disruptive overhaul.

3. Designed for Effortless Creation and Management

The platform is built with low-code/no-code tools that empower both technical and non-technical teams to design, iterate, and manage automated conversations. Real-time testing, visual builders, reusable components, and guided workflows streamline the development lifecycle and reduce dependency on specialised engineering resources.

4. Secure, Compliant and Enterprise-Ready

Cognigy is aligned with global enterprise security and data protection standards including SOC 2, ISO 27001 practices, and GDPR/UK GDPR compliance. Its cloud-native, microservices-based architecture ensures secure operations, strong data governance, and the ability to support highly regulated industries such as finance, healthcare, and public sector.

5. Deep Integration Ecosystem

Cognigy integrates seamlessly with leading CCaaS platforms, CRM systems, ITSM tools, ERP applications, and enterprise data sources. Its API-first design and extensive connector framework enable organisations to unify their operational landscape, automate complex workflows, and drive data-informed decision-making across the customer journey.

6. AI Orchestration and Accelerated Innovation

With native support for Generative AI and LLM orchestration, Cognigy allows enterprises to enhance automation performance while maintaining full control, governance, and safety. This approach enables rapid innovation, improved conversational quality, and intelligent routing of tasks across AI, human agents, and backend systems.

7. Enhanced Employee and Agent Experience

Cognigy's Agent Copilot extends AI capability to human teams by providing real-time assistance, summarisation, and knowledge retrieval. This reduces cognitive load on agents, speeds up resolution times, and improves accuracy in customer engagements—ultimately elevating workforce performance and satisfaction.

8. Comprehensive Analytics and Continuous Optimisation

The platform offers rich analytics dashboards, reporting tools, and insights to help organisations measure performance and optimise automated journeys. From intent-level optimisation to interaction quality monitoring, Cognigy empowers teams to continuously refine their automation strategy and deliver measurable business outcomes.

9. Industry-Proven Performance

Cognigy is widely recognised by analysts and enterprise leaders for its capability, maturity, and execution strength. Its proven track record spans telecom, BFSI, retail, utilities, healthcare, travel, and government sectors—demonstrating its ability to deliver high-impact automation across diverse, complex environments.

10. Measurable Business Value

Cognigy delivers tangible operational and customer experience benefits, including:

- Reduced cost-to-serve by automating high-volume tasks
- Faster response times and improved resolution quality
- Scalable 24/7 service availability
- Increased containment and deflection rates
- Higher customer satisfaction and loyalty
- Reduced agent workload and attrition through intelligent task offloading

3. DATA BACKUP, RESTORE & DISASTER RECOVERY

Cognigy provides a robust, enterprise-grade data protection and resilience framework designed to ensure continuity of service, safeguard customer data, and support rapid recovery in the event of failures or disruptions. The platform leverages cloud-native capabilities, industry-standard security controls, and automated resilience mechanisms to maintain high availability across all environments.

Data Backup Strategy

Cognigy performs scheduled, automated data backups in alignment with leading cloud provider policies (AWS/Azure). The backup strategy covers all critical components—including configurations, conversational flows, logs, analytics data, and integration metadata—to ensure complete recoverability.

Key elements include:

- **Automated daily and incremental backups** following cloud provider best practices.
- **Backups stored in encrypted repositories** across highly durable storage classes.
- **AES-256 encryption at rest** to protect backup data.
- **Configurable retention periods**, allowing customers to align backup policies with their own compliance or internal governance requirements.
- **Separation of backup and production environments**, supporting integrity and preventing data corruption.

Data Restore Capabilities

Cognigy supports structured and controlled restore processes designed to reduce downtime and ensure consistency. Restore operations follow Cognigy's formal Business Continuity and Disaster Recovery (BCDR) procedures and cloud platform SLAs.

Capabilities include:

- **Point-in-time restoration** for system configurations and data snapshots.
- **Rollback mechanisms** enabling restoration of flows, environment states, and configurations.
- **Governed restore workflows**, restricted by role-based access to prevent unauthorized rollback or data manipulation.
- **Support for customer-requested restore operations**, aligned with change management procedures.

High Availability and Redundancy

Cognigy's cloud-native microservices architecture is designed to deliver high availability and operational resilience.

Core design aspects:

- **Multi-Availability Zone (Multi-AZ) deployment**, ensuring continuous operation even if an AZ experiences issues.
- **Redundant compute and storage layers** to eliminate single points of failure.
- **Automated healing and restart of services** using Kubernetes orchestration.
- **Traffic load balancing** across nodes to maintain service performance.
- **Health checks, heartbeat monitoring, and real-time service supervision** for instant issue detection.

