

30 January 2025

Ref: GCloud15

Version: 1.0

GCloud 15 (RM1557.15)

Crown Commercial Services

Service Definition – Liberty for Social Care

Bid.team@netcall.com



Contents

1	What is Liberty for Social Care?	1	5.5	Operational Acceptance Testing	5
2	Benefits	1	5.6	Project management	5
3	Goals and Objectives	2	6	Standard Support	6
4	Liberty for Social Care Packs	3	6.1	Service Wrap	7
4.1	Social Care Demand Management	3	7	Extend your Liberty Solution	8
5	Delivery Services	4	8	Industry / analyst recognition	9
5.1	Delivery and deployment	4	8.1	Industry Recognition:	9
5.2	Onboarding	4	8.2	Analyst Recognition:	9
5.3	Engagement management	5	9	Contact	9
5.4	Integration services	5			

1 What is Liberty for Social Care?

Liberty for Social Care is an innovative platform designed to streamline and optimise demand management in social care. By leveraging advanced technology and AI-driven insights, it empowers local authorities to manage resources efficiently, provide proactive care, and enhance communication with citizens.

Key features:

- **Advanced Generative AI Virtual Agent:** Helps citizens navigate information and advice, online or over the phone
- **Needs Eligibility Check:** Determines potential eligibility for services based on the Care Act.
- **Carers Assessment:** Help understand the impact of caring on wellbeing
- **Finance Calculator:** Estimates potential contributions towards care costs.
- **Full Financial Assessment:** Made available by the LA if the person requires a full finance assessment
- **Community Directory** (Open Referral UK standard): Connects citizens with local services.
- **Personal Account:** Allows citizens and their family to journal and store information which can be shared to inform a Care Act Assessment.
- **AI-Driven insights:** forecasts demand.

This tool is designed for individuals who are not yet accessing services but are beginning to explore their options and seek information and advice. It helps them find relevant guidance and prepare for the social care journey ahead. By offering features that allow users to capture and reflect on what matters most to them and their families, the tool supports early thinking and planning. This content can later feed into formal assessments, enabling more person-centred conversations if they go on to request support from their local authority (LA).

2 Benefits

Our solution helps Local Authorities to:

- **Streamline Demand Handling:** Offer self-service options to people who can benefit from community interventions and not ready for local authority support
- **Optimise Resource Allocation:** Use AI-driven insights to forecast demand and allocate resources.
- **Enable Proactive Interventions:** Identify at-risk individuals early and implement preventive measures.
- **Improve Communication and Coordination:** Integrate communication tools for real-time updates and transparency.

Benefits for Citizens:

- **Empowerment:** Provides tools for citizens and their family to manage their own care journey, enhancing independence and control.
- **Accessibility:** Offers easy access to information and services through a user-friendly portal.
- **Transparency:** Keeps citizens informed with real-time updates on their care journey.
- **Efficiency:** Reduces wait times and improves the speed of service delivery.
- **Support:** Connects citizens with local services and resources tailored to their needs.
- **Convenience:** Allows citizens to complete eligibility checks and financial assessments online, saving time and effort.
- **Personalisation:** Tailors advice and recommendations based on individual profiles and needs.
- **Proactive Care:** Identifies potential issues early, enabling timely interventions and support.

3 Goals and Objectives

The Liberty for Social Care solution is designed to transform how local authorities manage social care demand by empowering citizens, optimizing internal workflows, and enabling data-driven decision-making. The following goals and objectives guide the development and implementation of the product:

1. Streamline Demand Handling

Objective: Reduce unnecessary contact with front-door teams by enabling citizens to self-serve when appropriate.

- Provide intuitive, AI-powered tools that guide users through eligibility checks, financial assessments, and local service discovery.
- Encourage early engagement and self-help for individuals not yet ready for formal support.
- Reduction in call volume to front-door teams (e.g. % decrease in inbound calls).
- Decrease in average handling time for routine inquiries.
- Increase in self-service usage (e.g. % of users completing eligibility checks or financial calculators online).
- Reduction in failure demand (repeat contact due to lack of updates or unclear processes).

2. Optimise Resource Allocation

Objective: Use data and AI to ensure the right resources are deployed at the right time.

- Leverage predictive analytics to forecast demand trends and identify service pressure points.

