

GCloud 15 - Service Definition Vonage Contact Centre Lot 2b Software as a Service (SaaS)



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1. Introduction

Company Overview

Vonage (fully owned by Telefonaktiebolaget LM Ericsson, commonly known as Ericsson) is a leading provider of cloud communications - including contact centre, unified communications and API. Vonage is redefining business communications, helping enterprises use fully-integrated unified communications, contact centre and programmable communications solutions via APIs. True to our roots as a technology disruptor, Vonage has embraced technology to transform businesses to collaborate more productively and engage their customers more effectively across all communications channels.

Value Proposition

Vonage Contact Centre (VCC) provides a highly available, low maintenance, easily configured, subscription service that ensures the latest technological developments are automatically available to deliver excellent customer and agent experiences. The solution is fully flexible allowing agents, supervisors and management to work from anywhere that there's an internet connection. Moving from a physical contact centre location to remote working is a fast and simple process.

Public Sector organisations can benefit from an enterprise contact centre service at a fraction of the cost of on-premise services. The pain of maintaining hardware and constant on-going maintenance disappears with an all inclusive licence model ensuring your organisation keeps up to date with the latest contact centre technology.

The Vonage Contact Centre provides market leading contact centre services alongside the ability to integrate the solution seamlessly with the leading CRMs on the market including Salesforce.com, Microsoft Dynamics, ServiceNow, Zendesk and SAP. The ability to deliver integration drives the experience when contacting major public services as data is leveraged to increase first call resolution, reduce average handle time, assist agents with their conversations and actions and provide improved customer experience.

We can support public sector organisations with the following:

- Provide a cost effective, future proof solution whilst improving the service you offer.
- Deliver a data driven and AI assisted approach to customer service ensuring resources are used to the fullest potential.
- The ability to self-serve basic enquiries and simple changes with our speech recognition solution meaning a reduction in basic actions driving satisfaction inside and outside your organisation.
- Actionable insights with real-time and historical reporting all available via a web-browser.

- Work from anywhere with the only requirement being a web-browser and a headset.
- Deliver multi-channel solutions outside just voice and email.

What the Service Provides

Vonage Contact Centre provides an enterprise grade contact centre solution and is rated as a niche player in the Gartner magic quadrant for cloud contact centres. The solution specialises in seamless integrations into leading CRMs using a powerful business logic to route requests to the appropriate agent, helping teams create exceptional, emotive conversations with customers. With a true cloud environment, proven platform availability and global coverage, Vonage's contact centre solution ensures complete flexibility, scalability and reliability.

All bases are covered with the solution offering:

- Standard/intelligent IVR, AI, ML, Bots, ACD, skills-based routing.
- Omni-channel routing.
- AI Agent Assist, Agent Hints, Next Best Actions and leveraging of Knowledge Bases.
- Post call and real time transcription
- Unique User Interfaces providing 360 degree view of CRM and conversation data for agents in real time.
- API & CRM Integration (Salesforce, ServiceNow, Zendesk, SAP and Dynamics).
- Outbound calling features: Outbound IVR, click-2-dial, dialler, outcome codes, cadence, Call Recording and speech analytics.
- Real-time and historical reporting.
- Speech Recognition - Virtual agents.
- Workforce Management: scheduling, forecasting, real-time adherence, supervision tools.
- PCI DSS Compliance payment solution.
- Integrations (Google, Office 365, Salesforce, Skype for Business, Microsoft Teams).

Social Value

Vonage (part of Ericsson) operates a formal Vonage Social Value Programme (VSVP) based around the PPN002 Social Value Model. As a Cloud Communications provider our Social Value programme focuses on "Kickstart economic growth" and "Break down barriers to opportunity" as key outcomes.

Ericsson takes sustainability and corporate responsibility extremely seriously and information and reports can be accessed [here](#). Where appropriate we leverage Ericsson programmes and pledges – for example Ericsson under digital inclusion

have already pledged 1 million children and young people by 2025 with access to digital learning and skills.

Vonage are innovators, developers and subject matter experts in fields such as Artificial Intelligence (AI) as it relates to Cloud Communications and sharing our expertise with employees, customers and local communities will be included in many of our social value offers and commitments. Vonage works with many local charities and our employees are encouraged to give back by offering their time (2 days paid by Vonage for each employee) to good causes. Where possible our Social Value offers target local issues but we're guided to some extent by our customers to deliver value with maximum impact and quick returns.

Vonage tracks (Deliverables, Risks, Tasks, Milestones, Resources, Costs, Changes, Approvals) very precisely on projects we deliver on behalf of our customers. Our social value commitments that run alongside projects/contracts are equally well managed by our account and CSM representatives. Just like our projects we deliver Social Value on time and compliant with what's written into the contract.

Overview of the G-Cloud Service

In addition to Vonage Contact Centre, Vonage also has Vonage Business Communications listed on GCloud15.

Vonage is a pure cloud solution requiring no equipment or software. It is a true multi-tenanted scalable solution allowing ultimate flexibility for our customers. We pride ourselves on the resilience and security we offer with the following accreditations:

- ISO 27001 compliant.
- SOC2 compliant.
- PCI Tier 1 DSS compliant.
- AES Bit Encryption for data and recording.

