



G-Cloud 15 Service Definition

**Accenture AI Work Classification and
Automation**

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 **accenture**

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1.0 Scope of our services

This service encompasses all aspects of the design, build, implementation and run of services to classify work and perform subsequent automation of that work.

The work to be classified may be email, scanned post, scanned documents, text messages, voice data or any other such communications. The service takes any digital files and classifies the work for subsequent processing, adding metadata for indexing and, where appropriate, contextual data to support further processing. Over time, the automation can be extended to cover addressing the customer's intent from the communication or otherwise completing the work to be done.

At a high level, the service covers the following process:

- Convert digital in-bound work into standard classifiable formats – e.g., convert speech to text.
- Classify work items using the approach set out in section 2. This applies structured micro-AI services (primarily implemented using Open-Source NLP and Machine Learning libraries such as SpaCy, TensorFlow and Scikit-Learn), cloud AI services (AWS, Azure), market leading products (Kofax suite, Hyper science etc.) and custom code for higher classification accuracy. Work is categorised by type - e.g. what type of document it is – specific forms, complaint letters etc. - and intent - what action is required to resolve it.
- Extract key data (such as Name, NINO, Address, Dates etc.) from the work items that would help in understanding the context and enable further automation
- Add indexing metadata to the work item for routing or further processing within the organisation. Together with the classification step above, this can be used to replace current manual (often outsourced) indexing activity.
- Gather supporting context to add to the metadata. For example, context data may include claim status for a customer and / or further details of the customer that will be needed for subsequent processing. This data gather is delivered using a combination of Robotic Process Automation (RPA) where necessary and custom code with Application Program Interface (API) connections to data sources where possible.
- Validate the inbound work – e.g., to verify that customer details match those on record.
- Provide exception processing for all the above – e.g., refer to a human where classification or indexing is not possible. Exception processing is handled via intuitive user interfaces.

Complete any automated processing that can be done to meet the intent of the classified work. The scope of the service includes all work related to the discovery, build, implementation, operation and continuous improvement of the processes set out above. Delivery activities in scope of this service include:

- Process review and identification of automation opportunities. 'Front-door' process for identification and qualification of automaton opportunities and backlog management.
- Business case development and benefits realisation tracking (via automated dashboards)
- RPA and AI product selection
- Automation design, build and implementation, including application architecture and consistent state model
- Development environment set-up including code library repositories and DevOps for Continuous Integration and Continuous Deployment capabilities
- Capability development for client personnel to transition skills in house
- Production environment design, build and implementation. Fully templated environments.
- Design, build and implementation of common services such as error handling, logging, reporting and automated credential management
- Operation Centre set up and operation
- Private cloud and on-premises deployment of industry leading products (e.g., Kofax Capture, Kofax transformation, Kofax total agility, Hyperscience, Abby, Omnipage).

- Integration of these products with other technologies (e.g., RPA, Open-Source AI capabilities) and targeted applications via API's, to implement an efficient indexing solution
- Development and Integration of cloud AI services (e.g., AWS comprehend, AWS Textract, AWS Sagemaker, Azure form recogniser) as required with the indexing solution
- Migration of solution built using on premise products like Kofax Capture to private cloud

Ongoing maintenance and Service continuous improvement

1.1 Accenture capabilities in Machine Learning and Intelligent Automation

Accenture has an extensive network of over 3,000 data scientists within our Applied Intelligence practice and we are ranked by all major industry analysts as being leaders in the AI industry. Along with Machine Learning and AI more widely, Accenture is experienced in Deep Learning and bringing cutting edge AI tools and techniques to clients. As an example, Accenture applied Deep Learning and Neural Networks at scale for one of the largest US-based telecommunications companies. As their transformation partner, Accenture implemented an enterprise-wide, scalable and multi-channel architecture that uses Neural Network techniques to auto-recognise speech, text, context and apply sentiment analysis.

Accenture has been recognised by Gartner as having the “largest automation capability of any IT service provider”. Accenture delivers RPA services to 400+ clients globally. Over a timescale of four years Accenture has delivered over 4,900 automations for our clients within our Operations practice. These automations perform workload equivalent to 22,000 FTEs. For the UK Government, we have the largest implementation of UiPath on Amazon Web Services. We also manage 800 NICE bots via cloud orchestration. This has enabled us to implement an industry first in accessing and automating UK Government legacy mainframes with RPA from the cloud.

