

Citizen Engagement with Microsoft Cloud

G-Cloud 14: Service Definition Document

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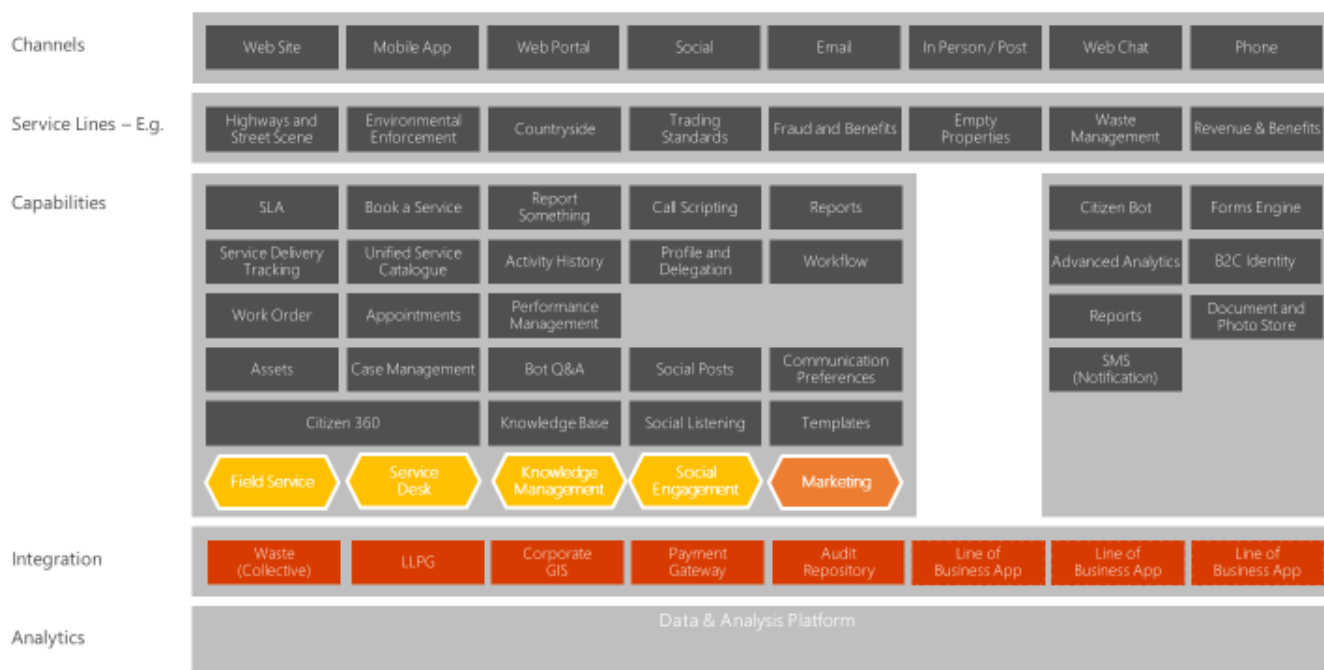
1. Service objectives

Introducing new employee productivity and citizen engagement capabilities for your organisation/authority with cloud first Citizen/Employee Engagement services from Microsoft. Begin with your highest business priority areas using one or more of the following jumpstart engagements. These engagements are designed to accelerate organisational cloud transition and citizen engagement transformation based on Microsoft Dynamics365, ultimately providing an end-to-end eServices digital platform.

All the offerings can be taken as a whole to deliver a core end-to-end solution for Local Government to enhance the delivery of both citizen and employee services across an entire organization / authority.

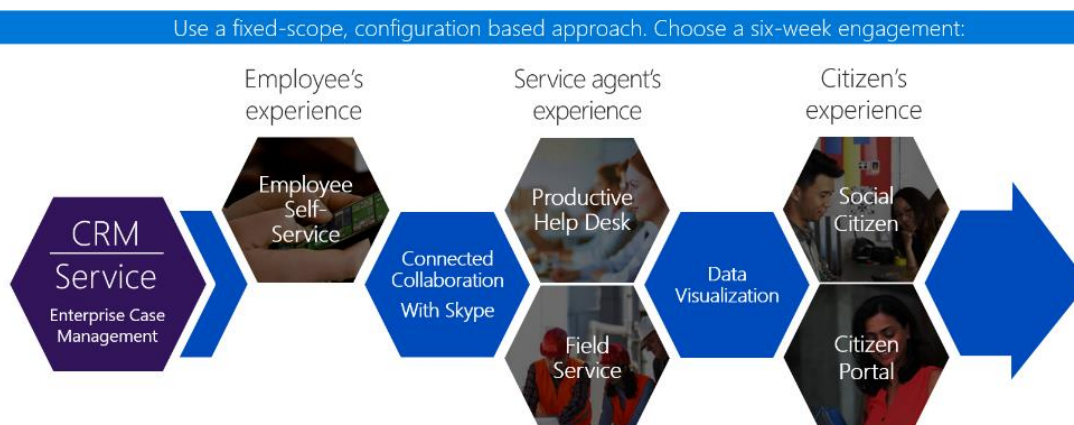
- Citizen Portal – Deliver a secure web portal to streamline case management processes, provide guidance, and collect data/case information.
- Case Management – Single repository for the capture, registration, triage, processing and onward submission to down stream line of business applications for all cases raised
- CitizenBot – Development of an artificial intelligence based Citizen Interaction BOT to enhance service delivery whilst driving down the cost to serve, exploiting Microsoft Cognitive Services, BOT Frameworks and Cortana Personal Assistant. Combined with 'Robotic Process Automation' offers a significant opportunity to drive down cost to serve, and the releasing of valuable time from front line staff.
- Employee Self Service - Empower employees with unified knowledge integrated into Office 365, to provide a single source of truth across multiple channels.
- Social Citizen - Improve the organisation's Social Media services or programs and determine a technical approach to support the Social Citizen Framework with Microsoft Dynamics 365 CRM.
- Connected Field Service – Deliver improved insight and knowledge, real-time guidance, IoT integration, and cross-team collaboration capabilities to field workers on mobile devices.
- Productive Helpdesk - Provide a customizable online support portal that leverages a searchable knowledge base to deliver real-time updates, consistent answers to service questions, and product and service information and documentation.