Vonage Contact Centre specialises in integrations into market leading CRM solutions including Salesforce, Microsoft Dynamics and Teams, ServiceNow, Zendesk and SAP. Our tool is certified on many of the CRM App Exchanges where we are highly rated. Public sector organisations can benefit with a quick to deploy solution offering:

- The ability to self-serve where possible with speech recognition to collect details or allow the public to make payments securely over the phone to pay outstanding bills.
- Queuing of communications with the ability to give members of the public the offer to keep their position in the queue.

- Full real-time and historical views for contact centre managers with the ability to see granular data including average wait time, average handle time, first call resolutions, team performance and individual performances.
- A simple to use web-interface for agents to access the tool to make and receive communications, transfer calls and the ability to conference team members if required.
- Full integration into your chosen CRM providing users a screen-pop, call logging and click-2-dial along with many other features.
- Quality management with call recording.

Associated Services

Vonage provides two VCC licence types: Priority and Premium. Additional offerings include Conversation Analyzer (speech analytics module), integration with Salesforce Sales Engagement (formerly High Velocity Sales) and Salesforce Voice, Intelligent Workspace and an AI Virtual Assistant. Professional Services are negotiated and charged separately. All customers get access to the Vonage Contact Centre Community Hub for 24x7 support services, with Vonage offering a full range of tiered support options that include live chat, Community Hub, email, telephone and a dedicated Customer Support Manager.

2. Data Protection

Information Assurance

Vonage Contact Centre holds the following accreditations:

PCI-DSS, ISO27001, SSAE-16(SOC2 type II), HIPAA, GDPR, SOX(Vonage)

Our ISMS follows industry wide standards and best practices. We have policies and procedures in place that ensure confidentiality, integrity and availability of information assets.

Information security governance and Data protection functions are led for Chief Information security Officer and Data protection officer respectively

Data Back-Up and Restoration

Vonage Contact Centre operates from 3 geographic zones. In each zone there are 2 regional nodes which run in an HA configuration. These regional nodes are configured to support DR within region. HA provides full application and telephony redundancy in the case of catastrophic failure. Remote backup can be supported through access to a second regional node.

Intra-node and Internode redundancy is constantly tested to ensure 99.9% availability.

Vonage Contact Centre does not have a single point of failure. Each node is configured with multiple instances of a component or server (intra-node redundancy) and each cloud is configured with 2 nodes (inter-node redundancy).

Thus in the rare case of a disaster or down time of a component or even a full node, the other secondary component or the secondary node will be activated providing a seamless 99.9% availability of the Vonage Contact Centre solution to our customers. Intra-node and Inter-node redundancy is constantly tested to ensure 99.9% availability.

We use Amazon's Elastic Block Storage (EBS) snapshots for database backups. EBS snapshots work slightly differently than traditional full & incremental backups. On snapshot creation, only the data on the EBS volume that has changed since the last snapshot is stored in the new EBS snapshot. In this way, it's an incremental backup. When a snapshot is used to restore data, all data from that EBS snapshot can be restored as well as the data from the previous snapshots. In this way, the snapshot is a full backup.

Daily snapshots of the data are created with lifecycle of 30 days. Database backups tested and restored monthly. All processes are reviewed annually and as needed. Customer contract contains service description, DPA, technical, organizational and security measures

Business Continuity Statement/Plan

Vonage Contact Centre recognises the critical nature of Business Continuity Planning and Disaster Recovery Planning. The purpose of the Business Continuity Plan is to proactively ensure the continuous operation of key business functions, in the face of an emergency.

Vonage Contact Centre is a technology-based company and relies heavily on its information systems for normal business operation. This document scopes key business operations, identifies risks to those operations, and outlines implementation strategies for maximising their chances of continuous operation.

Vonage Contact Centre key continuity strategy is the availability of hot failover sites for each of its production clouds, database replication across those clouds, and fully automated server builds. This allows for an extremely resilient architecture in the face of a wide range of emergencies or disasters.

The following aspects are part of our Business continuity plan:

- Business Organization analysis
- Business continuity team
- Resource requirements
- Legal and regulatory requirements
- Business Impact assessment
- Risk Identification

- Likelihood assessment
- Impact assessment
- Risk calculation
- Risk matrix
- Emergency response guidelines
- BC team responsibilities

MTD for all customer facing critical services is 8 hours

RTO of all customer facing critical services is 4 hours

Privacy by Design

Vonage Contact Centre Solution is fully GDPR compliant.

Vonage Contact Centre now supports the ability for you to raise any 'right to be forgotten (RTBF)' requests made by your customers. This feature anonymises or removes the personal data stored in VCC databases in a permanent, irrevocable, one-way change. This data includes call recordings and their related data, for example, transcriptions. The underlying data still supports customer statistics in Vonage Contact Centre but can no longer be tied to the customer who raised the request.

