

IBM Consulting



G-Cloud 15 IBM – Contact Centre Transformation Service Definition Document

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Contents

Service Overview.....	3
Addressing Business Needs	6
Service Definition	7
IBM Approach	8
IBM Garage	9
About IBM	10

IBM Contact Centre Transformation

Service Overview

Features

- Future state visioning
- Capability review, maturity assessment, benchmarking and gap analysis
- Analysis of customer experience journeys and customer touch points
- Analysis of supporting employee experience
- High-level and detailed organisation design including skills, talent, and change strategy
- Customer / contact segmentation and cost-to-serve analytics
- Demand reduction and channel shift methods and strategies
- Workforce management (WFM) processes, tool selection and implementation
- Development of capability and provision of outsourcing / outsourced contact centres
- Contact Centre & Service Centre cloud technology analysis and planning
- Contact Centre as a Service (CCaaS) platform selection and implementation
- Identification of key opportunities for Agentic AI implementation for Voice and Text across the customer experience
- Evolution of Agent Assist and Unified Agent Desktop implementation including Agentic AI, Gen AI opportunities for optimisation
- Content Intelligence (intelligent and automated document processing) powered by AI and Machine Learning
- Process Automation and integration of new digital processes in existing core systems

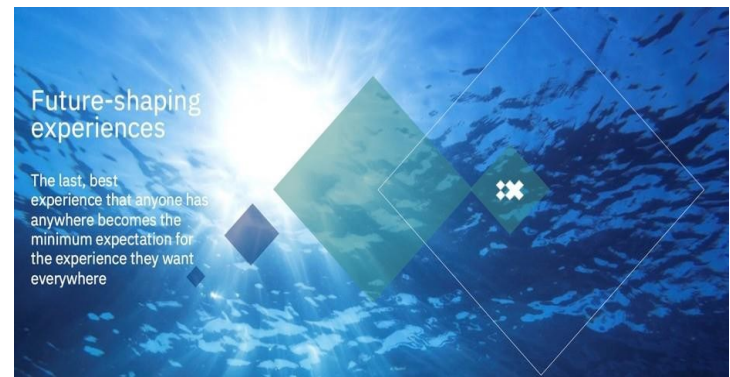
Benefits

- Ability to leverage both global expertise and UK specific expertise
- Proven experience of deploying contact centre technologies within complex architectures in combination with our own leading AI technology and open-source AI platforms

- Designing Omni-channel Contact Centre Reference Architecture for channel consistency and efficient running of services
- Make effective use of cloud technologies for contact centres and broader customer care
- Improve first contact resolution, addressing customer's needs at first instance
- Reduce Call Centre operation costs by 25-40%
- Transforming employee experience by providing single customer view across systems
- Reduction in Cost to Serve through customer care reinvention
- Service provision across multiple nodes including On/Off-site, nearshore and offshore
- Flexibility of a T&M resource augmented or fixed price/outcome contract

Key Differentiators

- IBM is Named a Leader in Gartner's Magic Quadrant on CRM & CX, Enterprise Conversational AI Platforms and for Data Science and Machine Learning Platforms
- IBM invested in developing and refining a set of 'Accelerators' - for contact centre strategy, design and delivery of transformation- to enhance, streamline and make sure success is more certain, easier and faster.
- End-to-end lifecycle expertise with multi-year experience in complex systems integration.
- Deep knowledge of public sector organisations
- Business, Process and Technical, and Experience Design capability in the area of customer care transformation and optimisation
- Key strengths in the full breadth of architecture areas including delivery architecture, application architecture, security architecture and integration architecture.
- Use IBM's Cognitive Enterprise Framework to activate automation and machine learning to drive 1:1 personalisation
- Over 15,000 of us blend strategy, technology and creativity in our studios located around the world



- We provide the scale and expertise to support government in transforming their customer engagement
- Deep relationships with major contact centre technology partners.



Figure 1 – Selected Logos of key partners

IBM Contact Centre Transformation

Addressing Business Needs

We work in partnership with you to address your needs, leveraging our deep industry and technical expertise, tools, and accelerators to deliver connected, contextualised and personalised experiences.

Serve citizens with context sensitive and personalised government services across all channels

Enable public sector organisations to deliver customer care transformation programmes by providing specialist expertise across platform, process and people. This would support your business to meet critical delivery dates, execute transformational change and manage integrated delivery activities across a complex array of services, locations and stakeholders.

Addressing strategic requirements

Bringing expertise to work as a partner with your teams and suppliers, bringing intelligent insight to help ensure outcomes align with business strategic requirements and quality standards for delivery are defined, measured and achieved.

