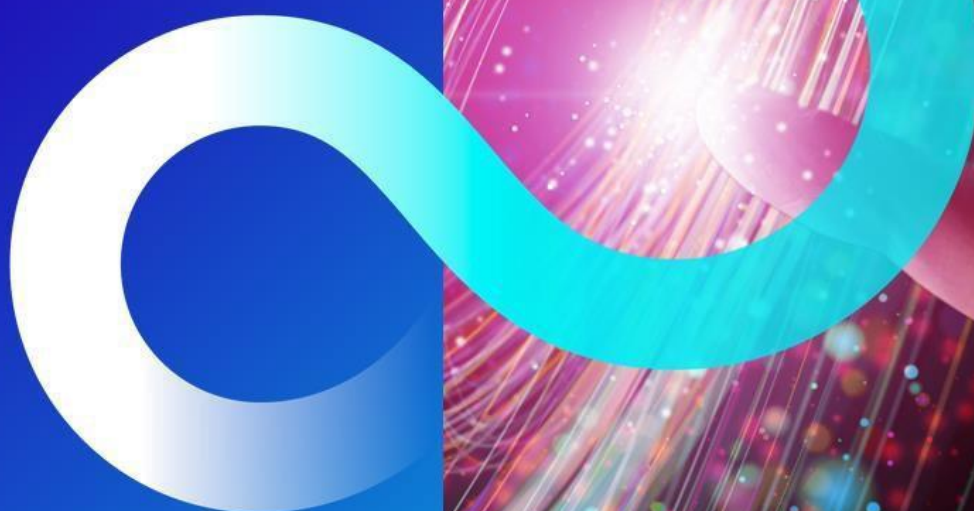


Service Definition

Fujitsu Customer Experience Centre

FUJITSU



G-Cloud 15

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Customer Experience Centre Overview

Fujitsu's Customer Experience Centre (CEC) is an AI-native, agentic service desk platform engineered for autonomy, compliance, and measurable business outcomes. Designed for modern enterprises, CEC transforms traditional support into a proactive, intelligent experience layer delivering seamless, multilingual, and omnichannel support with embedded automation, advanced analytics, and human-in-the-loop governance.

CEC leverages agentic workflows and composable automation patterns, enabling rapid solutioning and elastic infrastructure for hybrid and remote work. The platform integrates seamlessly with Microsoft 365, ServiceNow, Aternity, Nexthink, Datadog, and other enterprise platforms

This service features:

- Access to support anytime, anywhere, across all devices and digital channels.
- A simple, intuitive service portal focused on real-time user needs.
- Rapid deployment with pre-configured user interactions.
- AI-powered virtual agents, telephony, and webchat with translation capabilities.
- Generic and tailored conversational content for your business.
- Experience-driven support measured through User Experience and Experience Level Agreements (XLAs).
- Secure self-service options for password resets and access management.
- Shared or dedicated Service Desk with vetted staff as appropriate.
- Integration with ServiceNow for enhanced analytics and reporting.
- Access to advanced diagnostics, including remote desktop and interactive video assistance.
- A centralised knowledge base, enriched with customer-specific content.

The key to the success of the Customer Experience Centre (CEC) lies in its focus on customer experience, enabled by agentic AI, omnichannel support, data-driven improvement, empowered teams, and flexible, sustainable service design. This holistic approach transforms IT support from a reactive function into a strategic enabler of productivity, satisfaction, and business value.

Service Delivery Approach

Service Desk Delivery Model

The agentic, AI-native platform delivers autonomous operations, predictive incident management, and self-healing IT, backed by human-in-the-loop governance where experts oversee critical decisions to guarantee compliance and trust. With our composable application fabric, we provide a modular, scalable service that can be deployed rapidly, ensuring agility and resilience for your organisation.

Transition Approach

CEC employs a phased deployment model: assessment, proof of value, roadmap agreement, project rollout, and KPI tracking. Transition assurance is delivered through zero downtime, meticulous planning, risk management, and a hypercare phase.

Transition is collaborative and innovation-driven, with co-development of new features and use cases alongside customers. Continuous feedback and joint KPI tracking ensure ongoing service evolution.

Service Benefits of the Agentic Approach

- **Proactive Issue Resolution** - Instead of waiting for incidents to be reported, predictive analytics and self-healing capabilities identify and resolve issues before they impact users.
- **Autonomous Operations** - AI agents handle routine tasks and workflows automatically, reducing dependency on manual intervention and speeding up resolution times.
- **Human-in-the-Loop Governance** – You will have confidence that critical decisions are overseen by experts, ensuring compliance and trust without slowing down automation.
- **Composable, Scalable Service** - Rapid deployment and modular design will allow the ability to scale or adapt services quickly, something traditional models struggle with.
- **Enhanced User Experience** - Features like multilingual virtual agents, dynamic sentiment analysis, and XLAs deliver a personalized, predictive support experience rather than reactive ticket handling.