Vonage's privacy portal provides the details to exercise data subject rights:

<https://www.vonage.com/legal/privacy-policy/>

Vonage Contact Centre ICO registration link:

<https://ico.org.uk/ESDWebPages/Entry/Z9444045>

Below is a detailed description of Vonage Contact Centre as Data controller and Data processor

Data Subject's Rights under the GDPR

1. Requests to Vonage Contact Centre (Data Controller)

Data Subjects such as Customers and Prospects of Vonage Contact Centre, current and former employees of Vonage Contact Centre, can send their requests in relation to personal data under the GDPR to a predefined email address for consideration and processing by the Vonage Contact Centre Privacy Team. This includes the Data Subjects':

- Request to access to their personal data and a copy of their personal data.
- Request to have their personal data corrected.
- Request to erase their personal data.
- Request to restrict processing of their personal data.
- Request a copy of their personal data to be transferred into another IT or electronic system where feasible.
- Request to stop processing their personal data and/or;
- Request to stop any automation using their personal data including profiling.

Although the GDPR regulation permits in some cases verbal requests, Vonage Contact Centre prefers the submission via email for proper tracking purposes. The statutory response time for Vonage Contact Centre being the Data Controller is one month.

Any updates to processing and handling personal data of our Customers' and Prospects', former and current employees' will be reviewed on a periodic basis and will be published in the Privacy Policy on Vonage Contact Centre's website and/or the Vonage Employee Covenants Agreement.

2. Requests to Vonage Contact Centre (Data Processors)

Any requests from our Customers' clients as they pertain to personal data in an Vonage Contact Centre account and the rights granted under the GDPR, can be handled directly by the Vonage Contact Centre Customer using the self-service option in the administrative portal of their Vonage Contact Centre account. All self-service options are documented in Vonage Contact Centre Product Documentation ([link](#)), in particular the Right-to-be-Forgotten ([link](#)).

The self-service options include:

- Correction, inactivation, anonymization, and deletion of Vonage Contact Centre user accounts.
- Through customization and configuration of Vonage Contact Centre features limit or prohibit processing of data.
- Anonymization of the client's identifier such as the caller's or called party's phone number, email address or twitter handle.
- Permanent deletion of call recordings; and
- Permanent deletion of conversation transcriptions.

Vonage Contact Centre will not and cannot execute any requests from individuals on behalf of a customer. Customers' clients need to contact the Customer directly as far as personal data is concerned within the Customer's contact centre operations.

Exception

Customers with a valid Managed Services agreement in place may contact Vonage Contact Centre Professional Services for the processing of data subject requests. Customers shall submit a support case in order for the request to be properly tracked for GDPR purposes. There may be cases where Customers require Vonage Contact Centre's assistance in fulfilling their clients' requests. In these instances, Customers shall contact Vonage Contact Centre Customer Support for assistance.

3. Using the service

Ordering and Invoicing

Requirements gathering is completed in collaboration with our sales representatives. Our experienced account executives will be able to provide an introduction to the services and lead buyers through the process.

Pre-purchase services available:

- A live demonstration of the product offering and a tailored introduction of the services.
- A business process review: This process provides the high-level benefits that would be gained from implementing the Vonage solution. This will be based on current metrics from the organisation and efficiencies gained by current Vonage customers. The result being a tailored business case demonstrating the technical, financial and efficiency benefits the solution will bring.
- Support with RFPs, RFIs, security documentation and proposals
- Ability to have a one-week trial for internal testing. Subject to a mutual success criteria being agreed by both parties.

Order Process:

- Confirmation of the licence type required based on the functional requirements.
- Completion of a scoping call so a Statement of Work can be completed confirming the functionality requirements, timescales and the required number of professional service days required.
- A signed order confirming the number of licences and term of business.

Availability of Trial Service

Vonage offers a one-week free trial for internal testing of the solution on a mutually signed success criteria basis for the trial. Vonage will provide access for up to 5 licences and users receive training and guidance from our solution engineering team. We can offer daily calls to support users. To access please email martin.harris@vonage.com

On-Boarding, Off-Boarding, Service Migration, Scope etc.

The Vonage delivery team has a wide range of subject-matter expertise covering network and infrastructure, telephony, contact centre design, workforce management, project management as well as digital transformation and change management. With a focus on fast time to value, our team will design and implement a scalable solution to meet the business needs.

A project team will be assigned to a customer during the deployment of our solution. A typical project team consists of:

- A Project Manager

- Technical Consultant
- Onboarding Consultant
- Telephony and Network Consultant

For complex or large projects, we will also incorporate a:

- Telephony Architect
- Solution Architect

The above roles are reflected in the Vonage SIFA rate card and pricing document.

Vonage has APIs for call recordings so these can be securely migrated away from our platform. This is also the case for core contact stats with the ability to download via CSV or via our stats API. We also push stats into BI tools or the CRM so it is mitigated throughout the agreement. The CRM database can be extracted using the CRM export mechanisms if required also.

Customers have the ability to port numbers away from the Vonage service at no charge at the end of the contract. Customers can also continue to forward calls from Vonage but there is a call forwarding charge like a normal call charge. The customer has the choice of either option and we will fully support the customer in either case.

