



G-Cloud 15 Service Definition

**Accenture D365 Contact Centre as a Service
(CCaaS) Services**

Jan 2026

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1.0 Scope of our services

This document presents Accenture's methodology for transforming Contact Centre operations using Microsoft Dynamics Contact Centre as a Service (CCaaS). It should be reviewed alongside the supporting G-Cloud 15 Services documentation.

Citizen expectations continue to evolve in the digital era, and legacy, siloed contact centre systems are no longer fit to address the challenges organisations face today or in the future. Increasingly, outcomes and cost efficiency depend on how effectively organisations select and utilise modern technology, adapt to change, and maintain the agility required for ongoing innovation. Microsoft Dynamics 365 is designed to create flexible, durable value, continuously evolving through Microsoft Business Applications to help organisations navigate current operational demands while capitalising on future AI opportunities.

Microsoft Dynamics 365 Contact Centre as a Service (CCaaS) unifies Microsoft technologies with tailored business solutions to help organisations redesign existing processes, enhance self-service capabilities, and elevate customer service delivery. In addition to providing core contact centre functions, Dynamics 365 enables deep alignment with CRM data and new AI capabilities—empowering staff to deliver consistent, personalised service across every channel and every citizen interaction.

As Microsoft's closest strategic partner, Accenture brings unmatched expertise in accelerating digital transformation and deploying solutions for public sector organisations worldwide. As an end-to-end systems integrator, we work collaboratively with clients to resolve key operational challenges, including:

- Underutilised AI capabilities: Complex, multi-vendor and on-premise systems struggle to adopt AI, reducing their ability to support citizens and staff.
- Disconnected customer journeys: Fragmented channels (voice, email, chat) cause inconsistent experiences and lower satisfaction.
- Advisor inefficiency and burnout: High turnover and manual tasks leave staff unsupported, creating delays, low morale, and increased churn.
- Legacy platforms and slow modernisation: Outdated systems are costly, difficult to upgrade, and hinder transformation.
- Limited scalability and ROI: Traditional platforms cannot scale effectively or demonstrate strategic value, often remaining cost centres.

Capabilities

Accenture's Contact Centre offerings are built entirely on Microsoft Dynamics 365 Contact Centre and delivered by experienced teams to accelerate value and reduce risk for public sector organisations. Capabilities include:

- Customer Experience Strategy Reinvention
- Business Process Optimisation
- Contact Centre Transformation / Migration
- CCaaS Implementation Services
- Self-Service Design & Delivery
- Benefit Tracking & Value Realisation
- AI-enabled Copilots for Contact Centres
- Managed CCaaS Service Delivery

Citizen / Customer Service

Personalised, Intelligent Contact Centre Solutions:

Citizen and customer expectations continue to increase, with a demand for fast, relevant, consistent answers across every channel. With accessibility, inclusivity, and compliance with government and industry standards (WCAG, ISO, etc.). Microsoft Dynamics 365 Contact Centre provides an AI-first, cloud-based platform that enables quicker, more personalised service. From virtual agents automating high-volume, lower-complexity enquiries to empowering frontline staff with data and insights, the solution supports delivering exceptional service at scale.

Accenture's approach consolidates channels into a unified experience, giving frontline staff real-time insights, proactive analytics, and the tools needed to anticipate and resolve needs quickly. Through the combination of AI-powered capabilities, rapid delivery, and ongoing support, organisations can accelerate time to value while reducing implementation risk. The result is improved ROI, more engaged staff, greater citizen satisfaction, and expanded opportunities for self-service and operational efficiency.

Our Contact Centre Solution:

- **Enhanced Customer Experience:** Seamless, personalised journeys across all channels—from self-service to live support—driving loyalty and satisfaction.
- **Holistic Channel Management:** Integrated inbound and outbound channels including voice, IVR, email, web chat, messaging, chatbots, and virtual agents.
- **Improved Efficiency:** AI-guided workflows and real-time context streamline onboarding, reduce staff turnover, and raise service quality.
- **Scalable Growth:** Real-time analytics and automation enhance performance, increase agility, reduce advisor effort, and uncover trends faster.
- **Rapid Time-to-Value:** An MVP deployment model enabling go-live in just 12 weeks, followed by 21 months of continued support within one subscription, delivering implementation, AI, and support services.
- **Mid-Market Focus:** Right-sized, cost-effective transformation supported by Accenture's Microsoft expertise and industry accelerators.