Service Desk Deliverables

The Service Desk can be accessed through webchat (featuring a virtual agent), the web portal, and telephone, providing users with autonomous problem-solving capabilities and real-time adaptability. It offers multilingual, experience-led support, incorporates embedded XLAs and dynamic sentiment analysis, and leverages AI-curated knowledge bases alongside multimodal assistants to enhance the user experience. Additionally, the Service Desk is designed with a focus on achieving sustainability and ESG outcomes. Core features include:

- **Operating Model**
 - 24x7x365 coverage with appropriately security-cleared UK-based agents.
 - Integration with ITSM processes (Incident, Problem, Change, Knowledge, CMDB, Service Catalogue).
 - Clear governance and escalation structure.
- **Support Levels and Roles**
 - Defined support tiers (Catch & Dispatch, Break & Fix, 2nd line technical support).
 - Skilled roles such as Service Desk Expert, Controller, Knowledge Manager, and Team Manager for quality assurance and escalation.
- **Language and Accessibility**
 - Multilingual support across major languages and global delivery centres.
 - VIP handling for priority users.
- **Tooling and Technology**
 - Standard ITSM toolset (e.g., Fujitsu TfSNow) and telephony integration (AWS IVR).
 - AI-driven automation for ticket triage and resolution with human-in-the-loop oversight for critical exceptions.
- **Reporting and Continuous Improvement**
 - KPI tracking, SLA adherence, and proactive service improvement programs.
 - Dynamic sentiment analysis tied to XLAs for experience measurement.

Intelligent Assist

The Service Desk operates 24x7x365, providing incident and request ticket management through appropriately security-cleared UK-based agents, while leveraging agentic AI for autonomous incident and request handling with human-in-the-loop oversight for critical exceptions.

Intelligent Assist Online

Continuous knowledge updates, AI-curated content, and proactive support ensure rapid resolution and high user satisfaction.

Portal

The Service Desk serves as a single point of contact, dedicated to enabling self-service in line with clearly defined and agreed service levels. When self-service solutions have not resolved issues or fulfilled requests, the Service Desk steps in to manage the process, taking full ownership of tickets from initiation through to resolution or fulfilment, while ensuring that users are kept informed throughout the progress of their cases.

Catalogue

The catalogue can be tailored to meet specific customer requirements but will typically consist of

- Access via the portal with standard, requestable items

- Built-in workflow for authorisation, provision and installation of requested items
- Automated workflow and approvals
- Available in multiple languages

Knowledge Base

Knowledge bases can be delivered as required to contain both generic (e.g., Microsoft) and customer-specific content providing how-to guides, troubleshooting etc.

Intelligent Access

Self-service password and access management, with robust security and compliance by design.

Intelligent Virtual Agent

Virtual agents deliver outcome-driven support, leveraging advanced automation and sentiment analysis.

Intelligent User Experience

Actionable user insight gained through tools such as Fujitsu HappySignals and user experience experts supports continuous improvement and incorporates embedded sustainability metrics.

Pricing

Flexible, scalable, and transparent pricing based on user volume, ticket numbers, automation level, and professional services. Designed to scale up or down as required.

Only by taking these required dimensions into account can Fujitsu provide you with an efficient and economical delivery model that meets the requirements placed on the service in a secure and cost-efficient manner. Our cost will be based on Fujitsu SFIA G-Cloud 15 rate card.

Governance, Compliance & Security

Compliance by Design:

- Built for EU AI Act, NIS2, enterprise privacy standards, and ethical AI frameworks.

Human-in-the-Loop Oversight:

- Ensures transparency, accountability, and continuous model evaluation.

Proactive Security:

- Robust data protection, prompt testing, monitoring for hallucinations/model drift, and prevention of prompt injection attacks.

Commercial

Ordering and invoicing Process

- We will commence delivery of the service on receipt of a purchase order.
- Fujitsu shall invoice for the service plus any applicable taxes after delivery of all our products defined in the agreed Terms of Reference.
- Any additional expenses shall be invoiced in the month after they have been incurred.
- The customer will pay the invoiced amount in full within thirty (30) days of the date of each invoice (the "Due Date").
- If the customer has not paid Fujitsu an invoice by its Due Date, Fujitsu may charge interest on a day-to-day basis from the due date at the rate of 4% per annum over the Barclays Bank Base Rate until the payment is made in full.
- The customer shall not be entitled to offset any sums owed by Fujitsu under any contract or dispute between the customer and Fujitsu against any sums that the customer owes to Fujitsu.
- When remitting payment, the customer will include the applicable Fujitsu invoice to which the payment applies.

Customer Termination

The Customer may terminate this Agreement [or any part thereof], at any time, for convenience by giving not less than thirty (30) days written notice to Fujitsu.

Supplier Termination

Fujitsu may terminate this Agreement [or any part thereof], at any time, for convenience by giving not less than thirty (30) days written notice to the Customer.