Training

Vonage provides onsite and remote training and charge as per the Professional Services rate documented in the pricing document. The number of days required will be confirmed on the completion of a scoping session and then detailed within a Statement of work (SoW).

The training is provided alongside free online resource materials and documentation as well as access to our customer portal which has videos, articles and access to our Community Consultants who can support customers with post-deployment training needs all free of charge.

The different types of training we offer include:

- Agent Training
- Supervisor Training
- Administrator Training

Implementation Plan

At the start of the project the Project Manager and Onboarding consultant will work with the customer to build out the project timelines and what the implementation plan looks like. This includes Initiation documents, RAID logs and a detailed deployment plan. A detailed implementation plan can be provided to the buyer on request

Service Management

Our no.1 job is to serve our customers. Our infrastructure is designed to allow rotation of infrastructure for management and housekeeping. As a result, we do not require maintenance windows. Our application has no constraints in terms of configuration; however practically there are good practice guides to achieve the best from the product, especially when considered administration and reporting. In addition, it is worth noting we run a customer success manager (CSM) program, again with the intention of supporting our customers and wanting to ensure maximum value and potential is achieved from our service. For any customer information including deprecation we ensure we work closely with customers through various channels including release notes which are set to a release cadence of three times per year (Spring, Summer and Winter), community hub, product notifications but also via the customer success managers.

Service Constraints

Our infrastructure is designed to allow rotation of infrastructure for management and housekeeping. As a result, we do not require maintenance windows. The solution also has open APIs to allow for integration of our platform into other solutions such as CRM, WFM and BI tools. Support is limited to Monday-Friday 8am-6pm if our premium support package is not purchased.

Vonage Contact Centre fully publishes our results live on our trust site: <https://www.newvoicemedia.com/trust> This provides live updates on the uptime and availability of the service as well as the functional aspects. We also provide live SMS updates for customers who opt in. This provides a live feed on potential issues and resolutions. Email alerts are also an option.

For any customer information including deprecation we ensure we work closely with customers through various channels including release notes which are set to a quarterly release cadence four times per year, community hub, product notifications but also via the customer success managers.

Service Levels

Vonage provides committed SLAs depending on the support package purchased that provides 24/7/365 support if required with aggressive response times. This is fully documented within our terms and conditions when an organisation signs up to the service.

Customer Support Desk

Vonage's support desk is managed 24 hours/day and 365 days/year, located across the UK, Dallas and Poland. All members of the support team are Vonage employees. Methods of contact are established via the Phone, Email and Customer Community Hub. Vonage uses a market leading CRM for case management that provides the case processing, workflow rules, automated

escalations and service monitoring. Our support staff are trained within an ITIL framework and adopt best support practices and processes. We are sensitive to overall business demands and work to rapidly adapt to our customers' ever-changing requirements.

All customers benefit from “standard support” and options are provided for premium support - 24x7 - and premium plus support. The latter service includes pre-built service credits.

Further information on service and support definitions can be accessed via the Terms and Conditions document.

Our support teams are trained to effect first call resolution, however when an issue needs to be escalated, the following escalation path is followed:

Customer Care

Customer Success Manager

Customer Account Manager

Service Delivery Manager

Below is a list of the ticket priority levels, a description of what each ticket type is most commonly associated with, and a time frame for both response and follow up/updates you can expect to receive.

P1 (Critical): Customer experiencing complete loss or serious impairment to voice and/or data service with a critical impact to business operation and no workaround option available.

P2 (Major): Tickets opened with P2 status are the result of services that are severely impaired, resulting in a significant impact to business operations, although business is still functioning.

P3 (Minor): P3 tickets are service outages which cause a minor inconvenience to a customer.

P4 (Moves and Changes): Usually will include voicemail password changes, caller ID changes,

All customers get access to the Vonage Contact Centre Community Hub for 24x7 support services, with Vonage offering a full range of tiered support options that include live chat, Community Hub, email, telephone and a dedicated Customer Support Manager.

There is an active Vonage community with close to 4,000 members exchanging ideas and we have a rich roadmap that delivers new features three times a year. The Community enables users to raise and monitor cases, access system status reports, the “Vonage Academy”, ideas, access FAQs, videos, product release and

all other documentation. Enhancements are created as Ideas, these are voted on, categorised, and typically a significant proportion of each release comes from these ideas. Vonage is happy to provide a “tour” of the Community. The Community Hub is a global tool for our customer to engage with one another and our internal teams. Its key focus is around providing customer self-service and advocacy. Our knowledge base has over 110 articles which have been viewed 13,000+ times, customers can also post product ideas, participate in discussions, and request advice and guidance. Our rich roadmap, that delivers new features three times a year, is influenced heavily by our customers with over 45 % of the features released being voted on in this forum.

