



SMART: FRONT DOOR – SCHOOLS / MATs

SERVICE DEFINITION DOCUMENT

G-Cloud 15 Framework | Lot 2b: Cloud Software

SERVICE OVERVIEW

SMART: Front Door for Schools & Multi-Academy Trusts (MATs) provides AI-powered digital access for parents, carers, pupils, and the wider community to self-serve enquiries 24/7. Built on the ICS.AI SMART: Platform, the service uses ICS.AI's OLM (Organisational Language Model) to deliver accurate, consistent answers grounded in approved school and trust knowledge, with governed escalation to staff and comprehensive audit trails.

The service supports common school and trust enquiries including admissions, term dates, attendance, policies, SEND processes, safeguarding information, and general school services. It reduces avoidable demand on school offices and trust teams while maintaining safeguarding, accessibility, and governance standards required in education settings.

SERVICE TIERS

Tier	Description
Foundation	AI-powered engagement via web. OLM delivers multi-turn conversational support using approved school and trust knowledge with citations. Intelligent triage and governed handover to staff with transcript and structured summary.
Premium	Foundation plus personalised experience using conversation history. Priority routing for safeguarding-related or urgent enquiries, proactive updates, and enhanced analytics.
Specialist	Premium plus dedicated domain agents for Admissions, Attendance, SEND, Safeguarding, and Trust Operations. Extended workflows, eligibility prompts, and safeguarding-aware journeys.
Ultra	Complete bundle: all channels (Web, Phone, SMS, Email, Mobile, Live Chat), all specialist domains, surge handling for peak periods, continuous optimisation, cross-school reporting, managed updates, and priority support.

KEY FEATURES

- Multi-turn conversational AI with context retention
- OLM answers grounded in approved school and MAT knowledge with citations
- Intelligent triage and routing to appropriate school or trust teams
- Governed handover to staff with transcript and interaction summary
- Safeguarding-aware prompts and sensitive topic handling
- Accessibility features including plain language and translation
- Journey analytics tracking containment, escalation, and demand
- Role-based administration for content and governance
- Audit-ready transcripts for assurance and inspection

KEY BENEFITS

- Reduces routine enquiries handled by school offices
- Improves response consistency across schools and trusts
- Supports inclusive, accessible access for parents and carers
- Improves handling of safeguarding-related enquiries
- Frees staff capacity for complex or sensitive cases
- Identifies demand patterns and service pressures
- Maintains governance with full audit trails
- Scales across individual schools and central MAT teams

TECHNICAL ARCHITECTURE

Built on the ICS.AI SMART: Platform, providing:

- Microsoft Azure deployment with UK data residency
- Multi-LLM orchestration with policy and cost controls
- Retrieval-augmented generation (RAG) over approved knowledge
- Identity integration via Microsoft Entra ID with RBAC
- Connector framework for education systems
- Web chat widget and embedded experience options
- Optional adapters for phone, SMS, email, and mobile
- Integration with CRM and case management systems

SCHOOLS & MATs SYSTEM INTEGRATIONS

The connector framework supports integration with common school and trust platforms, including:

- School and MAT websites
- Management Information Systems (MIS)
- Safeguarding and SEND systems
- CRM and enquiry management platforms
- Microsoft 365 (SharePoint, Teams, Outlook)
- Policy and intranet repositories

Integrations are configured in line with safeguarding and trust governance policies.

GOVERNANCE, SECURITY & COMPLIANCE

- Role-based access control for users, journeys, and content
- Policy controls for prompts, outputs, and escalation thresholds
- Approved knowledge sources with review and version control
- Full audit logging for conversations and handovers
- Sensitive data handling with redaction and minimisation
- Human-in-the-loop controls for safeguarding-related interactions
- WCAG 2.2 AA compliant interfaces
- GDPR compliant with UK data residency
- Agentic Dome governance embedded by design

IMPLEMENTATION APPROACH

- **Discover & scope** – priority journeys and user groups
- **Configure governance** – safeguarding rules and approvals
- **Build & ground** – connect knowledge and create journeys
- **Integrate** – identity, websites, MIS, CRM systems
- **Test & assure** – safeguarding, accessibility, security checks
- **Pilot & iterate** – phased rollout by school or trust
- **Scale & operate** – trust-wide optimisation and reporting

SUCCESS MEASURES

- Containment and deflection rates
- First-contact resolution
- Escalation accuracy
- Reduction in routine school office enquiries
- Parent/carers satisfaction indicators
- Demand insight across schools and trusts

CHANNEL ADD-ONS

Web channel included as default. Additional channels available:

Product	Description
Phone	Call transcription, intent detection, after-call summaries, warm transfer
SMS	Two-way messaging with opt-in/out handling
Email	Enquiry classification, draft replies, thread summarisation
Mobile	In-app assistant, notifications, secure sessions
Live Chat	Real-time agent-assisted chat with AI escalation, co-browsing, and queue management

These are available via SMART: Front Door – Channel Add-ons.

DEPENDENCIES & PREREQUISITES

- SMART Platform Core (included with any SMART product)
- Microsoft Azure subscription (UK or EU hosted)
- Microsoft Entra ID for identity management

USER SUPPORT

The response time is 24 hours, depending on the contract signed by the client and applies during working hours from Monday to Friday. The Support levels are as follows:

Level	Description	Response
Level 1: Urgent	System not responding or critical function loss that affects all users.	24hr fix/workaround
Level 2: High	A function loss that causes significant disruption to business and users.	Priority response
Level 3: Normal	Function loss that affects some users but will not stop them from being able to do other tasks.	Standard response
Level 4: Low	A cosmetic issue or a minor function loss that affects some users.	Scheduled response

This service, up to an agreed number of hours per month, is included in the cost of the Licence for the SMART: Front Door. Additional support hours can be purchased if required.

DISCLAIMER

This service description was prepared for G-Cloud 15 and will remain on the Digital Marketplace for the duration of the framework period (up to 24 months). As AI technology and our platform capabilities evolve rapidly, specific features, integrations, or functionality described in this document may have changed since publication.

Before purchase, we recommend contacting ICS.AI to confirm current capabilities and any new features that may have been added since this description was published.

CONTACT



VISIT OUR WEBSITE

Learn more about ICS.AI, our services, and how we support the UK public sector with responsible AI

<https://www.ics.ai/>



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Contact our team with questions about our services, G-Cloud offerings, or to start a conversation

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Schedule a call with our team to discuss your requirements or learn more about our services

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