

Chatbot and Digital Assistants

G-Cloud 15





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1 Service Overview

Capgemini creates innovative Chatbot and Digital Assistant solutions tailored to the specific needs of organisations and user groups. These solutions integrate modern consumer assistants such as Alexa, Siri, Cortana and Google Assistant with back-office systems to enable seamless voice interaction with business services, while text-based chatbots provide a low-friction interface that reduces cost to serve. Enhanced with advanced AI capabilities including speech-to-text, text-to-speech, and natural language processing, these solutions understand intent and deliver accurate, personalised responses. By leveraging large language models such as GPT, they incorporate Generative AI for richer, context-aware interactions. Capgemini's approach supports multi-channel access across web, mobile and messaging platforms, using leading cloud technologies such as Microsoft Azure Bot Service and OpenAI, Amazon Lex, Google Vertex and Dialogflow, Kore.ai and Pega. Our service includes business analysis, design and consultation, development, testing and service management to ensure secure, scalable and compliant delivery of cloud-based conversational experiences.

2 Business Need

Citizens expect simple, fast, and accessible ways to interact with government services. Trust in public authorities is increasingly shaped by the speed, accuracy, and transparency of responses to queries, applications, and complaints. Traditional service channels often involve manual processes and complex navigation, creating delays and frustration.

Chatbots and Digital Assistants provide a secure, automated, and conversational interface that is available 24/7 across multiple channels. For public sector organisations, these solutions enable:

- Improved citizen engagement through natural, task-focused interactions without requiring system knowledge.
- Reduced contact centre volumes, freeing resources for complex cases.
- Enhanced accessibility with speech, text, and multilingual support for inclusivity.
- Faster service delivery for common tasks such as status checks, FAQs, and applications.
- Data-driven insights from citizen interactions to inform policy and service improvements.
- Support for workforce productivity by automating routine back-office processes.

By adopting these technologies, government organisations can increase efficiency, reduce operational costs, and strengthen public trust through responsive, transparent, and inclusive digital services.

3 Our Approach

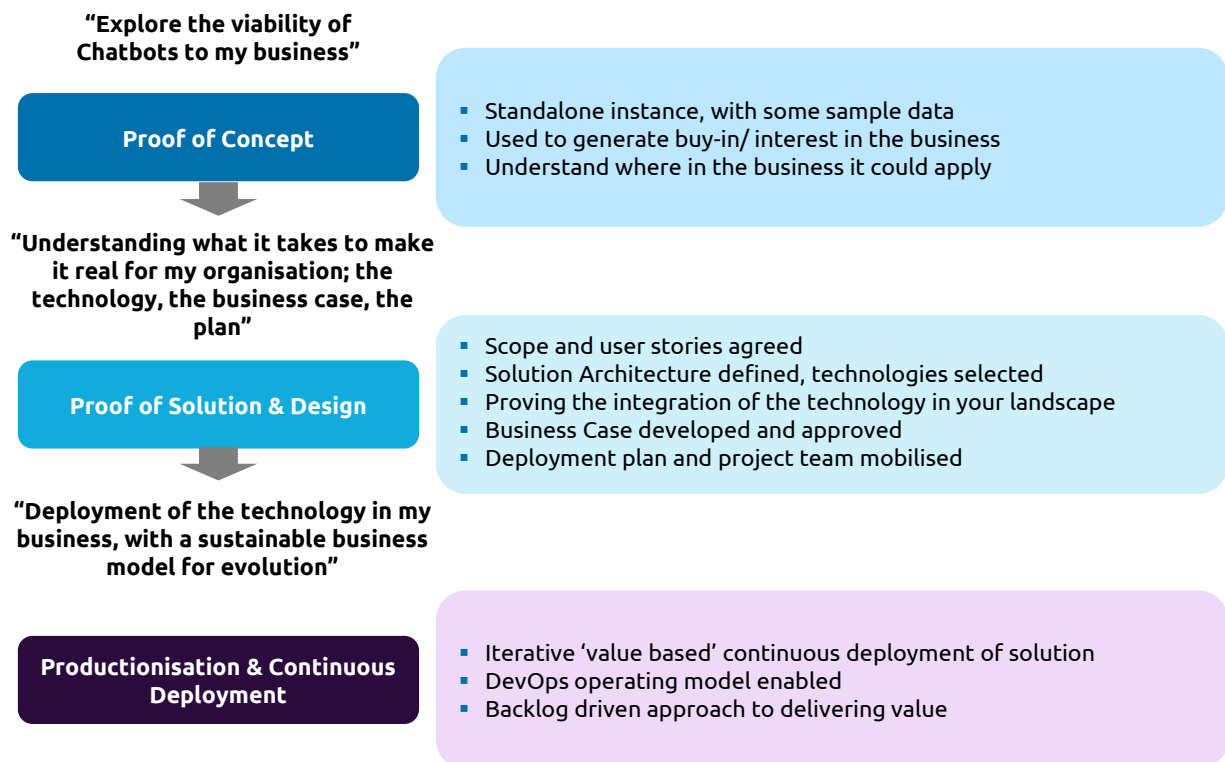
Our service is built on a flexible, core framework that adapts to your organisation's needs, combining deep expertise with innovation to deliver intelligent, scalable solutions.

Our Three-Phase Approach

- **Proof of Concept** We start by exploring the feasibility of chatbot and digital assistant solutions within your business context. This phase focuses on identifying high-value use cases, validating assumptions, and demonstrating potential benefits through a controlled pilot. The goal is to provide clarity on where automation and conversational AI can deliver the greatest impact.
- **Proof of Solution** Once viability is established, we move to proving the solution in a real-world environment. This includes designing the architecture, integrating with existing technology stacks, and ensuring compliance with security and governance standards. We also validate performance, scalability, and user experience to confirm readiness for enterprise deployment.