Maximising value for money

Requiring innovative thinking to optimise planning and delivery activities, driving increased value for money alongside providing the programme delivery control to manage delivery scope, risk, value orchestration and budget.



IBM Contact Centre Transformation

Service Definition

IBM is your Full stack customer care reinvention partner to deliver cost and revenue benefits

The IBM Contact Centre Transformation offering provides an approach to end-to-end transformation, whilst also allowing clients to start their journey in a low-risk way.

We provide full delivery service specialist solutions associated with the design, development and operation of Customer Care and Contact Centre Transformation solutions

Consulting Services

- Customer Care Omni-channel Experience development (customer & employee) & Service Design
- Data Analytics and Insight Management
- Channels & Platform Strategy
- Consumer Interaction Analytics
- Contact Centre solution benchmarking, analysis, diagnostic, analysis and recommendation
- Assw your operating model, customer experience and technology landscape to define a prioritised roadmap of initiatives and capabilities
- Value tested and delivered through the IBM Garage Methodology

IBM Contact Centre as a Service

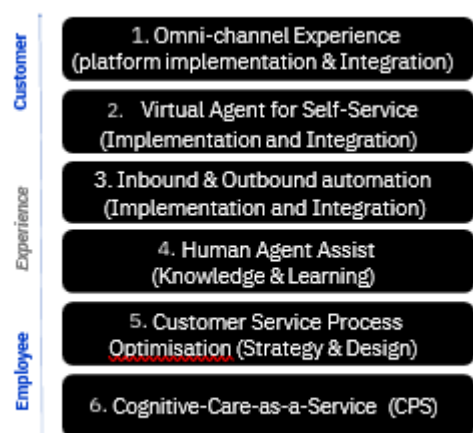


Figure 2 - Solution Components

- A virtual, scalable, cloud-based contact centre solution using leading 3rd party suppliers, that provides the flexibility for contact centre agents to work remotely
- Empowered Agents - Enhance Contact Centre Agent and Customer relationships by significantly improving average handling time and the quality of agent responses through AI assisted smarter decisions
- Innovative commercial options including Outcome based and consumption based OPEX billing model fully compliant with industry regulations and existing security policies

IBM Contact Centre Transformation

IBM Approach

We bring the benefit to you of having worked with the world's largest organisations, transforming their contact centre experience. Our approach is based on robust methods, processes and personalised engagement.

We focus on your business needs and developing trusted long-term relationships, underpinned by industry-leading experience and capabilities. We want you to get the best out of every engagement and to deliver outcomes that matter for your organisation.

Our approach is tailored to your needs and flexible to support all delivery models. We offer established programme and portfolio capabilities that can be aligned with your internal governance and methods, linking to industry recognised standards such as PRINCE2 and PMI.

We bring specific skills and attitudes including:

- Proven delivery track record working in complex environments
- Customer and value-led approach
- Access to specialists who understand the lessons and risks for transformation
- Being able to advise, support and transfer knowledge with your teams
- Implementing strong governance, defined collaboratively within the context of robust methods and processes
- Bringing an integrated and controlled planning approach
- Proactive identification and management of risks and issues based on experience
- Working across complex existing and new platforms
- Experience with the latest technologies, tools and delivery methods

We work to manage the complexity of key business projects, programmes and portfolios, communicating with clarity and helping you make informed decisions.



IBM Contact Centre Transformation

IBM Garage

The ability to manage successful delivery depends upon robust methods. **We can take a modular approach or support our clients end-to-end using our IBM Garage Methodology. Our approach focuses on driving customer centricity & agile innovation.**

IBM is the first organisation to integrate methods from the experience layer, the global implementation layer, and cultural change into a single, seamless end-to-end approach: the IBM Garage Methodology. This methodology drives Enterprise Design Thinking at scale, is built on agile principles for co-located and distributed teams, leverages DevOps tools and techniques for continued delivery and operations, fosters digital talent and culture change, and enables site reliability engineering.

The outside-in approach of the IBM Garage Methodology focuses first on business outcomes, not technology, and guides your solution journey from inception to delivery while de-risking innovation. This new way of working enables business, development and operations teams to continuously design, deliver and validate new solutions.