Accenture is global partners with UiPath, Blue Prism, Pega, Nice and Automation Anywhere, with over 2,000 RPA practitioners worldwide across all the main vendors, as well as 500+ automation and technical architects.

2.0 Approach

Accenture has a highly differentiated approach to the application of enterprise-scale classification challenges using AI. Our experience has taught us that the best classification accuracy is achieved by building up multiple micro services on a common platform. This is achieved by using a combination of cloud AI services (AWS, Azure) and multiple Open-Source components such as Open CV, Python, Spacy, TensorFlow and Scikit-Learn libraries to create performant, maintainable and low-cost services with high accuracy. Depending on the use case, we also leverage our expertise in marking leading products in this space (such as the Kofax suite, Hyperscience) to deploy them in private cloud and integrate with other technologies for delivering a seamless solution.

Classifying millions of work items into what can be thousands of categories is **not** best done in a single data model. Throwing more data at faster computers and bigger models does not engender accuracy. More specific questions (and more narrow training data sets) drive more precise answers. Reducing the number of classification categories per model reduces the number of opportunities for error. To achieve this, we use a structured combination of machine learning models, each invoked by an API (Application Programme Interface). Each model is used to classify a subset of categories. For example, if only 2 types of document are ever less than 50 kilobytes in file size, then a piece of code checks the file size of the document and if it is less than 50kb it is passed to the model trained only to differentiate between those 2 document types.

Likewise, where documents contain specific images or trigger words unique to those documents, these are used to classify the work rather than probability—based machine learning. As an example, there is a specific crest at the top of UK birth certificates documents. Computer vision AI can be used to identify that image and classify the document.

This structured approach that combines multiple different machine learning modules and elements of custom code provides for high accuracy, ease of re-training each specific model and maintainability and extendibility over time. For example, to improve the accuracy of classification of one document type, only part of the platform needs to be changed or retrained.

The input from multiple machine learning models can be aggregated into one meta-model with further machine learning taking weighted inputs of probability and deciding on the overall classification.

In addition, we also use Natural Language processing techniques for summarizing the content of a document, extract key entities/phrases, sentiment analysis, detect paragraphs and cluster similar documents together. A combination of the techniques listed above, helps us to classify structured, semi structured and unstructured documents (also known as whitemail).

We also leverage cloud services and custom products for Intelligent Character recognition (handwriting detection), that helps us to index handwritten documents or extract key handwritten data from documents.

The platform is hosted in a virtual environment (i.e. cloud – whether public or private) for scalability and flexibility. Rapid delivery of high-quality services requires DevOps and extensive continuous integration automation. Putting in place this delivery pipeline is a key part of the service.

Where certainty about any given classification is below a configurable accuracy threshold, the work is referred to a human for assessment. To do this, we provide a simple, user-friendly interface designed for speed through which corrections can be made. These corrections are used to retrain the relevant models and improve accuracy over time.

As part of the classification process, machine learning and pattern-matching code is used to identify key data items, such as personal identifiers (e.g. tax reference number, national insurance number, name, date of birth, crime reference number etc. as appropriate) in the work to be classified. These identifiers are used to index the work with relevant meta-data.

A further transformative aspect of this process is that the identifiers can be used to add contextual data. For example, the identifiers can be used to retrieve data from core systems and verify that personal details match those held on systems of record. Additional relevant context may be related to what case or cases a customer has open and other aspects of recent contact. This supporting data can be added to the indexed metadata to give a fuller picture of what the next appropriate action is for this piece of work.

Further machine learning can then be used to decide the next best action. In some cases, this action can also be automated.

Both for retrieval of the context data in an efficient and low-cost manner and subsequent execution of next best actions, this service uses a combination of robotic process automation (RPA) and custom code as appropriate.

As for the classification and indexing process, in any cases where there is insufficient certainty about the next best action or where data validations fail, the case is referred to a human for intervention.