Disaster Recovery (DR) Strategy

Cognigy maintains a comprehensive Disaster Recovery strategy that aligns with SOC 2 and ISO 27001 controls. The DR framework ensures that operations can be restored quickly and securely in the event of major incidents.

Key DR components:

- **Documented Disaster Recovery Plan (DRP)** outlining procedures, roles, and recovery steps.
- **Recovery Point Objective (RPO)** and **Recovery Time Objective (RTO)** that align with enterprise expectations and customer contracts.
- **Automated failover mechanisms** for core services within the same region.
- **Rapid environment recreation** in the event of catastrophic regional failure, using infrastructure-as-code and containerized services.
- **Annual Disaster Recovery testing**, validating processes, tooling, and recovery timelines.

Security & Resilience Measures

In addition to structural redundancy and backup mechanisms, Cognigy enforces strict security measures to ensure data resilience:

- **AES-256 encryption at rest** and **TLS 1.2+ encryption in transit**.
- **Strict access control**, including SSO, MFA, and role-based permissions.
- **Annual third-party penetration testing** of the full platform.
- **Continuous monitoring and security incident management** aligned with SOC 2.
- **Compliant logging and audit trails** ensuring traceability and integrity of restore operations.

Compliance & Governance

Cognigy's data resilience practices align with major international and regional compliance frameworks, including:

- SOC 2 Type II
- ISO 27001-aligned controls

- GDPR and UK GDPR requirements
- Cloud provider physical and environmental security standards
- Corporate governance and secure development lifecycle (SDL)

Customer Control & Data Retention

Customers retain control over data lifecycle parameters through configurable retention policies. These allow organizations to:

- Define how long data is stored
- Control deletion schedules
- Ensure adherence to internal data governance, regulatory, or industry-specific retention requirements

Upon project termination, offboarding processes include structured data export and secure data deletion aligned with GDPR.

4. ONBOARDING SUPPORT

Cognigy provides a structured and comprehensive onboarding framework designed to help organisations adopt the platform efficiently, accelerate time to value, and establish strong foundations for long-term success. The onboarding experience combines training, guided implementation, best-practice enablement, and collaborative solution design.

Training and Enablement

- **Cognigy Academy Access:** Customers receive access to Cognigy Academy, which includes self-paced video courses, hands-on exercises, certification paths, and structured learning programmes for administrators, designers, developers, and operations teams.
- **Role-Based Learning Paths:** Separate tracks for Conversational Designers, NLU Specialists, Integrators, and Platform Admins ensure that each team member gains the skills relevant to their role.
- **Interactive Labs & Practical Exercises:** Hands-on modules enable teams to build flows, configure channels, and explore platform capabilities in a guided environment.

Documentation and Knowledge Resources

- **Extensive Online Documentation:** Cognigy provides detailed product documentation, API references, architectural blueprints, and configuration guides.
- **How-to Guides and Solution Templates:** Ready-to-use templates accelerate the development of common use cases and reduce onboarding effort.
- **Migration & Setup Guides:** Step-by-step resources support teams migrating from legacy systems or scaling to new environments.

Implementation Workshops

- **Architecture Workshops:** Joint sessions to define deployment architecture, access models, security posture, and integration strategy.
- **Conversation & Flow Design Workshops:** Collaborative design sessions to define use cases, map user journeys, create flow structures, and ensure alignment with business outcomes.
- **Integration Workshops:** Guided implementation of connectors, authentication methods, API interactions, and backend data flows.

Best-Practice Frameworks

- **Security & Governance Best Practices:** Alignment with enterprise standards and reference models for secure implementation.
- **Optimisation & Quality Frameworks:** Guidance on NLU tuning, performance monitoring, analytics evaluation, and interaction quality review.
- **Deployment Methodology:** Recommended CI/CD workflows, versioning strategies, testing approaches, and approval processes.

5. OFFBOARDING SUPPORT

Cognigy provides a structured offboarding process to ensure secure, compliant, and smooth disengagement when a contract concludes. Offboarding activities are executed in alignment with GDPR, UK GDPR, and internal customer governance requirements.

Data Export & Retrieval

- **Comprehensive Data Export:** Support for exporting conversation logs, analytics data, flows, intents, NLU models, resources, configurations, and environment metadata.
- **Customer-Controlled Data Movement:** All exports are provided securely to the customer, allowing them to store or migrate data as needed.
- **No Additional Charges:** All in-platform data exports before contract termination are provided at no extra cost.

