



Digital Contact Centre and Service Centre Design and Optimisation

G-Cloud 15 Service Definition Document

January 2026

Contents

1	Deloitte Overview	1
2	Service Overview	3
3	Detailed Service Description	5
4	Contact Details	8

1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver** and **Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹ and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

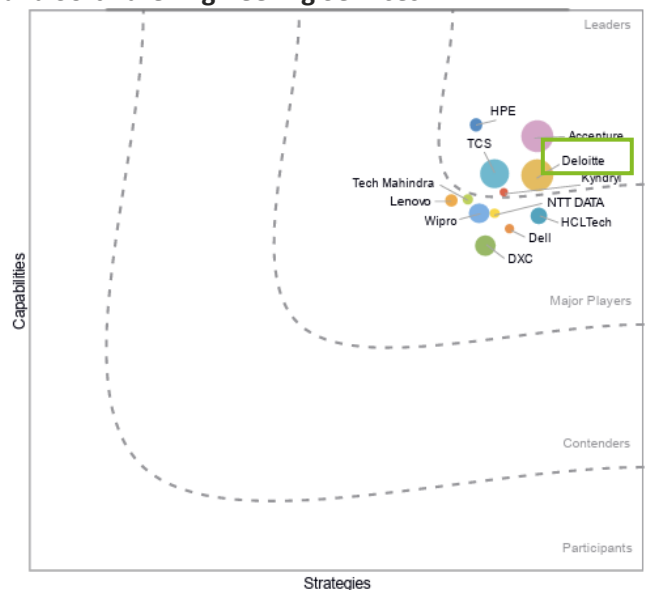
Deloitte continues its position as a Leader for the second year in a row in the 2025 Gartner® Magic Quadrant™ for Digital Experience Services. **Magic Quadrant™ for Digital Experience Services 2025**



Gartner: Magic Quadrant™ for Digital Experience Services 2025. © Gartner inc. 2025

IDC

Deloitte was again awarded Leader status in the **IDC MarketScape: Worldwide Hybrid IT Consulting and Integration Services 2025 Vendor Assessment**. This follows our 2024 success. We were also recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



IDC MarketScape: Worldwide Hybrid IT Consulting and Integration Services 2025 Vendor Assessment © IDC inc. 2025

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

Deloitte supports clients with their **Customer Experience (CX) and Cloud Contact Centre transformation** journey to create a **truly omnichannel customer engagement** platform and enhance the overall customer experience.

Deloitte has supported many clients' CX transformation programmes, **providing seamless integration and communication with multiple platforms** and business applications, to deliver highly functional systems. We have the experience, capability and subject matter expertise to support the modernisation of our clients contact centre technology platform for exploiting self-service and automation, realising AI/ML driven efficiencies and service delivery to their customers.

We are technology and vendor agnostic in our approach working across a range of Contact Centre as a Service (CCaaS) vendors and contact centre functions including CRM, WFM, CTI, quality management and case management. Typical product options include Amazon Connect, Dynamics 365 Contact Centre, Azure Communication Services, Google CCAI, Salesforce Service Cloud Voice (SCV), Dynamic 365, Genesys, Five 9, Twilio, 8x8, Talkdesk, Nice, Calabrio, Verint, ServiceNow and other technologies.

Features

- Current-state assessment (i.e., identify existing customer journeys and opportunities for efficiencies, conversational self-serve, and automation) and gap analysis of 'as-is' environment to benchmark the current and map future capabilities
- Support CX Platform ecosystem strategy, design, vendor selection/procurement and supporting business case, meeting the needs to contract expiry, platform obsolescence or CX transformation programmes
- Advice and execute on contact centre platform integration with CRM and Case Management (e.g., Salesforce, Dynamics 365 and ServiceNow etc.), WFO (e.g., Calabrio, Verint etc.), Agent Desktop solution, UCC and knowledge base systems, improving customer experience, agent productivity, data management and visibility
- Incorporate key market trends such as exploitation of AI/ML including Generative and Agentic AI in CX, contact data analytics and reporting
- Contact centre platform architecture, IVR and chatbots, Natural Language processing, sentiment analysis (e.g. Amazon Contact Lens, Google CCAI, LivePerson), and integrations design (e.g. WFO, call recordings, CRM, knowledge base)
- Contact centre analytics and management (dashboards and insights: Grafana, Kibana and Elasticsearch, Contact Lens)
- Mobilising the necessary delivery capability and managing the supporting activities involved in transition and transformation of the services.

