

Capita Snowflake Intelligence AWS Connect Reporting Solution

Service Definition

G-Cloud 15



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1 Overview

Capita's Snowflake Intelligence AWS Connect Reporting Solution is a cloud native service to provide **actionable insight into contact centre agent behaviours and performance** across inbound call, outbound call and live webchat channels. The service allows **rapid deployment of advanced analytical capabilities** into new or existing contact centres, with **proven insights** that allow team leaders to optimise the efficiency of their contact centres. Key benefits include the ability to ask questions of contact centre data using natural language queries, not being constrained by traditional pre-built reporting, improved average handling times, increased customer satisfaction and employee engagement.

What the service includes

- **Readiness assessment and design process:** assessment of environment, governance, data boundaries, connection strategy and risk posture.
- **Secure data platform:** configuration, permissions, connectors, and extensibility set-up.
- **Role-based training:** ensuring users know how to get the most of the solution.
- **Self-serve:** Snowflake Intelligence advanced analytics capability made available to all users.
- **Snowflake Intelligence:** pre-trained generative-AI solution providing ability to interrogate contact centre using natural language and business terminology.
- **Operational support:** Adoption communications, helpdesk enablement, and floor-walking support..

Service outcomes

- **Faster time-to-value** through rapid deployment of a secure, pre-built solution.
- **Increased contact centre performance** through the use of actionable insight delivered by the service
- **Enhanced usability and flexibility** by allowing non-technical users to interrogate their contact centre data using natural language and business terminology

2 Service Features

1. Readiness assessment and design process governance, data boundaries, connection strategy and risk posture.
2. Secure data platform configuration, permissions, connectors, and extensibility set-up.
3. Role-based training.
4. Enable customers to self-serve via Snowflake Intelligence advanced analytics capability.
5. Snowflake Intelligence providing pre-trained generative-AI solution providing ability to interrogate contact centre using natural language and business terminology.
6. Adoption communications, helpdesk enablement, and floor-walking support.

3 Service Benefits

1. Delivery of advanced contact centre reporting with minimal build effort.
2. Proven insight into how to achieve double-digit percentage improvements in contact centre performance.
3. Improved visibility over call centre agent performance and behaviour
4. Insight into where additional training, coaching, mentoring, etc are necessary
5. Secure, well-governed solution.
6. Track measurable value via usage, outcome, and telemetry analytics.
7. Upskill internal teams for sustainable, self-service contact centre management.

4 Service Scope

Explain what is included in the service subscription: functionality, hosting, updates, support, licence model. Make sure this is aligned to the pricing document.

The following elements comprise the scope of the Snowflake AWS Connect Reporting Solution:

- **Integration** with the customer's AWS Connect instance, including configuration of metadata to support reporting on the customer's specific inbound contact numbers, call queues and team structures within the contact centre
- Pre-configured **data pipelines** to take the ingested AWS Connect data and transform into reporting-ready **data structures** held within **Snowflake**
- Pre-trained **Snowflake Intelligence** model providing information and actionable insight relating to agent, team and overall contact performance
- The solution is **hosted** within Capita's Snowflake account (running within Azure UK South and UK West regions).
- Snowflake is a **software-as-a-service** solution and as such is regularly updated with security patches and new features by Snowflake. All customers of this service will automatically receive these patches and updates

Capita provide first-line **support** for this service using our internal service desk capability. Capita have partnered Vivanti to provide second- and third-line support for this service and offer a 2-hour response time for pipeline failures, security/ access breaches and any issues with the integration connection with the Customer's AWS Connect instance. In addition, a 4-hour response time is available for any performance degradation issues with the service.

5 Disclaimer

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