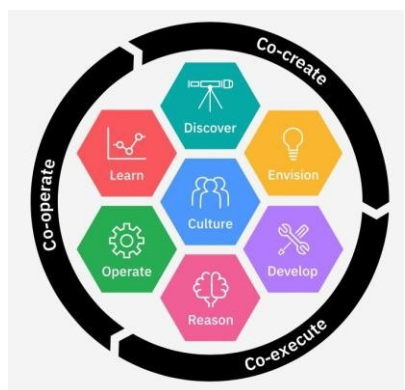


Figure 3 - IBM Garage Approach

What is the IBM Garage?

IBM integrates practices that are grounded in experience—from implementation at global scale through culture change—into a single, seamless end-to-end approach: the IBM Garage Methodology. The Methodology **drives Enterprise Design Thinking at scale**, is built on agile principles for co-located and distributed teams, leverages DevOps tools and techniques for continued delivery and operations, **fosters digital talent and culture change**, and enables Site Reliability Engineering.

Enterprise Design Thinking is the framework IBM uses to collaborate, align teams and form intent to solve users' problems — all while **improving customer experiences at the speed and scale the modern enterprise demands.**

Our focus is on the outcomes that delight your users and deliver increased value to meet your business goals.

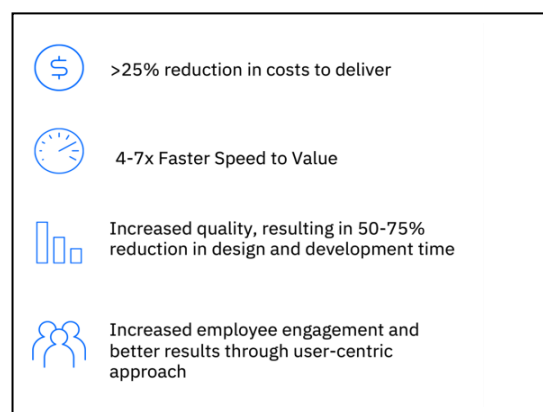


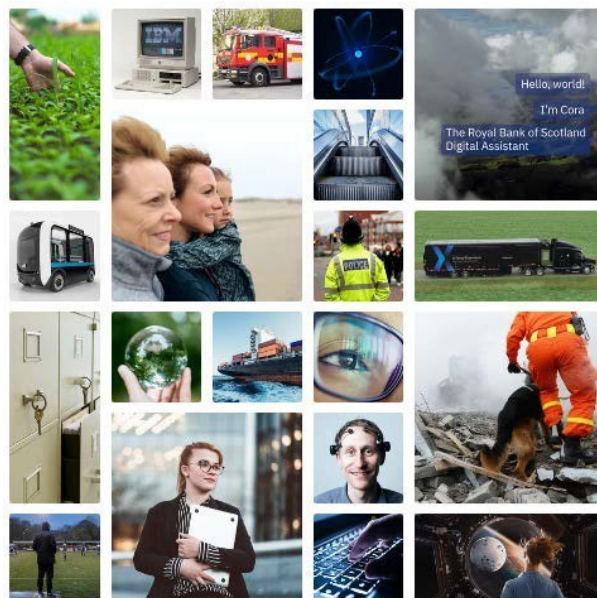
Figure 4 - Real business results, fast

IBM Contact Centre Transformation

About IBM

This is IBM in the UK

We have worked together with organisations in the UK for over 100 years, with a rich history of joint innovation and achievements, built on trusted relationships.



Cloud

Together, IBM and Red Hat are working to deliver the world's only **next-generation hybrid multicloud platform**



Economy

IBM has been **integral to the UK economy for >100 years**, and is one of its largest tech employers



R&D

In the UK alone, IBM **invests £170 million in R&D** each year



Quantum

IBM Q, the world's most advanced quantum computing initiative for commercial use, is being used by CERN



Environment

IBM's focus on sustainability began in 1971 with our first environmental policy



Artificial Intelligence

IBM develops **watsonx based generative AI solution** for the Austrian federal armed forces to provide **fact-based evaluation and classification** for the ability to remain capable of acting in the light of risk scenarios.



Changing the world

IBM was awarded **World Changing Company of the Year 2019** by Fast Company



Royal recognition

29 UK IBMers received **honours from the Queen** for contributions to tech and society



Diversity

IBM won the **Global Diversity Award 2019** and the ENEI's **Gold Standard**



Graduates

IBM is committed to developing future talent – we are **Target Jobs' Graduate Employer of the Year 2019**



Volunteering

IBM dedicates **>20,000 volunteering hours every year** for a better society



Tech talent

IBM runs P-TECH schools in 18 countries, helping **>100,000 students build skills for careers of the future**



Inventors

IBM UK is home to many Master Inventors, with **>250 patents filed last year alone**