Combining the elements above provides the foundation for a comprehensive end-to-end eServices Digital Platform for Citizen services delivery:



2. Overview of work performed

This service highlights a collection of engagement types that introduce new employee productivity and citizen engagement capabilities for your organization/authority. Each engagement type uses a fixed scope, configuration based approach to deliver rapid, time-to-value capabilities based on Microsoft Dynamics365.



Microsoft Industry Solutions delivers this cloud-based solution using a consistent rapid approach for each service type.

- Citizen Portal – In this engagement we prioritise scenarios and determine a solution for a configurable, secure web portal. Scenarios may include informational/interactive services for citizens

or service requests – routing or lifecycle management. We will develop and test the portal and provide deployment and go-live support.

- Case Management – In this engagement we prioritise the case types, channels and service lines to form a foundational case management solution.
- Citizen Bot – Two stage process being, initially a scenario design workshop to identity and refine understanding of top candidate process followed by pilot phase to derive a minimum viable product deployed and functioning in a test environment.
- Employee Self Service – Microsoft will deliver a production pilot that includes a one-batch import of knowledge articles into Office 365, configuration for up to 50 users and best-practice guidance on knowledge based import and curation.
- Social Citizen – Through basic social media and communications analysis, comparative audits with similar organisations and discovery interviews with staff, external partners and citizens, we get a snapshot of your current program. We then present the findings and a potential Social Citizen Framework including brand attributes, keywords and hashtags that resonate with key citizen audiences. May include the use of a simple BOT that extends social citizen capabilities using the Microsoft BOT Framework.
- Connected Field Service – Rapid deployment of advanced field service capabilities, including intelligent scheduling of field technicians on a mobile application. Send digital forms to clients and coworkers, map routes to customer sites, communicate with technical experts, and more all from a single device, without returning to the office. As an entry level to quickly develop your business case and organizational capability we begin with a 50 user pilot.
- Productive Help Desk - Delivers a working pilot that includes a one-batch import of knowledge articles, up to four issue-ticketing work processes, Facebook integration for an FAQ-style page, and expert guidance on knowledge base import and curation. This offering can also include the use of a simple BOT that extends knowledge management capabilities using the Microsoft BOT Framework.

3. Inputs/pre-requisites

- Organisation's involvement in all aspects of the services
- Organisation's ability to provide accurate/complete information
- Organisation's project manager to provide day-to-day direction of the engagement and assist in all project activities

4. Service outcomes

Each service type highlights specific functional capabilities contained within Microsoft Dynamics365:

- Citizen Portal – Delivery of a cost-effective, configurable, secure web portal— to streamline case management processes, provide guidance, and collect data.
- Case Management – Delivery of a case management repository, capturing, registering, managing the generation of raised cases.
- CitizenBot – Design and delivery of a cloud based CitizenBot to provide custom language model including chat, integration of sentiment and spellchecking cognitive services, up to 3 tasks that the BOT can perform, Azure search for integration to a knowledge base.
- Employee Self Service – Employee access to unified knowledge to provide a single source of truth across multiple channels
- Social Citizen – Enable your teams to assign social posts, share social streams, and create cases from social posts, with Dynamics Social Citizen.
- Connected Field Service - Empower your field workers with citizen insight, real-time guidance, IoT integration, and cross-team collaboration on mobile devices. Maintain networks, handle installations at customer properties, or respond to faults by providing access to real-time data and line of business applications.
- Productive Help Desk - Deliver consistent answers on any device across the authorities reach both with its citizens and employees, with real-time access 24/7 to the right answers at the right time.