Decommissioning & Access Removal

- **Cleanup of Integrations:** Removal of connectors, webhook endpoints, authentication links, and API keys.
- **Termination of User Access:** Removal of platform access for customer personnel and administrators according to offboarding plan.
- **System Configuration Shutdown:** Support for disabling flows, deactivating channels, and halting automations.

Data Deletion & Compliance

- **GDPR-Aligned Data Deletion:** Secure erasure of customer data from Cognigy systems following customer confirmation.
- **Cryptographic Erasure:** Deletion methods aligned with cloud provider standards and policies.
- **Audit Documentation:** Confirmation of deletion provided to the customer.

6. SERVICE CONSTRAINTS

Cognigy operates within certain technical and operational boundaries which customers should consider when planning deployments.

Availability & SLAs

- Availability commitments and Service Level Agreements are defined contractually and reflect enterprise-grade expectations.
- Customers may select enhanced support tiers with higher SLA targets.

Maintenance Windows

- Scheduled maintenance may occur periodically, with advance notice provided.
- Maintenance focuses on upgrades, patching, performance improvements, and security updates.

Platform Customisation

- Customisation must follow approved extension methods such as Extensions, Webhooks, and secure API integration.
- Unsupported modifications or direct manipulation of backend components are not permitted.

API and Rate Limit Constraints

- Rate limits apply based on environment and selected service tier.
- Customers should design solutions to operate within defined throughput thresholds.

Sandbox Environments

- Cognigy does not provide a public sandbox instance.
- Customers may use dedicated development and staging environments for testing.

7. AFTER-SALES SUPPORT

Cognigy provides comprehensive support services to ensure reliable operations, fast issue resolution, and ongoing optimisation of AI agents.

Support Channels & Coverage

- **24×7 Global Support** with severity-based SLAs for critical and high-impact issues.
- **WCAG 2.2 AA-Compliant Web Chat** for accessible support communication.
- **Secure Online Support Portal** for ticket creation, tracking, and knowledge access.

Premium Support Options

- **Phone-Based Escalation** pathways for urgent support under premium plans.
- **Designated Technical Account Manager (optional)** for strategic guidance and governance.

Onsite & Remote Support

- Onsite assistance available upon request and subject to contract.
- Remote troubleshooting, configuration support, and advisory services included

Third-Party Access

- Third-party vendors do not receive direct access to Cognigy support unless explicitly approved in the customer contract.

8. HOSTING OPTIONS & LOCATIONS

Cognigy is delivered as a secure, cloud-hosted service with flexible deployment regions to support global data residency and regulatory needs.

Cloud Hosting

- Hosted on leading cloud platforms (AWS or Azure).
- Fully managed service including infrastructure, scaling, monitoring, and updates.

Regional Deployment Options

- Support for data residency in the **United Kingdom, EU regions**, and additional cloud regions based on customer request.
- Localisation of data ensures alignment with GDPR, UK GDPR, and country-specific regulations.

Cloud Provider Security Inheritance

- Cognigy inherits physical, environmental, and infrastructure security controls from AWS/Azure.
- Benefits include redundant power, fire protection, controlled data centre access, hardware hardening, and continuous security monitoring.

9. SECURITY OVERVIEW

Cognigy maintains a mature security governance framework aligned with global standards to protect customer data, ensure service integrity, and support regulated industries.

Certifications & Governance Alignment

- **SOC 2 Type II** certification ensuring audited controls across Security, Availability, Confidentiality, Processing Integrity, and Privacy.
- **ISO 27001-Aligned ISMS** with policies governing risk, access, incident management, asset control, and data protection.

Data Protection

- **AES-256 encryption at rest** and **TLS 1.2+ encryption in transit**.
- **Granular RBAC** with MFA and enterprise SSO (SAML 2.0, OIDC).
- Data handling and deletion practices aligned with GDPR/UK GDPR.

Security Testing & Monitoring

- Annual third-party penetration testing covering platform, APIs, and key components.
- Continuous monitoring for anomalies, unauthorised access, suspicious activities, and performance degradation.
- Comprehensive logging and audit trails for compliance and forensic readiness.

Data Governance & Retention

- Configurable retention policies aligned to customer requirements.
- Secure erasure, cryptographic deletion, and sanitisation methods.
- Controlled access to data for authorised personnel only.

Incident Management

- Formal incident response processes aligned with SOC 2 and industry standards.
- Rapid triage, impact assessment, containment, and remediation workflows.
- Customer notifications based on agreed SLAs and regulatory obligations.

Cognigy ensures adherence to global privacy and security best practices, supporting customers in meeting internal, regulatory, and contractual compliance needs.

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