Outage and Maintenance Management

We have invested heavily in this area. We run a service mesh in a geographic region. We operate highly available nodes, including full replication that means we run active/active offering high resilience within and across nodes. Many of our Enterprise customers leverage this functionality by scheduling active moves between nodes to demonstrate business continuity (BCP) to their internal auditors and validating service availability. Our architecture is designed to expect and handle failure, but in most cases we want and need to rotate infrastructure for housekeeping requirements. Our infrastructure design allows us to easily rotate infrastructure and hence offer a 24x7 service without the need for service windows. We invest in tooling and have a site reliability engineering team (SRE) focused on capacity, elasticity, telemetry, monitoring and alerting, ensuring we monitor platform capacity and health. In addition to investing in tooling, we also invest in our people with training and education as part of our overall commitment and investment in this area.

Financial Recompense Model for not Meeting Service Levels

A Service Credits Agreement is also provided when our premium+ support package is purchased.

Platform Availability % impacts the Number of Subscription Services days added to Term at no charge to Customer

(“Service Credit”). See below:

99.9% or above None

98.0% to 99.8% 2 days

95.0% to 97.9% 5 days

below 95.0% 10 days

Vonage also provides material clauses within our terms and conditions that protect the customer if we fail to deliver the service as set out and promised.

4. Provision of the service

Customer Responsibilities

Within our Statement of Work, we set out the assumptions and responsibilities for all parties.

The customer is responsible for the delivery of the following activities as part of this project

GENERAL/ENVIRONMENTS:

- In response to timely Supplier requests, coordination of Customer IT / 3rd Party personnel.
- Responsible for all network and firewall connectivity, configuration and testing.
- Make available the usage, load and backup profiles for other systems involved in the overall solution.
- Access to technical and business subject matter experts where reasonably required.
- Internet access when onsite at Customer premises.
- If any of the above require specific user accounts, security credentials, or firewall access these will be provided and available for use for all environments.

DATA:

- Provision of required data for the development, test and production environments to the agreed project plan.
- Provide the projected volume of data to and from systems, based on the requirements of all testing exercises.

TESTING:

- Creation of a test strategy or test plan based on input and experience from Supplier, to be reviewed and signed off by Supplier.
- Logging of defects found by Customer testing staff during systems testing or UAT and the support reasonably required by Supplier to resolve defects.
- Provide all of the tester resources for all testing.
- Provide a Customer-side test manager for all testing.
- Ensure suitable reporting occurs during the test phase. This should include progress to plan reports, defects count and areas of risk.
- Provide suitable system owners and technical personnel for use during the test phase.
- Execute Customer test phase in accordance with the project plan.

IMPLEMENTATION & CONFIGURATION

- Prepare the overall implementation plan required to implement the overall solution into production.
- Responsible for the deployment of all desktop hardware and software unless specified as Supplier Activity in the scope of this SOW.
- Responsible for providing 'floor walkers' during the Go-Live and post Go-Live period. These resources would provide guidance and advice to agents using

the new solution. They would also act as a communications filter and in doing so pass observations back to the relevant Customer personnel as necessary.

- The below Customer representatives will be required to be engaged throughout the project duration:
- Senior Business Stakeholders
- Customer Project Manager
- Customer Contact Centre Supervisor / Manager(s)
- IT Representative (Application Development, Technical Architect)
- The Customer shall make appropriately skilled staff available in line with the project plan defined by Supplier
- Any representatives nominated by the Customer and Supplier are authorised to make decisions
- The Customer shall provide or co-ordinate access, desk-space and network access to Supplier staff required to work in the Customer premises
- The Customer will supply the necessary resources to execute configuration data testing including the logging and management of defects. The supplier will provide support during this phase, if applicable
- Supplier is not responsible for Network design, network security and network load balancing and other such related items.
- Load testing is not included.

The Customer will provide a Project team to fulfil the Customer obligations as they relate to this project in conjunction with the Supplier project team defined above.

Technical Requirements and Client-Side Requirements

For all browsers, the following needs to be enabled:

- Cookies
- JavaScript
- TLS 1.2 or later. For further information about supported protocols and cipher suites, see Supported protocol versions and cipher suites.
- Web storage (both session storage and local storage) (if using for ContactPad)
- Vonage Contact Centre supports the following browsers:
- Microsoft® Internet Explorer® version 11
- Call Recordings, Call Recording Player and Conversation Analyzer are not supported in Microsoft® Internet Explorer® version 11 or earlier.
- Microsoft® Edge, latest version
- Mozilla® Firefox®, latest version
- Google Chrome™, latest version
- Apple® Safari®, latest version

For ContactPad and ContactHub only: Browser must be configured to always allow cookies.

Vonage Contact Centre does NOT support Apple® Safari® on an Apple Mac when using the Mid-Call Payment Transfer solution or Conversation Analyzer Analytics. Vonage Contact Centre does NOT support privacy mode in any browsers when using ContactPad.