Services

Accenture's delivery of Dynamics 365 CCaaS follows a structured, stage-based methodology using Accenture's delivery framework Method One. This combines discovery and fit-gap analysis with detailed solution design (including CX enhancements), integration planning, and environment strategy.

The implementation approach includes configuration, iterative build cycles, testing, and data migration through a "data factory" model, followed by wave-based cutover and hypercare. Azure DevOps and Logic Apps support integration activities. After go-live, Accenture provides managed services for ongoing improvement, SLA-driven support, and automation accelerators.

Organisational Change Management (OCM) is embedded end-to-end, using proven frameworks to drive adoption through stakeholder engagement, persona-aligned training, and adoption metrics. Governance processes—including steering groups, stage gates, and defined RACI models—ensure quality, compliance, and benefits realisation.

Accenture's AI-first methodology integrates advanced generative AI and automation into every stage of a Dynamics 365 deployment. By combining Azure OpenAI and Copilot Studio with our proven delivery frameworks, we accelerate time-to-value, reduce project risk, and elevate user experience.

AI is embedded into design, configuration, testing, migration, and optimisation through intelligent agents, automated workflows, and predictive analytics. This model leverages factory-based repeatability, pre-built templates, and responsible AI protections while enabling personalised experiences and actionable real-time insights. This approach helps organisations move from automation to true innovation, achieving quicker deployments, stronger adoption, and measurable improvements.

An experienced partner you can trust

Through the "Power of 3" partnership—Accenture, Microsoft, and Avanade—clients benefit from deep Microsoft product expertise, global delivery scale, and industry solutions. This makes Accenture one of the most capable and trusted integrators for Dynamics ERP and CRM transformation.

An Experienced Partner You Can Rely On

Accenture, in partnership with Microsoft and Avanade—the "Power of 3"—offers unmatched product expertise, global delivery scale, and proven industry accelerators, making us one of the most trusted partners in delivering Dynamics ERP transformation.

Accenture Highlights

- Among the world's largest Dynamics partners
- Over 5,000 Dynamics specialists globally
- More than 1,400 CRM and ERP implementations
- Over 5,000 certifications held

Microsoft Global & Dynamics Awards

- Microsoft Global SI Partner of the Year (2025) – 19-time winner
- Copilot Business Transformation Award (2025) – inaugural winner
- Dynamics 365 Partner of the Year 2025:
 - Finance (Finalist)
 - Supply Chain (Finalist)
 - Sales & Customer Insights (Winner)
 - Service (Finalist)
 - Low-Code Application Development (Finalist)

Industry & Public Sector Recognition

- Global Industry Awards (2025):
 - Winners: Retail & Consumer Goods, Media & Telco, Mobility

- Finalist: Defence & Intelligence
- UK Government & Public Services recognition for delivering Dynamics 365 ERP and citizen service solutions under government frameworks
- Proven delivery experience with organisations such as Church of England Central Services and various government bodies

Analyst Acknowledgement

- Forrester Wave™ Leader – Microsoft Business Application Services (Q1 2024)
- Everest Group PEAK Matrix® Leader – Dynamics 365 Services (2023)
- IDC MarketScape Leader – Worldwide Dynamics 365 Implementation Services (2023)
- Gartner Magic Quadrant – Cloud ERP for Service-Centric Enterprises (2023)

Scale & Credentials

- Largest global pool of certified Dynamics 365 professionals
- 70+ delivery centres with 24/7 managed services for enterprise and public sector clients

Approach

Our delivery approach is grounded in the proven Method One, a comprehensive collection of templates, tools, and best practices refined with clients across diverse industries.