Benefits

- Develop future state of CX, focusing on simplifying service journeys, driving blended agent capability, customer outcomes and underlying operating model
- Build innovative customer servicing journey options through Cloud-enabled channels to give customers the freedom to engage in a way that meets their needs, while reducing cost to serve (e.g., webchat, SMS, social), and eliminating pain points in today's journeys (e.g., improved conversational AI, chatbots and voicebots for high volume, low complexity demand)
- Optimise self-service experience using Agentic and Generative AI to improve call deflection rates and reduce the cost of development by understanding complex intent and deliver LLM power recommendations

- Transform agent experience by reducing administrative burden (i.e., automated ID&V, real-time transcription, sentiment analysis and workflow automation). Using AI for agent assist with next best action, allowing agents to focus on resolution and building trusted customer-advisor relationship
- Reduced transformation risk through enhanced analysis and planning which seeks to pre-empt common challenges and issues
- Optimise total cost of ownership (TCO) of solutions
- Design integration within cloud and on-premise contact centre and telephony ecosystem (e.g. MS Teams, Service Cloud Voice, SIP trunking and inbound/outbound voice services).

Technology we typically work with:

Channels	Interaction Handling	Supporting Operations
Voice	Voice / Digital self-service	Workforce Management (Forecasting, Scheduling)
Virtual Agent (Chatbot & Voicebot)	AI/ML, NLU/NLP, Summarization & Sentiment Analysis	Quality Management
SMS/Text/Messaging	Queue/Skill-Based & Intelligent routing	Recording & Quality (Voice & Screen)
Social Media	Agent Desktop	Analytics / Reporting
Email	Agent Assist	Platform Management
LiveChat / Video	Multi-Channel	CRM Integration
Mobile Web / Video	Authentication	

3 Detailed Service Description

Business Context

Public sector bodies are increasingly under pressure to shift their contact centre to the next level of maturity, to become truly customer centric, digital first, data driven and agile in all their contact centre operations.

New realities and trends are impacting the contact centre of the future and are driving the need for seamless integration of service across channels, customers and agents:

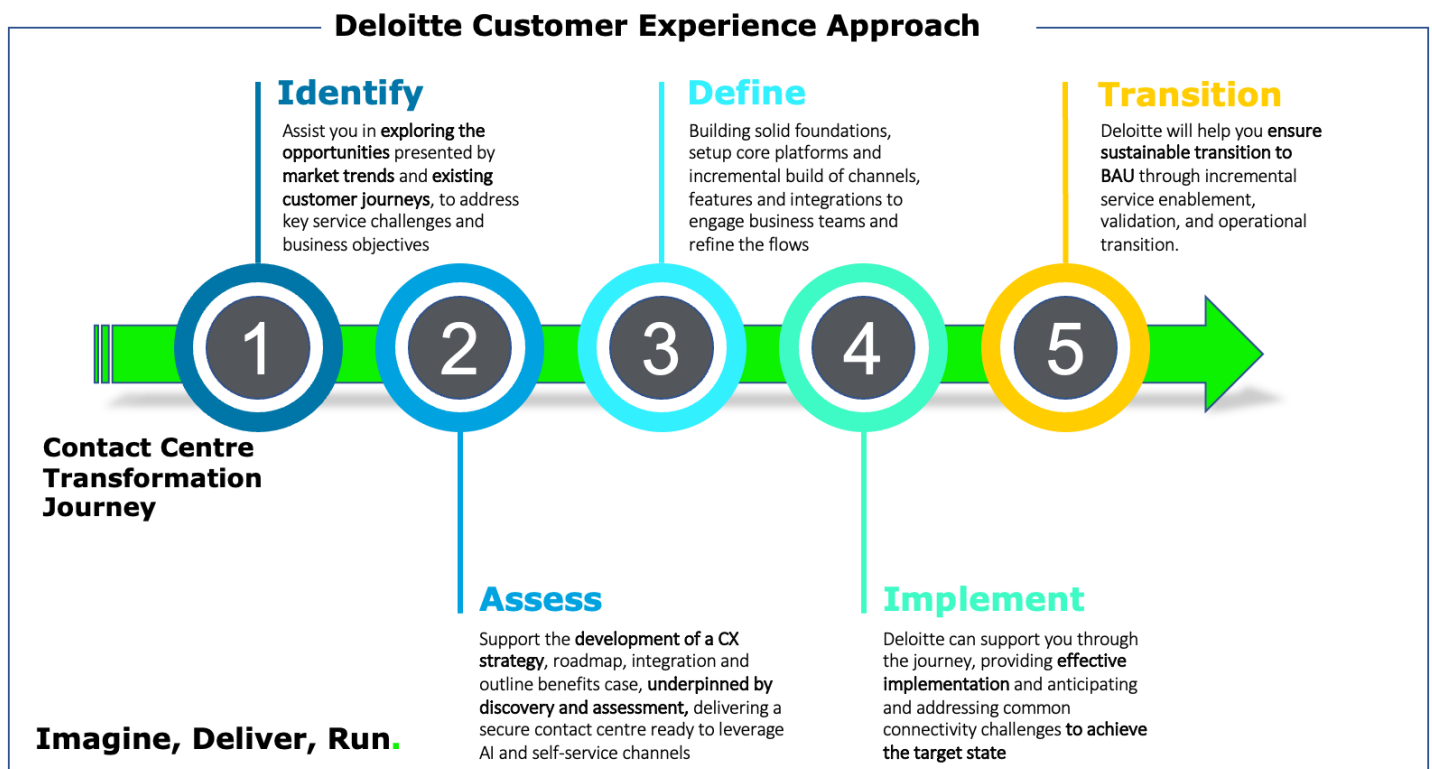
- Rising citizen expectations, in part based on experience of digital services in the private sector
- **Connected channels elevate citizen experience:** Contact centre leaders are investing in self-service as way to serve low-complexity, high volume interactions in the low-cost channel, guiding citizens to most efficient channel for each need while connecting the overall customer journey across touch points (i.e., Voice, Chat, Video, Email, Asynchronous; SMS, social media etc.)
- **Embracing Dynamic Talent Models:** Employee retention and agent experience is key. Establishing intuitive 'agent desktop (Omni-Channel) for the agents to work efficiently, insightful performance reporting to tailor career development and reduce administrative burden
- **Driving value from AI investments:** Public sector leaders are focusing on new tech-with-talent models that leverage data analytics, integration with CRM, 3rd Parties, backend systems) and Generative and Agentic AI workflows (Agent Assist, chatbot and remote support tools) to provide experiences that are smarter, automated and more human, as well as transfer to voice channel
- **Transforming Operations through technology:** As the pace change quickens, service leaders must find new ways to infuse scalability and adaptability into everything they do. Cloud and AI driven technologies are reducing administrative overheads and introducing new flexible workforce model
- Burst in demand of the contact centre usage and emergency requirements due to major events (e.g. pandemic) and sudden changes in geopolitical landscape.

However, public sector organisations typically operate at huge scale and complexity. Adjusting **contact centre service delivery models** often impacts the wider operating model and results in significant transformation and implementation challenges.

Our experience is that adapting **contact centre service delivery models** to digital cannot just be about redesigning existing operations and existing services. Instead, implementation of a **digital contact centre** often means reviewing which services should be delivered and how. This results in questions about the overall 'enterprise-wide' operating model and can mean starting from first principles in design terms.