Outcomes/Deliverables:

Milestone	Deliverables
Preparation	Deliverable 1: Initial Project Initiation Document (PID) - (defines the rules of engagement for project delivery) Deliverable 2: Kick-off meeting and welcome pack materials
Provisioning	Deliverable 1: Named Admin account including email of notification Deliverable 2: Supplier account set up Deliverable 3: Phone numbers provisioned and added to the account
Site Readiness Survey	Deliverable 1: Network Discovery Questionnaire (NDQ) Complete the data gathering for the prerequisite information required by the system Deliverable 2: Site Readiness Survey Report (SRS) including network discovery questionnaire
Design	Deliverable 1: Solution Design Workshop and Solution Design Document Deliverable 2: Playback design sessions to stakeholders
Configuration	Deliverable 1: Solution configured on the test and production environments Deliverable 2: Deployment Plan
Training	Deliverable 1: Coordination of train the trainer Deliverable 2: Vonage standard training documentation Deliverable 3: Confirmed setup and login details for all users
Testing	Deliverable 1: Support for Customer configuration testing and content authoring phase
Launch	Deliverable 1: Go Live Event support including coordination of onsite go-live presence Deliverable 2: Go Live plan including rollback strategy Deliverable 3: Readiness checklist including checked access to the Community Hub.

Warranty Support	Deliverable 1: Coordination of fixes for any defects discovered during this week Deliverable 2: Support for Customer queries Deliverable 3: Support transition to Customer and Supplier BAU support Deliverable 4: Refresher training as defined in the project requirements Deliverable 5: Value realisation check meeting Deliverable 6: Lessons learned session Deliverable 7: Project closure report Deliverable 8: Standard operating manual
Project Management	Deliverable 1: Weekly status reporting Deliverable 2: Monthly Project Review Update to Project Stakeholders Deliverable 3: Management of Vonage resources and activities

Development life cycle of the solution

A project will be broken down into 9 stages (or milestones), delivered in 2 phases. As standard, we use a waterfall model of delivery but can use an agile methodology if required to by our customers.

 Milestone	 Activities	 Responsibility
01 PREPARATION	- Sales Handover - Project Kick Off - Framework Completion	Vonage Sales Vonage PS Customer
02 PROVISIONING	- Account Creation - Feature Alignment - Number Porting/Creation	Vonage Provisioning
03 SITE READINESS SURVEY	Network review of all customer sites	Vonage SRS Consultant
04 DESIGN	- Solution Design Workshop - Design Production and Signoff	Vonage PS Customer
05 CONFIGURATION	- CRM Integration - Call Plan Build - Functionality Setup	Vonage PS
06 TEST SUPPORT	- Admin - Supervisor Training - Agent Training	Vonage PS Customer
07 TRAINING	- Call Plan - Functional Testing - Quality Testing	Vonage PS Customer
08 PRODUCTION READY	- Go-Live - Floor walking - Remote Support	Vonage PS Customer
09 WARRANTY SUPPORT	- Hypercare - User Adoption Assistance	Vonage PS Vonage Support Customer

After-sales Account Management

Once the customer solution is deployed, the Sales Account Executive does a formal handover to the Account Manager. Accounts that meet a minimum criteria are allocated a 'Customer Success Manager' who works alongside, although independently from, the Account Manager to ensure the success of the transition

from Professional Services and the long-term value realisation by the customer. The Customer Success team provides ongoing free advice and support, access to Subject Matter Experts, Technical Support and Managed Services. They also carry out proactive health checks, conduct service and quality business reviews, and ensure continuous improvement through success plans.

Termination Process

Early termination for convenience results in Customer's liability to pay the balance of fees due until the end of the Minimum Period, or if in a Renewal Period, to the end of the Renewal Period. The term is clearly defined within the signed order form and the terms and conditions of the agreement.

Early termination for cause - material breach by Customer - will result in Customer's liability to pay the balance of fees due until the end of the Minimum Period, or if in a Renewal Period, to the end of the Renewal Period. This is also covered by the terms and conditions.

Early termination for cause - material breach by Supplier - will result in Customer's liability to pay only those fees due up to the date of the Customer's notification of the issue leading to the material breach.

Customers will have access to an account manager who can support a customer through a change required or to discuss the relevant options.

5. Our experience

Case Studies

Customer Story 1 - Dunelm

Go here <https://www.vonage.com/resources/customers/dunelm-customer/> for detailed information on Dunelm's story.

- Challenge

Telephony across Dunelm was a known challenge due to its many legacy suppliers and components. As part of Dunelm's ongoing efforts to build strong digital foundations, the company prioritized an enterprise level review of telephony providers, platforms and solutions.

- Solution

Vonage Fusion, Vonage Contact Center (VCC), a Contact Center as a Service (CCaaS) solution integrated with Salesforce Service Cloud Voice

- Results

Vonage provides Dunelm with a true enterprise suite of telephony solutions, solving problems across multiple forms of contact center and service desks as well as the all-important store network.

Nick Coleman, Senior Manager, Customer Care, Dunelm said, "As the company moved beyond solely brick and mortar stores and saw an ever-increasing online presence, the customer care team was no longer just a retail support arm. We became an in-house, largely remote contact center and transitioned to a completely different service perspective. Because of that we had a massive need for additional capabilities. We were challenged to review our telephony solution, and if required, make changes at an enterprise level"

Setting the Foundation

Dunelm had 11 telephony components across 9 suppliers just to support their UK based business. With evolving business needs, such a setup was becoming too challenging to manage. Coleman continued, "We knew we needed a more strategic approach to meet the demands of the business in the present as well as the continued growth that we are planning for. We needed to find a telephony solution that was foundational in nature but enabled us to continue to grow our capabilities as a multi-channel retailer.

