



SMART: FRONT DOOR LOCAL GOVERNMENT

SERVICE DEFINITION DOCUMENT

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

SERVICE OVERVIEW

SMART: Front Door provides AI-powered customer engagement for local government, enabling residents to self-serve 24/7 through intelligent conversation. Built on ICS.AI's OLM (Organisational Language Model) technology, the service delivers accurate answers from your approved council knowledge with full citations, governed handover to staff, and comprehensive audit trails.

The service handles common council enquiries including council tax, housing, benefits, waste, and planning, reducing contact centre demand while maintaining governance and compliance standards required for public sector deployment.

SERVICE TIERS

Tier	Description
Foundation	AI-powered customer engagement via web. OLM delivers multi-turn conversation with answers from approved council knowledge and citations. Intelligent triage and governed handover to staff with transcript and summary.
Premium	Foundation plus personalised resident experience with OLM transaction memory and conversation history access. Priority routing for urgent cases, proactive status updates, and richer analytics.
Specialist	Premium plus dedicated OLM agents for Adult Social Care, Children's Services, Housing, Revenues & Benefits, Planning, and Waste. Extended workflows, eligibility prompts, and domain-specific journeys.
Ultra	Complete bundle: all channels (Web, Phone, Email, SMS, Mobile, Live Chat), all specialist areas, surge configuration, continuous optimisation. Cross-service OLM reporting, managed updates, and priority support.

KEY FEATURES

- Multi-turn conversational AI with context retention across interactions
- OLM answers from approved council knowledge with source citations
- Intelligent triage and routing to appropriate council services
- Governed handover to staff with transcript and interaction summary
- Accessibility features including plain language and translation options
- Journey analytics tracking containment, resolution, and drop-off rates
- Sensitive data redaction protecting resident personal information
- Role-based admin for journeys, content, and governance controls
- Audit-ready transcripts supporting compliance and governance requirements

KEY BENEFITS

- Reduces avoidable contacts with OLM-powered self-service resident answers
- Improves first-contact resolution for common council service enquiries
- Provides consistent governed answers across peak demand periods
- Reduces agent wrap-up time with structured handover summaries
- Reveals demand patterns and service failure points for improvement
- Frees council staff for complex and sensitive casework
- Maintains governance with comprehensive audit trail for compliance
- Scales to handle seasonal demand peaks without additional staffing

TECHNICAL ARCHITECTURE

Built on SMART: Platform Core, providing:

- Microsoft Azure deployment with UK data residency
- Multi-LLM orchestration with model routing and cost controls
- Retrieval-augmented generation (RAG) over approved knowledge sources
- Identity integration via Microsoft Entra ID with RBAC
- Connector framework for Microsoft 365 and line-of-business systems
- Web chat widget and embedded experience options
- Optional adapters for telephony, email, SMS, and mobile channels
- Handover integrations to CRM, contact centre, and ticketing systems

GOVERNANCE, SECURITY & COMPLIANCE

- RBAC for users, knowledge sources, agents, and admin actions
- Policy controls for prompts, outputs, and actions (allow/deny, thresholds)
- Approved knowledge sources with review and version control
- Audit logging for prompts, outputs, routing decisions, and approvals
- Sensitive data handling with redaction and minimisation patterns
- Human-in-the-loop controls for high-risk workflows
- WCAG 2.1 AA compliant ensuring accessibility for all users
- GDPR compliant with UK data residency
- Agentic Dome security layer for controlled AI agent actions

IMPLEMENTATION APPROACH

- Discover and scope: users, priority journeys, success metrics
- Configure governance: policies, roles, approved sources, retention
- Build and ground: connect knowledge sources; create journeys/agents
- Integrate: identity, M365, line-of-business systems, ticketing
- Test and assure: evaluation, accessibility, security review
- Pilot and iterate: controlled rollout, measure value, tune content
- Scale and operate: lifecycle management, monitoring, optimisation

SUCCESS MEASURES

- Containment rate / deflection rate
- First-contact resolution and misroute rate
- Average handling time (AHT) impact and wrap-up time reduction
- Drop-off/abandonment by journey
- CSAT / user satisfaction signals
- Demand insights: top intents, repeat contacts, service failure points

CHANNEL ADD-ONS

Web channel included as default. Additional channels available:

Tier	Description
Phone	Call transcription, intent detection, after-call summaries, warm transfer
Email	Classification by intent, draft replies, thread summarisation
SMS	Two-way messaging, opt-in/out handling, character-limit responses
Mobile	In-app assistant, push notifications, secure sessions, document capture
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

- Requires 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/>



EMAIL US

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

info@ics.ai



BOOK A MEETING

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

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