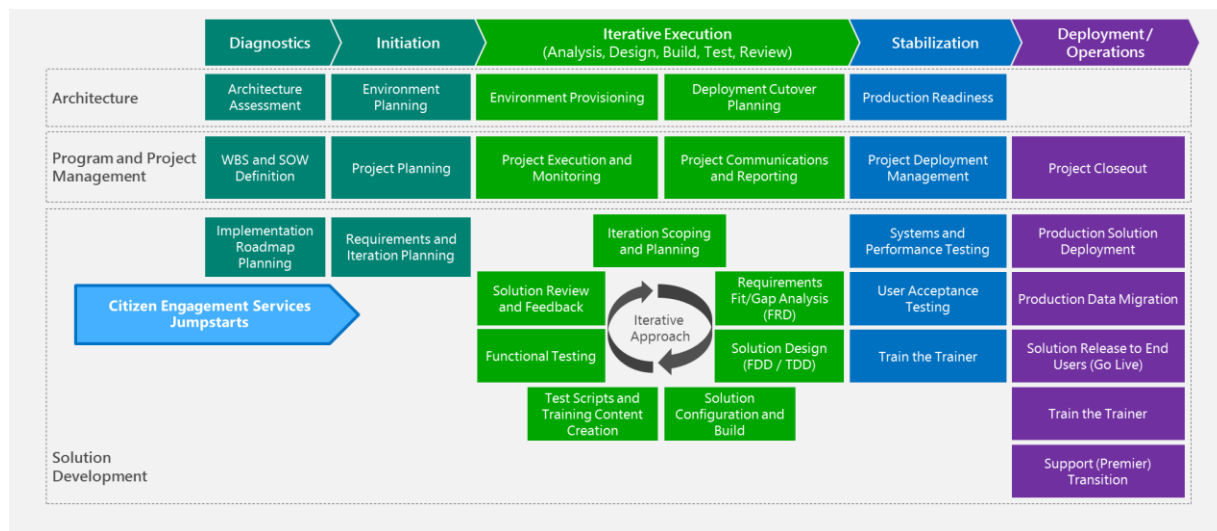
5. Additional information on Service Features

The Citizen Engagement Services Jumpstart's form part of the Microsoft Industry Solutions Citizen Engagement Framework, which identifies specific scenarios that have been seen to add value and transform the way local and regional authorities can engage with members of the public, using the Dynamics 365 platform.

The concept behind these jumpstarts is to provide rapid insight and value, through practical discovery with the solution, to quickly inform contracting authorities as to value and subsequent investment required to implement fully across the organisation.

As part of these scenarios and jumpstart services described herein; this service can be extended to delve deeper and undertake specific requirements analysis – both functional and non-functional including integration and interfaces, solution design and configuration, functional testing and solution feedback process with key users, stabilisation of the end-to-end solution and go-live and post go-live support. Following the completion of one or many jumpstarts, Microsoft would work with the contracting authority

to collaborate on scope, approach, detailed requirements specific to the organisation – taking insight and learnings from the jumpstarts.



The structure and methodology employed for this full implementation of these services would follow Sure Step 365 methodology, which adopts a proven and standardised approach to ensure all aspects of the implementation are catered for throughout the five key stages of the process.

6. Additional information on Service Benefits

Anticipated business benefits include:

- Driving down the cost to achieve service delivery
- Improved Citizen and Employee satisfaction
- Empowered Agents
- Empowered Citizens
- Intelligence everywhere
- Optimized productivity

7. Why Microsoft Industry Solutions

Advanced technology is only useful if it helps you succeed, which is why we're focussed on helping you to create unique business value and deliver business outcomes for your organisation, customers and employees. We challenge convention, reimagine the art of the possible and deliver uniquely differentiated services for our customers. With results that demonstrate our ability to lead and deliver the promised value of cloud for customers, Microsoft Industry Solutions are accountable, invested in your success over the long term and focused on helping you address critical, complex business challenges using disruptive technology in innovative new ways for faster realisation of your digital ambitions.

World Class Expertise: We are proud to be a world leader with decades of experience – not just in our technologies but also the Services that support them. Our knowledge, expertise and proven practices underpin the delivery of our consultancy and support services.

Connection with Microsoft Product Groups: At any stage of the design or implementation process, Microsoft Industry Solutions can connect with specific Product Groups and technical communities at the heart of Microsoft. This means we have unique access to the latest developments surrounding our own Microsoft technologies to resolve issues quickly and assist in planning and strategy.

Distinctive Intellectual Property (IP): Microsoft Industry Solutions can draw upon unique IP including frameworks and accelerators developed through hands-on use of our own technology and many worldwide deployments, to accelerate and de-risk the delivery of your solution.

Strong Customer Relationships: We are committed to long-term customer success and have close, intimate relationships with our customers that enable us to support their projects and wider business goals. All our projects are monitored and measured in terms of customer satisfaction, which is a key metric for our delivery teams.

A Relentless Focus on Driving Customer Impact: Through architecture, deployment, adoption and support, ensuring our customers do and achieve more with their investments in Microsoft to help them please their own customers.