Once they identified their gaps and strategic goals, the Dunelm team began the search for the right provider to support their full digital transformation and meet both their unified communications and contact center needs.

Putting the Pieces in Place

"One of the end goals for us was that we needed to find a solution that made our business easier to run so we could enhance the customer journey no matter the type of customer. We knew we needed a solution that provides capabilities right across the enterprise." said Coleman.

Learning about the benefits of Salesforce Service Cloud Voice which included reduced call handling times, improved productivity and enhanced workflows, narrowed down Dunelm's list of potential providers.

"We had previously invested a significant amount of time, effort, and money to bring multiple contact channels into Salesforce and enable our service strategy that way. That's where Vonage Premier for Service Cloud Voice comes in, it's not just a telephony product, it's an omnichannel solution that seamlessly enables our agents to work more efficiently. Not only is Vonage a specialist in the voice field, but with VBC, Vonage's Unified Communications Solution, part of Vonage Fusion, we found all we needed for enterprise level communications with one provider," said Coleman.

From a solution where almost 200 contact center agents had to work with multiple systems, Dunelm's agents now access one unified system integrated with Salesforce, and Vonage provides efficiency as well as the data to show where gaps can be analyzed and improvements can be implemented.

Seamless Customer Care

Dunelm relies on VBC as the core telephony platform to connect all their stores, integrated with the Vonage Premier for Service Cloud Voice contact center solution for increased productivity, data and personalized and intelligent customer connections. With the ability to work from any device, and collaborate with colleagues and customers anywhere using multiple channels, Vonage Contact Center Premier for Service Cloud Voice enables Dunelm's agents to focus on their customers instead of the technology itself.

"Our overall objective was to improve our business telephony solutions, but with the Vonage platform, we have also made our teams across the business more efficient by making full use of the capabilities available" said Coleman. "For example, we can now record the outbound calls as well as make voicemail drops to Customers from our Home Delivery Network, which improves both our agent and customer experience."

Continued Coleman, "We've been seeing a 5-10% improvement in customer satisfaction as well as a similar level reduction in our inbound Voice handle times since we've been live and that's partly driven by the effectiveness of the integrated solution. Our customers have been more satisfied and that's the reason we do what we do."

Customer Story 2 - RSPCA

Go here <https://www.vonage.com/resources/customers/RSPCA/> for detailed information on RSPCA's story.

The oldest and largest animal welfare charity in the UK, the Royal Society for the Prevention of Cruelty to Animals (RSPCA), offers a modern, innovative customer experience with interactions powered by Vonage.

- **Challenge**

Modernize and streamline the customer experience, innovate income generation, and improve animal welfare — all on a tight budget.

- Solution

Vonage Contact Center, Vonage SMS API, Intelligent Routing with Salesforce, Conversation Analyzer.

- Results

Improved customer satisfaction by 30%, provided omnichannel advice and resources for animal welfare, and introduced a new SMS option for donations.

Founded in 1824, the Royal Society for the Prevention of Cruelty to Animals (RSPCA) is the oldest and largest animal welfare charity in the UK and its vision is a world where all animals are respected and treated with kindness and compassion. Its Control Center cruelty line takes over a million calls a year from the public ranging from reports of animals in crisis to questions on how to best provide care. Their staff rescue, save, care for, rehabilitate, rehome and return to the wild hundreds of thousands of animals every year – and it all starts with a call.

The Vonage Communications Platform (VCP) provides the RSPCA with a fully programmable contact center application that enables flexible, scalable, intelligent and personal omnichannel communications, incorporating purpose-built solutions including the Vonage SMS API, Intelligent Routing through Salesforce and Conversation Analyzer. To modernize the customer experience and improve outcomes through digital transformation, the RSPCA relies on Vonage.

Jacqs Harper, Customer Experience Consultant for the RSPCA explains, “Over the past year or so we’ve really focused on modernizing our customer experience, and we’re really trying to move from quite a monochannel world to a much more omnichannel world, where we integrate our people and digital channels. We’ve found that Vonage has been a great partner to help us on the journey.”

Flexibility to Innovate

Though the RSPCA is proud of its nearly 200 year history of service, the team was eager to update its customer experience and increase the flexibility of its solution. As a charity, it focuses on its mission – animal welfare – and needed a partner that was agile and willing to work with it in a way that was not time-consuming or costly. Its principal approach to improvement and change has been to run trials and small-scale pilots of new channels and functionalities.

Vonage provides the RSPCA with a range of communications APIs and contact center solutions that can be built, revised and integrated into its existing platform at a moment's notice to serve what it calls its “always be in beta” mindset.

