

T R I B A L

ENGAGE

Service Definition

G-Cloud 15

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About Tribal

Tribal is a leading global provider of software and services for education institutions. We deliver student information solutions for Further Education, Higher Education and work-based learning providers worldwide, and offer quality assurance and benchmarking services to support excellence across the education sector. Our goal is to become a pure-play EdTech SaaS business with global reach, empowering over 500 institutions around the world through our innovative solutions.

Engage G-Cloud Offering

Students today use multiple screens, have many conversations and communicate across several devices via a variety of platforms: technology is at the heart of their every interaction. So, engaging with students and creating the right kind of experience means putting technology at the heart of every interaction they have with an institution – and it's increasingly one of the best ways to share essential information and get it seen or heard amongst all the other chatter. Engage is a mobile app for colleges, adult learning providers and universities that enables a new way to communicate and collaborate with students and improve their experience. An app that helps you thrive in an increasingly competitive market and meet students' expectations of immediate and convenient communication across the student lifecycle.

Engage is designed with the flexibility to work with any student information system. It enables you to communicate and collaborate with students, support and manage students throughout their journey and provide a personalised, tailored experience. Engage allows an institution to:

- Keep students on track: Enable staff and students to collaborate through persistent group timelines (such as an academic class, a hobby group or on-site organisation) to post links, tips, hints and reminders
- Increase feedback: Engage with students with near-immediate feedback that better informs them ahead of their next lesson or lecture
- Make communications easier: Provide support through efficient communication so teachers and students can communicate one to one or in groups, all in real-time
- Help develop relationships: Build a community and improve student relationships by offering students a collective space to learn and support each other with in-class activities and self-learning, with both direct one-to-one or one-to-many messaging (including individual and group read receipts)
- Get their attention: Facilitate students' interaction and engagement with your curriculum and extra-curriculum activities, deepening their sense of connecting and increasing retention and success
- Do it all safely: Engage is fully auditable, and features intelligent profanity features, intuitive delete, block / unblock controls and a reporting functionality for staff and students. It is restricted to the institution, so no personal data needs to be shared to connect with others unlike traditional messaging apps.

Governance

Tribal Group holds certification for both the ISO 27001 standard for Information Security and the ISO 9001 standard for Quality Management. Being globally aligned and ISO certified forms an essential part of our risk mitigation strategy and provides assurance for our customers. In 2026 we will maintain our current ISO certifications and will continue to align our business continuity activities with the ISO 22301 standard for Business Continuity.

Tribal will agree to a set of Quality Key Performance Indicators (KPIs) to monitor the quality-of-service delivery through each project. These will be reviewed to the standards agreed and any corrective actions will be dealt with accordingly and approved by the client. Quality monitoring and reporting will be managed through regular contact with the client by a nominated account manager.

You can see our [accreditations here](#).

Service Management

Tribal provides a full range of support services for our solutions, including:

- Full Tribal Managed Service
- Service Desk
- Product expert support and Customer Advisory Consultancy
- Self- service support Portal
- Customer community forum
- User groups and annual conference
- Professional Services Consultancy
- Disaster Recovery

Service Levels

SLAs for support desk services follow a formal structure, with specific metrics dependent on the customer's specific implementation and preferred support arrangements.

Helpdesk Hours

The Tribal Service Desk provides dedicated support to external customers and is staffed by a team led by the Head of Customer Advisory Services, FE. The Service Desk operates Monday to Friday, from 9am to 5.00pm, excluding public bank holidays.

Incidents are logged via the Support Portal and are processed by the Service Desk, which assigns the appropriate priority level. The Service Desk provides comprehensive call reception and case management service, tailored to meet individual customer requirements.

The aim of the Service Desk is to deliver a high-quality service, with a strong focus on ownership, effective customer liaison and prompt resolution. All Service Desk activities are fully covered and measured in accordance with the formal Service Level Agreement (SLA).

On-boarding and Off-boarding Processes

On-boarding

Our professional services teams will engage with the Client to discuss the implementation.

During the implementation phase Tribal's Implementation Lead will be the key point of contact for communications; they will work closely with the Client Project Manager, and will liaise with senior managers in the Tribal team to ensure that the appropriate resources are made available as required.

Off-boarding

An outline exit plan will be provided on request. This will provide the timetable, procedures, responsibilities, and information required of the Client and Tribal to ensure that the service is terminated, and data transferred as required.

Post Implementation

Customer Advisory

Tribal recognises the value of strong relationship management and is committed to building a long-lasting partnership with you. To support this, we will assign a dedicated Customer Advisory Consultant as your primary point of contact for the duration of your contract. Their role is to understand your objectives and desired outcomes, proactively drive and monitor solution adoption, and ensure you enjoy a positive and seamless customer experience.

Training

Delivery of the training will be modular and will follow the logical relationships between the system and the data. Training collateral is supplied for each module within the application. Online user guides will be provided which will reflect any changes to the software as required.

Contact

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