Our approach

Deloitte's comprehensive methodology helps clients design and deliver their customer experience transformation ambition by bringing together expertise on operating model, technology, architecture and design, information security and data sovereignty, supply chain, implementation and other related aspects into an integrated delivery model in conjunction with the client and any ecosystem partners. We support our clients across the lifecycle to realise the connectivity transformation ambitions supporting the broad range of changes involved. Our typical transformation journey is below:



The work we undertake and outputs we produce for our clients are dependent on the nature of the business engagement. We work closely with our clients to help craft and shape the customer experience evolution journey and support the transformation efforts using an established and proven approach. We put their specific needs and priorities at the heart of our approach. We reflect on what the client does as an organisation, who its people are, the work activities that they undertake, what technology we need to put into place to be effective and how to best deliver this to ensure an effective and reliable service.

Inputs & contributions required from the client

This service is designed for clients seeking to modernise their contact centre solution as part of their broader CX transformation journey. This often entails changes to products, services, organisation structures and budgets as well as to technology architectures. As a result, it relies upon executive sponsorship and appropriate governance for wide-reaching business change.

Our service is designed to be delivered with our clients rather than to our clients. Clients' contribution as part of our service around access to relevant staff, stakeholders, data and technology is essential to achieving a successful outcome.

Establishing business context, current environment and ecosystem information is equally important. We typically seek client's input for such topics as those listed below. Where some of the inputs cannot be provided, we work with our clients to agree an alternative approach fit their particular situation.

- Information about the business need and the vision for change, including broader business and IT strategies where appropriate
- Business outcomes, functional and non-functional requirements, prioritisation, and contextual information
- Existing supply chain and supporting commercial information
- Design authorities, existing processes, procedures and standards
- Existing technical landscape and volumetrics and
- Organisational information such as roles, responsibilities, skills / capabilities, and team structures.

- Our service is designed to be delivered with you rather than to you. We would expect your contribution and collaboration as part of this service around access to relevant staff, stakeholders, data and technology.

Outputs

The deliverables of this service will depend upon the roles that are agreed for Deloitte's scope in the Service Order. They will be documented in the Service Order. Indicatively, the kind of deliverables that we may produce are:

- Current-state assessment and gap analysis of 'as-is' environment to benchmark the current capabilities.
- Strategy, roadmap and transformation business case
- Architecture and solution design documentation
- Supply chain, sourcing and procurement approach
- Functional Proof of Concept (PoC), Platform build (MVP), deployment and migration schedules
- Run and Operating model design.

Critical Success Factors

We believe the following factors are critical to the success of these types of services:

- **Project Scope & Transition:** Managing project scope, wider business requirements and technical capability - estimating time and cost of transition from incumbent suppliers (adequate lead time, detailed planning, and commercial flexibility etc). Through detailed discovery, it is critical to define the objectives (with a clear project vision and value drivers combined with discovery activities and quality data captured) and deliver complete stakeholder transparency
- **Security:** Security is paramount when dealing with customer data (e.g. Regulatory & Compliance), card payments (e.g., PCI compliance) and Contact Centre operations, and cloud-based Contact Centres can introduce additional security challenges. We must ensure that the cloud provider's security measures are up to date and that the customer data is encrypted and securely stored (NCSC guidelines)
- **Infrastructure and Networks:** An appropriately sized end-to-end network connection and security (Firewalls etc.) is essential for a consistent and stable user (Player and agent) experience. Our robust network assessment considers every component, from numbering porting strategy (working with incumbent suppliers), corporate internet link, agent's device, and local network connection to ensure optimal voice quality-of-service (QoS) network path and optimize network capacity to avoid issues with latency-sensitive voice traffic
- **Integration:** For a cloud-based Contact Centre to perform optimally, there must be seamless integration with existing systems, including the CRM, Case Management, external databases, knowledge base, and ITSM system, and any third-party applications used by the Contact Centre. We ensure the deployment of skilled resources whose responsibility is to finish the tasks with a great level of precision.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



This publication has been written in general terms and we recommend that you obtain professional advice before acting or refraining from action on any of the contents of this publication. Deloitte LLP accepts no liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London, EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NSE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

© 2026 Deloitte LLP. All rights reserved.