“At any one point in time, we might have 10 different customer experience pilots going on where we make a change to the customer journey. One of the things that's been super helpful working with Vonage is just the level of support that we've had from our success manager,” said Harper. “Rapid iterations and a ‘test and learn’ culture require that we meet regularly with our Vonage success manager and work in a very agile fashion.”

The Vonage team has also supported the RSPCA with idea generation and problem solving. Examples of solutions built for other Vonage customers that have proven to be impactful become a “shortcut to success” for the RSPCA team.

Intelligent Channel Options Make Everyone's Lives Easier

With more than a million calls a year to process, it's a big challenge for RSPCA to ensure that it is answering and responding to those that are most important. And as a charity with limited resources, it's very important that its contact center agents are empowered to work smarter - not harder. The RSPCA needed a communications solution that allows it to not only offer self-guided advice and solutions via Interactive Voice Response (IVR) while routing calls to the correct agent when needed, but also to provide follow up information through additional channels and touchpoints, like SMS.

For example, legally, stray dogs are the responsibility of the local council, and the RSPCA cannot respond to incidents involving them unless the dog is injured. That's information that can easily be given to people in an automated message or even a text with a link to contact the right organization. Leveraging modern technology allows the RSPCA system to sort incoming calls and separate urgent issues from those that can be addressed quickly and simply via voice or text.

With a single, integrated cloud communications platform, Vonage offered all of the tools needed to build an engaging, intelligent experience for callers and agents. Vonage's intelligent routing and deep Salesforce integration helps ensure that crucial calls are answered by the right agents, and that responses to frequently asked questions are available via IVR, while Vonage APIs allow agents to push additional resources and information to people via additional channels. The team's latest pilot test is of the Vonage Conversation Analyzer which gives the RSPCA the power to analyze and review calls to ensure that it is identifying and addressing issues as they arise. And adapting its system is made simple by the flexibility of the Vonage platform.

“One of the things that we've found very useful about the Vonage Communications Platform is that it's extremely user friendly for us to make adjustments to our own system,” said Mike McCahon, Operational Services Manager at the RSPCA. “This self-reliance allows us to react swiftly as situations evolve. At the start of the COVID crisis, we were able to quickly put up messages answering questions like, how is pet care impacted by the pandemic? Is it okay to walk your dog? Should you be worried about transmission via animals? The top questions we were being asked could be swiftly recorded, posted onto our IVR, and available to the public within days.

“Similarly, Vonage enabled us to successfully navigate the COVID pandemic because it empowers remote delivery of our services. We were able to transition our several hundred agents from working in one large building to all working remotely - which meant that we kept our people safe. Thanks to Vonage, we had the power to do that practically overnight, while some of our competitors were still wondering, “How are we going to manage?”

Feedback + Adaptation = Improved Customer Experience

Feedback and adaptation are crucial to a modern customer experience. Using the Vonage SMS API, the RSPCA has been soliciting direct customer feedback following calls, and then taking action based on what it learns.

“When I joined the RSPCA in August of last year, I realized we didn't have a mechanism for measuring how satisfied our customers were with us,” said Harper. “So quite quickly, we got together a small group of RSPCA employees and our Vonage customer success manager, and we were able to deploy a small survey that allowed us to understand better the experience our customers were having. The really great news is that since we deployed that survey and we were able to get the feedback, we've actually improved our customer satisfaction by around 30 percent.”

Call to Action Increases Charitable Donations

As a charity, every single penny counts - particularly during the COVID crisis. Income generation is such a focus for the RSPCA team, and it's always looking for new and better ways to connect with and encourage potential donors. The Vonage Platform has enabled the team to follow up with callers using SMS with a call to action to support the work that the RSPCA does. Now, its contact center agents can provide a memorable customer experience, and then turn that directly into lasting support for animals.

“When we started the donation SMS pilot program, the agents in our contact center were so passionate about it. They believe they're delivering a great experience and the types of people who contact us really would want to be supporters of the RSPCA,” Harper explains. “So the agents started to tell callers about the fact the donation ask was coming and encourage them to look out for it and take action. To see that passion from our team just lets us know that we're on the right track, and the things that we're doing genuinely are making a difference — for our customers, for our agents, and for animals.”

Partnership is Key

While the flexibility, reliability and intelligence of Vonage's solutions are valued by the RSPCA, just as important is its relationship and confidence in the Vonage team. Knowing that Vonage is a trusted communications partner allows the RSPCA to focus on what truly matters — the animals in its care.

“In the end, our whole purpose is animal welfare,” said McCahon. “And like every charity, we have to make the money we have count. We need our communication systems to work well and be capable of being made better. We have the same drives as any commercial organization in terms of we want to manage our call center, we want to manage the experience of the people coming in and talking to us and we want to efficiently move information elsewhere into the organization. And Vonage has helped us do that.”

Harper added, “Working with Vonage allows us to be agile and feel secure in knowing that, when we hit a roadblock, there will be a quick resolution. Hours, not days. As a business leader, that's what you're looking for. You don't really want to have to get drawn into the technical detail, you want to be confident that your experts are empowered to get things done. Vonage gives us that confidence.”

Clients:

Please see below for an overview of some of Vonage's clients:

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