We also provide integration capabilities with Graph database which are used to ingest the identifiers extracted from documents and other contextual data, to create relationships that can generate valuable data insights and help in use cases such as fraud detection.

From the start, this service includes analytics and reporting dashboards to support intelligence regarding work volumes, errors and means for improvement. The automated classification of inbound work is an essential first step in creating a digital perimeter around the organisation that supports full visibility of customer contact and intent. Once the perimeter has been digitalised, further automation can then be added – reaching back into the organisation towards systems of record. As such, this service is a key enabler for extensive digital transformation of public sector organisations.

The data captured by the service support benefits realisation tracking. Development of the business case, measuring against it and analysing opportunities for improvement is a key thread that runs through this service.

3.0 Assets and Tools

This service encompasses the following tools:

- Accenture Micro-AI approach and methodology
- **Automation Diagnostic:** templates and approach to assess current processes for automation and give indicative costs and benefits.
- **Benefits dashboard** (Qlik or Kibana): templates for Qlik or Kibana dashboards to track benefit realisation over time (driven by logging from the automated services).
- **Product selection matrix** for RPA and AI products and services
- **State model** (currently for UiPath but customisable to other RPA products) to ensure consistent processing, error-handling and business continuity for automated processes
- **Application architecture design** for highly resilient, scalable and secure automations
- **Build standards** for RPA and AI
- Infrastructure as code template (currently for AWS)
- **Test Environment development approach and tooling** to capture and recreate application user interfaces in a self-contained application
- **Automated credential management solution** (for dynamic allocation of user credentials to robots as the are created / repurposed)
- **Robotic and AI Operations Centre capability** – currently provided out of Accenture Newcastle in the UK and already supporting multiple clients
- **Training academies** to build in-house capability. RPA (UiPath) academy currently available. AI, DevOps, Business Analysis and Analytics academies due in 2019.
- **Automated test data creation** using AI (Generative adversarial networks) to create test data forms with cursive handwriting

4.0 Expected Outcomes

The expected outcomes from this service are:

- **Efficiency gains** including reduction / removal of operational processing backlogs:
 - AI classification and indexing can provide substantial cost savings over manual alternatives.
 - In some cases, classification and indexing work is already outsourced. This service can replace that outsourced service with automation and achieve a lower price point.
 - Automation of 'next best action' and resolving work items adds further benefits on top of the savings from the classification process
 - Better, faster, cheaper classification and indexing compared to manual processes. This has compound benefits in terms of reducing status-chasing and other such nugatory contacts from citizens.
- **Improved customer service** from faster response and reduced error
- More scalable, maintainable and extendible AI models relative to standard industry approaches
- **Inbuilt continuous improvement** – the exception and feedback processes support continual re-training and improvement of the classification, indexing and next-best action models.
- **Improved business insight** – all work is categorised and logged from the moment it arrives at the organisation boundary. A reliable view of work on hand allows for better resource allocation and planning within the organisation.
- **Generate data insights** – easy integration with graph databases and ingestion of data extracted from documents combined with contextual data helps to generate valuable insights that can drive augmented decision making and detect anomalies/fraud.
- **Improved employee morale** – work classification and indexing are rarely fulfilling tasks. Automating these processes allows staff to focus on more rewarding and value-added work.
- **Improved ability to understand and improve business process.** Because automated services track everything they do, volumes of business exceptions, errors and so-forth can be tracked precisely. This provides key data for analysis of ways to improve the business.
- **Improved in-house capability in AI and RPA.** The service supports development of in-house skills in AI, RPA and intelligent automation. This creates sustainable in-house capability for extending and running automated services.

5.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

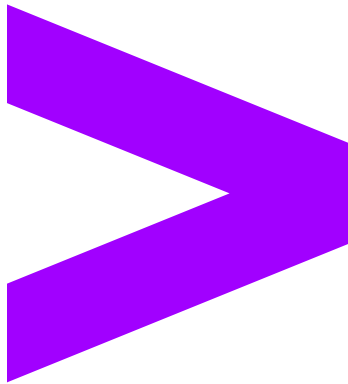
6.0 **Contacts**

Email: UK.TenderMonitoring@accenture.com

Telephone: +44 (0) 20 7844 4444

7.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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