- Enable staff to triage cases more effectively using AI-generated summaries and insights.
- Support strategic planning with real-time data on citizen needs and service usage.
- Reduction in call volume to front-door teams (e.g. % decrease in inbound calls).
- Decrease in average handling time for routine inquiries.
- Increase in self-service usage (e.g. % of users completing eligibility checks or financial calculators online).
- Reduction in failure demand (repeat contact due to lack of updates or unclear processes).

3. Enable Proactive Interventions

Objective: Identify and support at-risk individuals before they reach crisis.

- Use account data and journaling tools to detect early warning signs of escalating need.
- Send automated, personalized messages to encourage preventive action and connect users with relevant services.
- Reduce long-term care costs by intervening earlier in the citizen journey.

4. Improve Communication and Coordination

Objective: Enhance transparency and collaboration between citizens and local authorities.

- Provide real-time updates on support requests and referrals to reduce follow-up calls and uncertainty.
- Allow citizens to share their goals, history, and preferences with professionals to improve continuity of care.

5. Empower Citizens Through Transparency

Objective: Help people understand the social care process and make informed decisions.

- Offer clear, jargon-free explanations of eligibility, financial contributions, and available services.
- Allow users to explore options anonymously or through a secure personal account.
- Build trust by making the process visible, predictable, and user-friendly.

6. Support Continuous Improvement

Objective: Use feedback and data to evolve the service over time.

- Collect user feedback and behavioural data to refine tools and content.
- Monitor performance metrics (e.g. completion rates, drop-off points, satisfaction scores) to identify areas for improvement.

4 Liberty for Social Care Packs

Initially provided with the Demand Management Pack, as new Packs are released these can be added to your Liberty for Social Care solution.

4.1 Social Care Demand Management

This pack will provide the local authority with the ability to support their residents at the first point of contact. On average 80% of people who contact social care front door teams get signposted away or given Information and advice. This pack empowers residents to help themselves and understand the social care process. The pack includes:

- **Case Management and Portal:** Enabling authority employees and citizens applying for social care to navigate the system and record and progress their interactions.
- **About Me, Journal and Goals:** This set of tools are provided for those navigating their social care journey to record various pieces of information.
- **Social Care Virtual Agent:** This is an AI-driven tool that helps citizens navigate social care by providing them with helpful information, contextual to the area where they live. It is the first way people will generally interact with Liberty for Social Care.
- **Care Needs Eligibility Assessment:** This is a nationally aligned assessment tool to help the citizen understand if they are likely to be eligible for local authority support. There is an ability to complete these anonymously with no account being set up as well as the option to store these for future reference within an account. The outcome of this will indicate whether the citizen is likely to have care act eligible needs or

not. If not, it will offer advice on local services, equipment, support that they can access.

- **Quick Finance Calculator:** This tool will let applicants understand if they are likely to receive financial support for their social care and what their potential contributions may be. This is aimed at preventing unnecessary work for social workers undertaking assessments, as many people will not be eligible for funding.
- **Full Finance Calculator:** This builds on the Quick Finance Calculator and is a full financial assessment tool which collects all of the information and documents required by the local authority to decide on social care funding eligibility and amounts.
- **Carer's Self-Assessment:** A needs assessment tool to evaluate the impact of a caring role on the carer's physical and mental health, work, social life, and finances, identifying support needs they may have.
- **Support Networks:** Allows individuals to note people within their support network. This can involve nominating people to do things on behalf of the individual – this might be other people or professionals.
- **Reporting:** A full reporting capability which allows the authority to get reports on all aspects of Liberty for Social Care.
- **Community Services Directory:** This is an online tool that lists local services, organisations, and activities relevant to individuals who may need care and support, including unpaid carers. It covers formal, regulated services such as health care providers, social care agencies, and educational support and will be used by professionals and families to find specialist services tailored to specific needs (e.g., mental health support, disability services). Examples include SEND Local Offer sites or directories titled "Help and Support" 1. But it also covers informal, community-based resources like local clubs, volunteer groups, befriending services, and social activities and aims to foster community engagement, reduce isolation, and promote wellbeing through participation.

5 Delivery Services

5.1 Delivery and deployment

Liberty for Social Care runs in a hosted environment on Amazon Web Services (AWS).

Netcall provides Professional Service resources to support the delivery of Liberty for Social Care. The number and type of resources varies according to the scope of the project, the technology being deployed, the setup and configuration requirements. The services are described in the following sections. All Services are charged as per the Rate Card.

5.2 Onboarding

On-boarding services includes the following deliverables:

Welcome documentation:

- Project initiation and establishing project governance.
- Initial data protection impact assessment.
- Include Community registration and access to eLearning.

