

IBM Consulting

A glowing blue cube is positioned in the center of the image. The cube has two cloud icons on its visible faces, each composed of a pixelated pattern. The cube is surrounded by a network of thin, glowing blue lines that intersect at various points. The background is a dark, textured surface resembling a circuit board or a dense array of microchips, with various components and traces visible.

G-Cloud 15

IBM – Generative AI Powered Assistants for Public-Facing Applications

Service Definition Document

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IBM Generative AI Powered Assistants for Public-Facing Applications

Service Overview

IBM's **Generative AI Assistants for Public Applications** help healthcare organisations design and deploy AI-driven chatbots, personalised communications and **agentic AI tools** to support patient and public facing services. Using IBM's design-led approach, the service **improves user experience, reduces costs** and ensures **safe, governed and compliant adoption of Generative AI**.

Features

- Custom GenAI assistants tailored to organisational data and workflows
- Agentic AI capabilities for automated multistep tasks and workflows
- Learn-by-doing cycles for prototyping, testing and refinement
- Measurement frameworks for tracking user experience outcomes
- User-centred research and end-to-end service design
- Build, integration and deployment of GenAI assistants
- Ongoing support and iterative optimisation
- Governance, analytics and dashboards for safety and performance
- Vendor-agnostic advice on GenAI platforms and LLMs
- Documentation for medical device certification, if required

Benefits

- Enhances user experience across all public-facing services
- Enables data-driven decisions based on measurable improvements
- Reduces costs by streamlining engagement and communication
- Improves public satisfaction with personalised and accurate responses
- Accelerates digital transformation using the proven method of IBM Garage
- Improves response times and accuracy in contact centres
- Supports compliance with medical device legislation, where required
- Provides unbiased guidance on GenAI platforms and LLM selection
- Ensures full governance, transparency and auditability of AI
- Delivers scalable, context-specific solutions for diverse user needs

IBM Generative AI Powered Assistants for Public-Facing Applications

Key Differentiators

- Built on IBM Garage's design thinking and co-creation methodology
- Tailored specifically for patient and public interactions where accuracy and trust matter
- Incorporates agentic AI for complex, multi-step task automation
- End-to-end delivery from discovery to deployment and improvement
- Vendor-agnostic approach aligned to customer technology choices
- Deep NHS experience in safety, governance and workflow integration
- Strong focus on measurable, quantified user experience improvements
- Includes support for medical-device-grade documentation, when needed
- Combines design, engineering and governance capabilities in one service
- Solutions tailored to organisational context and operational constraints

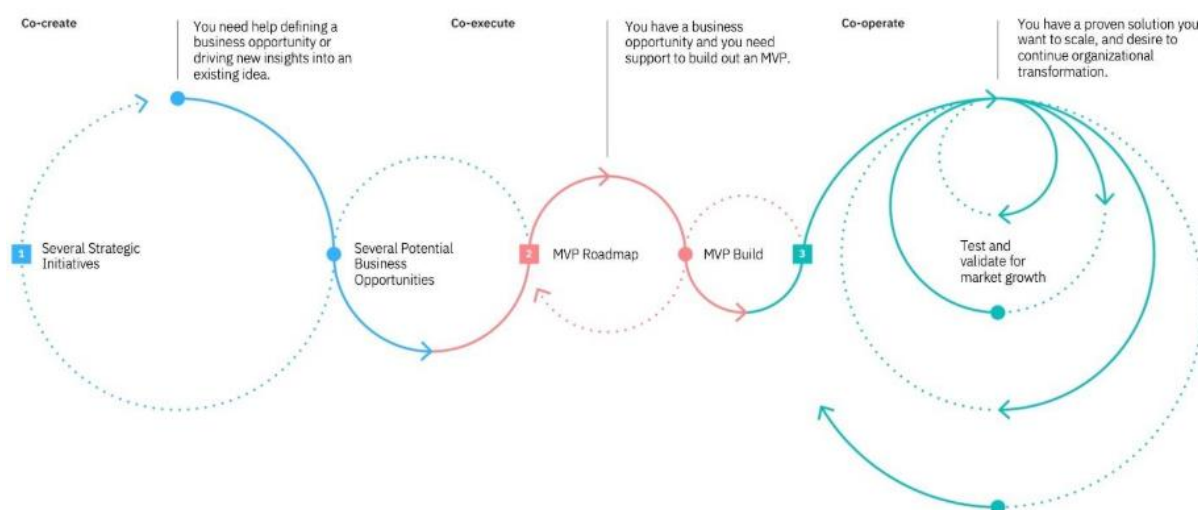
IBM Generative AI Powered Assistants for Public-Facing Applications