- **Productionisation and Continuous Deployment** In the final phase, we transition from pilot to full-scale implementation. This involves deploying the solution across the organisation, establishing robust monitoring and support processes, and embedding a sustainable model for continuous improvement. Our approach ensures that your chatbot or digital assistant evolves with changing business needs and emerging technologies.



This diagram is for illustration only and does not represent any obligation or responsibility of Capgemini.

Why Choose Capgemini?

- **Broad Experience** Extensive history in user interaction technologies, contact centre operations, and multiple generations of chatbot and digital assistant solutions.
- **Applied Innovation** Continuous investment in emerging technologies through our Applied Innovation Exchange, ensuring practical and proven applications.
- **Proven Delivery** Demonstrable success across industries and use cases, backed by measurable outcomes.
- **Accelerated Deployment** Rapid delivery enabled by Capgemini's YAK Framework, reducing time-to-value.

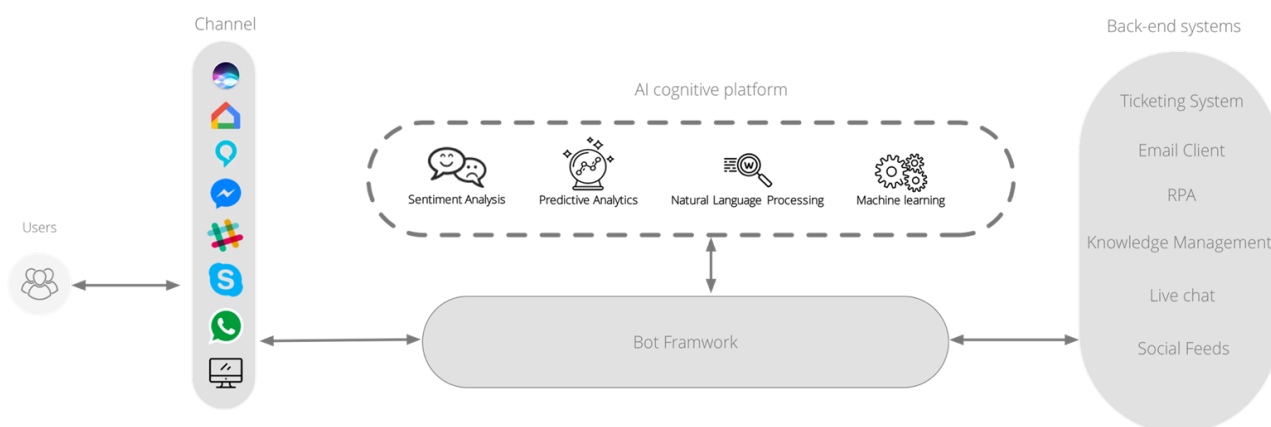
3.1 Chatbot Framework

Capgemini's approach to implementing Chatbot services is to consider three dimensions:

- **Channels** – the routes by which the end user interacts with the chatbot, this could be via web browser, mobile app, digital assistant or even by telephone
- **AI Cognitive services** – the artificial intelligence services which interpret the users' request, understand intent and sentiment, build analytical profiles of the interactions to build predictions, and generate the response to the user

- **Back-end systems** – the systems which are the source of truth or knowledge and ultimately contain the answer to the user’s question. This may include CRM systems, knowledge management or other databases.

Assembling the combination of Channels, Cognitive services and Back-end systems enables us to design an end to end service which delivers to a particular outcome or use case.



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3.2 Security and Privacy

Capgemini considers the appropriate level of security and privacy to be critical aspects of any solution. Capgemini’s approach can help evaluate and categorise the security and/or privacy requirements in the early stages of an engagement, in agreement with the Buyer. This can enable “secure by design” and “privacy by design” to be embedded in the design and delivery of the solution, through the functional and technical design of the solution, the design and implementation of environments needed for the delivery of the solution and in Capgemini’s delivery approach and ways of working.

3.3 Use Cases

Example use cases for Chatbots and Digital Assistants include:

Executive Assistant	Can support the organisations’ executives with a digital assistant which provides calendar and task organisation and a natural interface for accessing key information (e.g. KPIs)
HR or IT Assistant	Can help reduce the burden on traditional HR or IT functions by providing employees with an intuitive experience for common queries
Role Based Assistant	Can empower a particular community of workers within the organisation with access to information and insights from a myriad of back office systems to help enable better and more natural conversation and decision making
Learning and Development	Can engage with employees around learning and development to increase skills and retention
Customer / Citizen Assistant	Can allow customers to self-serve common tasks through a natural conversation experience and help reduce pressure and cost on back office or contact centres

As part of this service, Capgemini can work with the Buyer’s business and technical stakeholders to identify use cases which will provide benefit to Buyer’s organisation and end users.



4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

5 Service Management

Capgemini can provide individual services within each phase to support the Buyer through the initial assessment, the design, transition and operation of an MSI model or can provide a service covering the whole implementation. The scope of the individual services to be provided will need to be discussed and ordered through the G-cloud.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

- World's Most Ethical Companies®: Recognised by Ethisphere for 13 consecutive years



- Inclusive Top 50 UK Employers: Ranked 7th for 2023/24
- Best Places to Work for Disability Inclusion™: Achieved top scores in Disability Equality Index.
- Stonewall Gold Top Global Employer: For LGBT+ inclusion, plus Network of the Year and Changemaker

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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