Infrastructure operations:

- Commissioning server environment and installing the Liberty controller.
- Initial snapshot app deployment and configuration.
- Providing networking support to establish connectivity to third party resources.
- Establish billing mechanisms and milestones.

Training:

- Liberty for Social Care training is provided as self-paced eLearning.

5.3 Engagement management

Engagement services are aimed at supporting the user to ensure successful delivery of their project. These services are offered on an annual basis to support for ongoing services. Engagement typically includes the following:

- Stakeholder engagement to ensure successful introduction and acceptance of the Liberty for Social Care solution and all associated services.
- Provide an annual success plan including support for on-boarding staff and supporting the successful deployment of the solution.
- Support the development of application/service roadmap.
- Quarterly reporting and account meetings to understand service performance metrics and proposed improvement plans.

5.4 Integration services

Typical activities included in these services are:

- On Premise Adaptor setup and Adult Social Care system mapping.
- SSO for ADFS.
- Converse CX integration.
- Integration to any other third-party interface.
- Integrating with cloud databases or where OPA configuration is non-standard.
- In flight case migrations.

5.5 Operational Acceptance Testing

Operational Acceptance Testing (OAT) includes the primary services required for service acceptance and pre-go live services including:

- Support for third-party security checks (penetration testing and vulnerability scans).
- Operational failover and recovery testing.

5.6 Project management

Project Management is responsible for the delivery of the contracted obligations and overall solution/services to agreed specification/scope, quality, budget and time.

Project management runs across the project lifecycle and is responsible for managing issues, change requests, risks and dependencies and reporting on progress at agreed intervals and escalating any items which present a risk to the project's success.

6 Standard Support

Netcall provides a service desk through which all incident and service requests can be raised, together with a fault resolution service.

These requests are made via:

- Phone: Call the Service Desk directly on 0330 363 0300
- Email: to support@netcall.com, or
- Submission via the [Netcall Community Support Portal](#).

Our dedicated support team staffing our Service Desk comprises:

- 1st/2nd line team, skilled in the platform and software user-support, diagnosis, advanced application troubleshooting, upgrades and configuration.
- Escalation is to dedicated resolver groups and/or 3rd line team experienced with in-depth troubleshooting.
- For higher level analysis at the software debug level, the support team escalates to a software development engineering team.

Netcall's support personnel are trained to support the full range of Cloud Hosted solutions offered by Netcall.

Netcall's service desk processes all requests in accordance with ITIL Incident Management Practices, which are embedded within the Netcall helpdesk.

Netcall logs, categorises and prioritises each incident within the initial triage process according to the agreed priority definitions, in consultation with the customer. Netcall will use reasonable endeavours to correct material, reproducible and documented errors in the Cloud Hosted solution (whether by fix, workaround or new release). All reported incidents are prioritised according to the following definitions and associated matrix.

Impact

High: Total loss (unavailability) of the service, or suspected information security issue, or data breach has been identified.

Medium: Service operable but with loss of substantial system functionality or performance, but workaround available.

Low: Minor or cosmetic issue with no material impact to service operation.

Urgency

High: Critical business operations cannot function.

Medium: Critical business operations are operating in limited manner.

Low: Business operations not materially impacted.

Having assessed the impact and urgency of an incident, the Priority of the incident is allocated based on the following matrix:

Table 1 - Priority levels by impact and urgency

		Impact		
		High	Medium	Low
Urgency	High	P1	P2	P3
	Medium	P2	P3	P4
	Low	P3	P4	P4



The following table shows the target response and resolution times based on the Priority:

Table 2 - Incident Response and Resolution Targets by Priority

Priority	Operating Hours	Incident Response Target	Incident Resolution Target
P1	24/7	15 minutes within Operating Hours	6 Operating Hours
P2	Standard Service Hours	15 minutes within Operating Hours	2 Business Days
P3	Standard Service Hours	4 Operating Hours	10 Business Days
P4	Standard Service Hours	4 Operating Hours	20 Business Days

All response and resolution targets are based on time during Operating Hours and are estimates which Netcall is obliged to use reasonable endeavours to achieve.

Operating Hours means the time period during which incidents will be actively worked upon and which is used for the purposes of measuring performance against incident resolution and response targets.

Standard Service Hours are (UK local time) Mon-Fri 08:00-18:00 (exc. UK bank holidays).