Additional Service Detail

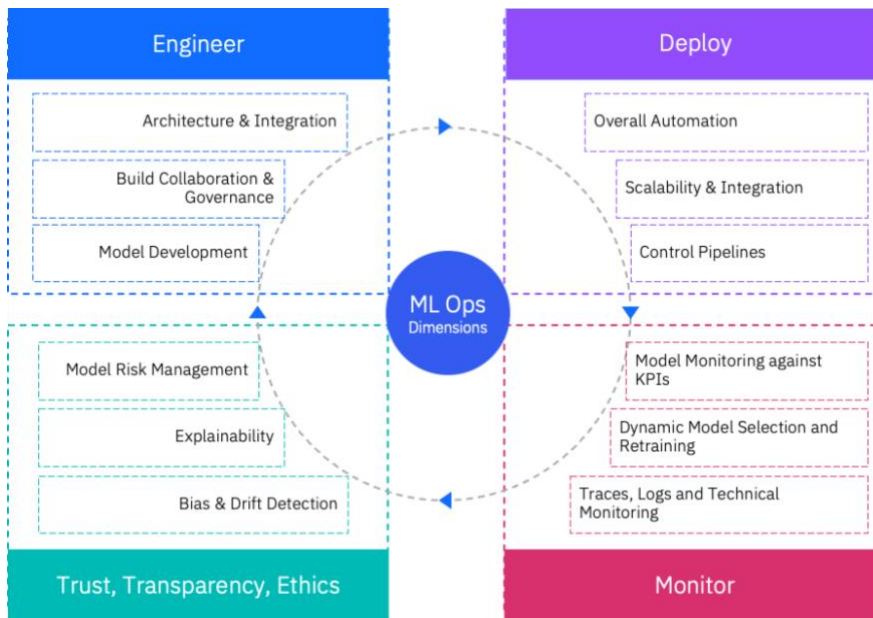
IBM Generative AI Powered Assistants for Public Facing Applications is a design-led consulting service that helps healthcare organisations transform how they interact with patients, families and the wider public. Using the IBM Garage design methodology, the service supports the creation of tailored Generative AI solutions such as website chatbots, personalised communication tools and agentic AI, that can coordinate multi-step tasks, to deliver faster, more consistent and more user-friendly interactions.

IBM Garage Methodology

De-risk digital transformation through structured innovation



The approach combines user-centred research, rapid prototyping and technical build to ensure each solution reflects real-world needs and local workflows. Learn-by-doing cycles allow organisations to safely test, validate and refine their GenAI assistants in controlled environments before widespread deployment. IBM provides independent advice to help select the right platforms and large language models, and the service integrates with whichever technologies the organisation chooses.



IBM's model for AI / Machine Learning Operations

A robust measurement framework quantifies user experience improvements, linking them directly to operational efficiency, reduced administrative effort and improved public satisfaction. Where required, IBM also supports the preparation of documentation for medical device compliance.

By uniting design thinking, engineering expertise and strong governance, IBM enables healthcare organisations to deploy safe, reliable and high-quality AI assistants that enhance public engagement and deliver sustainable productivity benefits.

About IBM

Supporting Government

We help government organisations in the UK and worldwide deliver and transform essential public services – our teams are passionate and proud about helping you to make a real difference to people's lives.

Government Services Supported by IBM



Defence and Intelligence



Public Safety and Policing



Healthcare



Life Sciences



Tax and Revenue



National Infrastructure



Social Care



Education



Work and Pensions

The problems we solve for clients are complex and cannot be satisfied with technology alone. They require a partner that can also offer deep industry expertise and a relationship of trust.

IBM combines the portfolio, people and sense of purpose necessary to meet today's enterprise demands.

Every day, we support and manage complex delivery for government clients where the impact of delivery has wide-reaching impact on citizens and national services.

We bring access to the industry experience, insight and technology capability to deliver and operate secure, scalable, optimised and available services for government.

We support you by bringing:

- Industry expertise – Professionals who understand and are passionate about delivering quality public services and can bring industry insights and apply innovation to your business processes
- Trust and security capabilities – Protecting valuable data and insights and deploying new innovations responsibly
- Innovative technology – Expertise in areas such as AI, blockchain, 5G, Automation, IoT, cybersecurity and quantum, delivered in a Hybrid Cloud environment
- Experienced Services professionals to support strategy, innovation and deliver transformation and change to processes, applications, and cloud infrastructure
- Global alliances – valuable partnerships with the world's leading vendors



About IBM

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.



Changing the world

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



Tech talent

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



Royal recognition

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



Inventors

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



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



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



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



