

# Service Definition Document

## Zoom Contact Centre & Unified Communications (CCaaS + UCaaS + AI Companion + Zoom Virtual Assistant)

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### 1. Service Overview

#### Service Name: Zoom Contact Centre & Unified Communications

Zoom Contact Centre and Unified Communications provides modern, cloud-native communications tools that combine telephony, omnichannel contact handling, collaboration, AI-driven assistance and workflow automation. The service is optimised for public sector organisations seeking to modernise customer experience, streamline operations, and support hybrid working.

#### Social Telecoms Context & Capability

Social Telecoms CIC has delivered telecommunications, UCaaS and CCaaS solutions to the housing and public sector since **2012**, serving over **200 housing associations and local authorities**. We partner with global providers including Zoom, 8x8 and Vonage, combining their platforms with housing-specific consultancy and account management. This enables sector-tailored deployments with proven results.

As a Community Interest Company (CIC), we reinvest surplus into community projects, aligning our mission with the values of public sector customers. Our track record includes extensive UC/CC programmes and migrations aligned with the 2027 PSTN switch-off and compliance with emerging regulations such as Awaab's Law.

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### 2. Key Features & Capabilities

#### Unified Communications (UCaaS)

- Cloud-based telephony with call routing, queues and auto-attendants
- Softphone applications for desktop, mobile and browser
- HD video meetings, screen-sharing and collaboration rooms
- Zoom Rooms for smart meeting spaces
- Voicemail, call history, call recording and analytics
- Presence, instant messaging and team chat

## Contact Centre as a Service (CCaaS)

Zoom Contact Centre delivers omnichannel capabilities including:

- Voice, SMS, email, webchat and WhatsApp
- Intelligent, skills-based routing
- Queueing, callback, wrap-up and adherence tracking
- Supervisor dashboards for monitoring and intervention
- Quality management including evaluations and coaching
- Advanced analytics and real-time dashboards
- Seamless handoffs between agents and channels

## AI Companion and Zoom Virtual Assistant

AI Companion and Virtual Assistant tools provide:

- Automated first-contact triage via intelligent chat
- Knowledgebase-driven responses
- Automated transcription and summarisation
- Next-best-action suggestions for agents
- Task automation for repetitive workflows
- Predictive routing

## Public Sector Enhancements

Social Telecoms enhances Zoom with sector-specific capabilities:

- Repairs triage flows for damp/mould, leaks, heating and compliance
- Automating low-complexity contacts with Virtual Assistant
- Tailored call flows for Repairs, Rents, ASB and Customer Services
- Integration with Housing Management Systems (HMS) and CRM platforms
- Sector-specific MI and reporting

These enhancements reflect our consultative approach used with Taff Housing, where Zoom was selected as the preferred CCaaS platform based on scalability, omnichannel capability and integration potential.

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## 3. Service Scope

The Zoom Contact Centre & UCaaS service delivered by Social Telecoms includes:

- Zoom tenant creation and configuration
- UCaaS deployment (telephony, meetings, chat)
- CCaaS deployment (omnichannel, routing, workforce tools)
- AI Companion and Virtual Assistant configuration

- Repairs triage conversational workflows
- HMS/CRM integration (where supported)
- User provisioning and permission configuration
- Access to dashboards and analytics
- Social Telecoms account management and support
- Optional Zoom Rooms deployment

### Added Value from Social Telecoms

- Consultative requirement-gathering aligned to housing SORs
- Managed service for rollout, embedding and optimisation
- Training for agents, supervisors and administrators
- PfH Framework direct-award eligibility to streamline procurement

**Not included:** Physical end-user devices; onsite engineering (available separately).

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## 4. Service Constraints

- Internet connectivity required
  - Some features require specific licence types (e.g., Virtual Assistant)
  - Video performance dependent on user device and bandwidth
  - HMS/CRM integrations require supported APIs
  - AI-generated outputs require organisational governance
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## 5. Onboarding & Offboarding

### Onboarding

Social Telecoms uses a structured, consultative model proven through engagements such as Taff Housing:

- Discovery sessions to map service requirements and validate SOR alignment
- Joint design sessions with Zoom for complex CCaaS architecture
- Configuration of queues, IVRs, omnichannel flows and Virtual Assistant logic
- Telephony migration and number porting
- Pilot deployment and UAT
- Training across roles (agents, supervisors, team leaders, admins)
- Assisted go-live with early-life support

### Offboarding

- Secure user deactivation

- Data export (recordings, logs, transcripts)
  - Configuration export
  - Support for transition to alternative platforms
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## 6. Service Levels (SLA)

Zoom platform SLAs provide:

- **High availability:** 99.9% uptime for core services
- **Support hours:** 24/7 for priority incidents
- **Response times:**
  - P1: <1 hour
  - P2: <4 hours
  - P3: <1 business day

## Social Telecoms Additional Assurance

- Performance and CX reporting
  - Quarterly reviews
  - Proactive monitoring and alerts
  - Dedicated account management
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## 7. Pricing Model

- Per-user licensing for UCaaS, CCaaS and AI features
  - Additional charges for Virtual Assistant volumes or advanced workflows
  - Optional add-ons (Zoom Rooms, Zoom Whiteboard etc.)
  - Professional services for onboarding and optimisation
  - Managed service options
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## 8. Technical Requirements

- Modern browser (Chrome, Edge, Firefox)
  - Windows, macOS, iOS, Android
  - Stable connectivity (higher for HD video)
  - Optional SIP interop via supported gateways
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## 9. Data Security & Compliance

- Encryption at rest and in transit
  - GDPR compliant
  - ISO 27001-aligned controls
  - Role-based access control
  - Data residency options
  - Supports compliance with UK public sector security policies
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## 10. User Roles & Permissions

- **Agent:** Handles omnichannel interactions and uses AI assistance
  - **Supervisor:** Monitors queues, evaluates agents, manages quality
  - **Administrator:** Manages configuration, routing, flows and reporting
  - **Super Admin:** Full platform and integration control
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## 11. Reporting & Analytics

- Real-time dashboards
  - Agent performance analytics
  - Sentiment, transcription and speech analytics
  - Channel utilisation and volume reporting
  - Supervisor performance tools
  - Housing-specific MI packs (Repairs, Rents, ASB)
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## 12. Integration Capabilities

- Housing Management Systems (selected platforms)
  - CRM integrations (Dynamics 365, Salesforce, Zendesk)
  - Click-to-call and click-to-video widgets
  - API support for automated workflows
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## 13. Service Roadmap (Non-Binding)

- Expanded AI capabilities (predictive analytics, natural-language workflows)
- Enhanced CRM/HMS integrations
- Additional omnichannel sources (social media, WhatsApp expansion)
- Low-bandwidth video optimisation for repairs triage

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## 14. Accessibility Statement

This document follows GOV.UK accessibility guidance. The Zoom platform supports:

- Screen reader compatibility
  - Keyboard navigation
  - Automated captioning
  - High contrast UI modes
  - Adjustable font sizes
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## 15. Terms & Conditions

- Standard Zoom licensing applies
  - Social Telecoms provides onboarding, setup, support and account management
  - G-Cloud 15 Call-Off terms apply
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## 16. Glossary

- **UCaaS:** Unified Communications as a Service
- **CCaaS:** Contact Centre as a Service
- **AI Companion:** Zoom automation and AI assistance suite
- **Virtual Assistant:** Zoom chat-based automation and triage tool
- **HMS:** Housing Management System
- **SOR:** Statement of Requirements