Accenture delivers Dynamics 365 projects using Agile, Waterfall, iterative, or hybrid models. The selected approach is aligned with customer readiness, system complexity, and programme duration.

Our Agile for Dynamics methodology has been purpose-built for Microsoft Dynamics 365 projects. By merging Agile principles with structured release cycles, it ensures the appropriate level of control, robust integration testing, and effective user training required for complex transformation initiatives.

Method One

Method One is a predictable, customisable, and repeatable delivery framework that supports both Agile and Traditional approaches. It is used throughout the entire engagement—from early solutioning through to deployment—ensuring reduced risk and more consistent delivery outcomes.

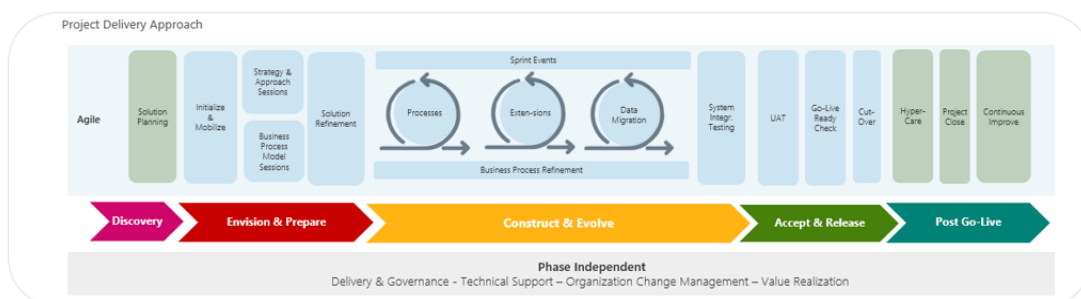


Figure 1
Indicative Accenture Agile Delivery – Scrum Framework

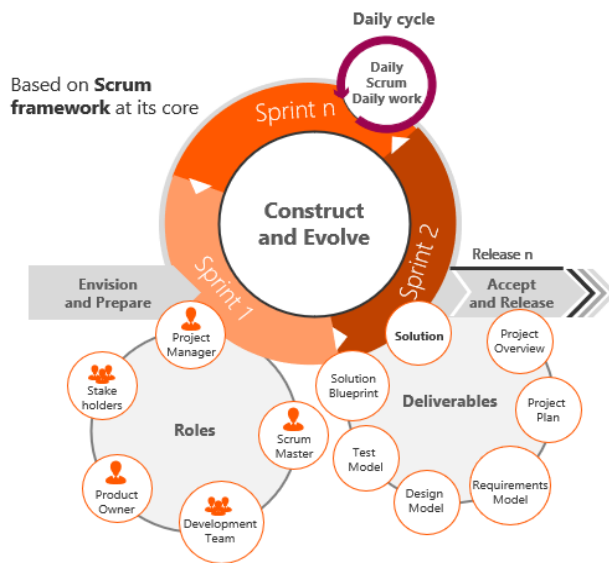


Figure 2
Accenture Delivery Framework Model

Agile Project Lifecycle:

- Envision & Prepare – Understand, refine the business needs and objectives of the project, develop a vision for the solution and agreed MVP scope.
- Construct & Evolve – Consists of multiple sprint lifecycles, early sprints to proof out solution architecture, future sprints build functionality. Sprint Lifecycle – 1 to 4 week sprints, timeboxed and continuous.
- Accept and Release - validate the solution with the stakeholders and obtain acceptance
- Required key roles to enforce process – Scrum Master, Product Owner, and Project Manager
- Deliverables – only document things with limited change or requested by the client

2.0 Pricing

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

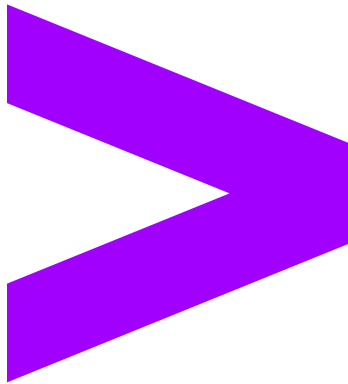
3.0 **Contacts**

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4.0 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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