



Conversational AI Experience Design & Deployment

G Cloud 15 - LOT2B

1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

3. Services

Service Name

Conversational AI Experience Design & Deployment

Service Description

Premium consulting for organisations seeking to implement advanced conversational AI, delivering seamless digital customer and employee interactions through tailored AI platforms and software services.

Features

- Bespoke conversational AI solution architecture and roadmap
- Integration of AI platforms with existing applications and systems
- Design of natural language dialogue flows and intents
- Deployment and optimisation of conversational AI software services
- Enterprise-grade security and compliance controls
- User persona and use case discovery workshops
- Continuous monitoring, analytics, and performance tuning
- Customisable escalation and handoff to human agents
- Multi-channel support: web, mobile, messaging, and voice
- Comprehensive training and change management for stakeholders

Benefits

- Enhances digital customer engagement and satisfaction
- Accelerates time-to-value for conversational AI initiatives
- Reduces operational costs by automating routine interactions
- Improves employee productivity and self-service capabilities
- Delivers scalable solutions tailored to business needs
- Strengthens brand through seamless omnichannel experiences
- Ensures data privacy and regulatory compliance throughout project
- Facilitates measurable ROI through analytics and insights
- Minimises risk with expert-led delivery and governance
- Empowers teams via upskilling and adoption support

Constraints

Requires integration with existing IT infrastructure and clear business objectives.

CONTACT US

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