



G Cloud 15
Service Definition
Outsourced Contact Centre as a Service
with BPO

About XBP Europe

Who, Where, Why, What

Who

XBP Europe (Nasdaq: XBP), is a pan-European integrator of IT Solutions for contact centers and related BPO solutions and services. We serve many of the largest private and public sector clients in the UK, Europe, and our extensive network reaches majority of populations in key European markets.

Why

Going public empowers our management to participate in the large European economy, to grow with our clients, and to create value for our employees and stakeholders. Our largest shareholder, Exela Technologies, Inc., (Nasdaq: XELA, XELAP) is a global business process automation leader serving more than 60% of the Fortune 100®.

Where

Secure hybrid cloud infrastructure enables XBP Europe to deploy its solutions to clients across the UK, European market, along with the Middle East and Africa. Our physical footprint spans 15 countries over 34 locations supported by our ~1,500 employees.

What

We provide process management by partnering with our clients including their data modernization and AI journey with suites of solutions and services.

Listed on NASDAQ see our website [here](#).



What is 'Outsourced Contact Centre as a Service with BPO'

- Utilisation of our GCP Google CCAI platform combined with in-house case management and BPO services to deliver a range of CX services through the cloud.
- Management and support of the platform by our team of in-house Google Certified experts and solution design team
- Access to multiple AI based features within the platform to increase quality of the customer experience
- Access to a team of experienced and multi disciplined customer care agents
- Available services include:
 - Signposting, triaging calls, welcome calls
 - Appointment scheduling and/or reminders
 - Helpdesk with case management
 - Inbound and outbound call handling



What is 'Google CCAI'

- Google Cloud Contact Centre AI (CCAI) is a comprehensive suite of artificial intelligence tools designed to transform the way businesses interact with their customers.
- CCAI empowers contact centres to:
 - Deliver exceptional customer experiences: Leverage AI-powered automation and real-time agent support for faster resolution times and personalized interactions.
 - Increase operational efficiency: Streamline workflows, automate repetitive tasks, and optimize agent performance, leading to reduced costs and improved resource allocation.
 - Gain valuable insights: Leverage data analytics to understand customer behaviour, identify trends, and make data-driven decisions to improve customer satisfaction and overall contact centre performance.



Key Features of Google CCAI

- **Intelligent Virtual Agents & Chatbots:** Automate routine inquiries, qualify leads, and provide 24/7 customer support with AI-powered chatbots that understand natural language and can resolve common issues independently.
- **Real-time Agent Assist:** Empower your human agents with real-time guidance, suggested responses, and knowledge base integration. This reduces training time, improves first-call resolution rates, and allows agents to focus on complex customer interactions.
- **Seamless Speech Recognition & Text-to-Speech:** Enable natural language conversations between customers and virtual agents or chatbots, regardless of their preferred communication style. This creates a more human-like experience and reduces frustration for customers.
- **Actionable Insights & Analytics:** Gain valuable insights into customer interactions, identify areas for improvement within your contact centre, and optimize agent performance. Leverage data to understand customer behaviour, predict trends, and make data-driven decisions to create a more efficient and effective contact centre operation.



Implementation

- XBP Europe has 40+ years' experience of implementing and onboarding new customer projects.
- After contract signature a Project Manager will be assigned, and an implementation plan developed.
- Exela use an implementation methodology called PDP, which has been developed over many years and is based on common methodologies such as Prince 2.
- Working closely with a customer is key to the success of any implementation and as such we aim for a partnership approach.
- A Risk framework is applied through the implementation and is carried through into the live service, with appropriate controls in place, and monitoring.



After Sales Support

- Customers will have access to the ServiceFirst support model which provides 24/7 support via telephone, chat and email. This model offers 3 key functions:
 - 1st line Application Support – incident, problem & change management, and query handling
 - 2nd line Application Support – 2nd level analysis of incidents, fact finding and reporting on the issue.
 - 3rd line Application Support – infrastructure support for monitoring, performance and security.
- A Client Relationship Manager is assigned to handle any incident escalations, monthly or quarterly meetings, supply MI information based on agreed KPIs to be reported on and for change requests.