Support and Maintenance Services only covers the standard Cloud Hosted solution and do not cover customer created applications (including applications built by Netcall on customer's behalf) and/or customer's own technology and/or internal infrastructure, nor does it provide free training and/or provide consulting on customer created applications (including

applications built by Netcall on customer's behalf) and /or content such as views, reports, configurations and/or third-party technologies and/or services.

6.1 Service Wrap

To complement the Citizen and Tenant Hub (CH/TH) frameworks, Netcall offers a managed Service Wrap to keep the solution up-to-date technically, including upgrades to the CH/ TH framework, as well as up to 4 delivery services days to be called off for services like consultancy and "how do I" requests.

7 Extend your Liberty Solution

Liberty is the AI-powered platform for transformation, bringing intelligent automation and customer engagement together. With its trusted low-code application development and communications tools you can build faster, connect better and transform how work gets done without complexity.

Liberty for Social Care can operate as a standalone solution or integrate with the wider Liberty Platform to extend functionality when required. This modular approach allows organisations to add automation, communications, AI and low-code capabilities without replacing existing systems.

Optional extensions include:

- Rapid application development with **Liberty Create** – an enterprise low-code application development platform that enables transformation of processes, deployment of case management workflows and delivery of digital experiences that make lives better for employees and customers.
- **Jadu** helps organisations deliver accessible digital services through web content management, online forms and customer relationship management tools that require no coding.
- With intelligent AI powered **Liberty RPA** (Robotic Process Automation), you can streamline your processes and boost efficiency. Liberate your people to use their talents better by releasing them from time-consuming, mundane, repetitive tasks.
- Enable the total experience with **Liberty Converse CX** – next generation contact centre solutions which redefines how organisations engage with their customers. Blend digital automation with human interaction.
- Analyse, understand and manage business processes with **Liberty Spark** – the effective and connected way to rapidly document, analyse and

continuously improve business processes at scale. Accessible and understood by everyone in an organisation.

- Turn unstructured content into structured, usable data — fast with **Liberty IDP**. With our AI-powered intelligent document processing solution, that data can then drive applications, trigger workflows and power smarter decisions across the Liberty platform.
- Anticipate and address potential rent payment challenges before they escalate with **Rent-IQ®**. Predictive analytics mean you can identify at-risk tenants and proactively engage them with early warnings and tailored support. Get a free, no-obligation product tour.
- Automate at least 80% of the work associated with processing online Revenues & Benefits transactions with **Govtech**. With our digital process automation services, you can free up skilled resources, and focus their time and expertise on vulnerable customers who really need assistance.
- No longer worry about keeping your contact details up to date, secure and efficiently managed with our **Directory**. As a secure, centralised digital address book, it stores, manages and organises up-to-date contact details for employees, sites, and departments.
- Optimise clinic utilisation and improve patient access through digital engagement and intelligent scheduling with **Liberty for Health**. It combines digital self-service and rules-driven booking automation to reduce DNAs, accelerate rebooking, and maximise capacity usage across diagnostics and outpatient services.

All Liberty components share a common governance framework, security standards and integration-ready architecture, ensuring compliance and resilience across your digital ecosystem.

8 Industry / analyst recognition

8.1 Industry Recognition:

- **SOCITM Awards 2025:** Newcastle City Council won *Transformation Initiative for Digital Innovation* for their work with Citizen Hub. Netcall win Partner of the Year.
- **SOCITM Awards 2024:** Lancashire County Council and Netcall recognised for their work with Citizen Hub.
- **Health Tech Awards 2024:** University Hospitals Sussex Foundation won *Partnership of the Year* for work on Liberty Create based application for Waiting List Validation
- **iESE Awards 2022:** multiple councils recognised for transformation using Liberty Create.
- **LGC Awards 2020:** Adur and Worthing Councils, *Council of the Year* – shortlisted organisation using Liberty Create.
- **iESE Awards 2020:** Cumbria County Council and RBKC recognised for digital and green services with Liberty Create.

8.2 Analyst Recognition:

- The Digital Process Automation Software Landscape, Q2 2025
- The Low-Code Platforms For Professional Developers Landscape, Q4 2024
- The Task-Centric Automation Software Landscape, Q3 2024
- The Robotic Process Automation Landscape, Q3 2022
- The Forrester Wave™: Low-Code Development Platforms For AD&D Professionals, Q1 2019
- Gartner 2018: Liberty Create included in Magic Quadrant for Enterprise High Productivity aPaaS.
- Forrester New Wave 2017.

9 Contact

For further information, please contact: bid.team@netcall.com