Consumer Responsibilities

Active partnership is expected, including timely provision of data, access, and resources; participation in workshops and innovation cycles; and continuous feedback. Other responsibilities include

- Appropriate communications and engagement within the Customer organisation
- Appointment of a single point of contact for the Assessment
- Any information available and required for the assessment will be shared with Fujitsu during (or within 5 working days after) the Alignment Meeting
- Timely provision of ongoing data as requested by Fujitsu
- Timely access to appropriate resources
- Co-ordination and timely scheduling and facilities for workshops and meetings, ensuring appropriate attendance and active participation
- Support Fujitsu in driving user adoption of self-service and automation.

The Customer acknowledges that the timely and adequate compliance with the obligations above is essential to the performance of the Fujitsu Assessment Service. Fujitsu will not be liable for any delay or deficiency in providing the Service if such delay or deficiency results from the Customer's failure to fulfil these dependencies. Should a delay to the Service result from the Customer's failure in relation to the above dependencies, for example, if there is not full attendance at the scheduled workshops, Fujitsu shall be entitled to amend the Service, Schedule and/or Charges with no liability and shall be entitled to charge Customer for any cost incurred as a result.

Customer Dependencies

There are several possible customer dependencies e.g., provision of user data, locations for support, process validation and escalation contacts.

Ongoing collaboration for co-development, feedback, and continuous improvement. Customer engagement is essential for service evolution.

The exact dependencies required will be defined according to the scope of the customer-specific implementation.

Typical dependencies will include the following:

- **Access & Authentication:** Customer will provide access to business systems for testing, federated authentication (SAML2/ADFS) via an Identity Provider integrated with Fujitsu Azure B2C, and an administrator-accessible Windows server.
- **Software & Infrastructure:** Deployment of the required client software (e.g., password management MSI) to all in-scope devices and ensure secure network, application integration, and access for service desk operations.
- **Data & Documentation:** Supply of historical interaction data, inventory and asset details, escalation points, approvals, and design/service documentation for existing deployments.
- **Collaboration & Support:** Allocation of resources for specifications, assist with training on customer processes, and agree on Virtual Agent content scope to maximize outcomes.
- **Governance & Communication:** Notify Fujitsu of incidents via agreed methods, keep tickets updated, provide timely information on changes, and support adoption of self-service and automation through user education.

Service Constraints

Modular, flexible offering, customers choose features and automation levels; exclusions are minimised through open architecture and integration.

Service Exclusions

Items excluded from the per-unit price include licensing and additional secure access for all non-Fujitsu resolving groups, outbound telephony changes, network infrastructure and support and hardware.

These charges will be calculated separately and are available based on a joint review of requirements. The listed per-unit price does not include any costs relating to the completion of the customer-specific accreditation process, as required for appropriate levels of security classification.

Should additional work be required beyond the scope of this Service, then applicable effort and charges will be agreed by both parties in the form of a new statement of work.

ITSM license and any integration costs will be supplied as part of the engagement process.

Automation platforms and end user analytics can be supplied as additional elements as required.

The Customer Experience Centre Service **does not** include:

- Onboarding
- Transitions
- Transformation
- Creation of new content
- ITIL Process Management
- Major Incident Management
- Components which cannot be delivered remotely
- Non-AD User Access Management
- End to End SLA Reporting
- Non-certified customer application deployment
- ITSM toolset design or implementation (Build and Run)

Fujitsu G-Cloud 15 Service - Customer Experience Centre

- ITIL Processes implementation
- Web Chat implementation
- License or asset management and compliance
- ITSM toolset management
- Level 2 & 3 support
- Contractual relationship with 3rd party vendors
- Hardware or software refresh and upgrades
- Audits, SOX control ownership
- Disaster recovery planning and site support
- Core processes not detailed above

About Fujitsu

As one of the world's leading IT companies, Fujitsu is at the forefront of pioneering technology in the UK since we made our initial investment over 40 years ago. As a key strategic partner we deliver essential services, from our secure hybrid IT which underpins critical national infrastructure to our investment in emerging technologies to boost national capability. Drawing on our Japanese technology expertise we provide bespoke digital transformation solutions. This unrivalled expertise has allowed us to specialise in emerging focus areas; Hybrid IT, AI & RPA, Data analytics, Agile application development/transformation and Security. Together, we offer a full package of solutions to support the UK as a long-term industry supplier.

We believe in realising the significant alignment between the UK and Japan in emerging technologies and in creating a UK-Japan 'Innovation Bridge' to support the UK's science and technology superpower objectives. We are committed to investment in UK skills and research and development, driving customer outcomes and promoting social value. We employ 124,000 people around the globe, including around 8,000 people across the UK, promoting diversity and inclusion as a DWP Disability Confident Leader. We are recognised as a Times Top 50 employer for Women since 2017, a Stonewall Top 100 Employer for 2023 and were awarded an EcoVadis Silver Rating, the world's largest provider for sustainability ratings.

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