

GCloud 15 - Verint for Citizen Engagement Implementation Services - Service Description



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G-Cloud 15

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VERINT

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Implementation Services

Scope

The scope of services required depends on a number of factors, including those shown in the following table:

Factor	Description
Division of labour	Because the Verint solution provides low code tooling, the implementation services can be performed by the client, Verint (or an accredited partner) or split between them in a so-called "division of labour". Verint recommends the latter approach, as it provides the opportunity to transfer skills from Verint to the client as part of the implementation project.
Case complexity	A case definition includes the following: • Type • Priority • Default work queue • Form • Workflow process • SLA and notifications • Integration The effort required to configure the form, workflow process and integration elements can vary significantly depending on the required complexity.
Number of distinct types of cases	The number of distinct types of cases can clearly have a material impact on the overall scope of services to be delivered. However, this can be minimised by exploiting commonality across processes, such as forms, pages within forms, automated processes and integrations.
Integrations	The effort required to integrate the Verint solution with other systems depends on a number of factors, including: • The number of systems to be integrated with • Whether out of the box connectors already exist (and if they do, if they are used "as is" or modified) • The openness (or otherwise) of the systems' APIs • Where applicable, the ability of systems to push updates to the Verint solution and, if not, whether they support polling
Data Migration	Whilst the Verint solution provides standardized data migration tools, the conversion of data into the required format can sometimes be a time-consuming activity. In addition, the number of distinct data types requiring migration needs to be considered.

Factor	Description
Optional modules utilised	Verint for Citizen Engagement also comprises Knowledge Management and Intelligent Virtual Assistant which, if used, will also impact the scope. In simple terms, the effort required to implement the latter can also vary but tends not to be significant. The effort required to implement the former can range widely depending on the complexity of the bot and the integrations employed.

Templated Approach

Local Government is unique in that the number of processes (or service requests) to be configured can number in the hundreds, necessitating a common approach.

Fortunately, processes can be distilled into a small list of common process templates, with examples of many of them available on the Verint Marketplace. For example:

Process Template	Remarks
Request a service (mapping location)	Enables a user to request a service that relates to a geo-location (X/Y) on an integrated map, for example, pothole report.
Request a service (asset location)	Enables a user to request a service that relates to an asset on an integrated map, for example, faulty streetlight report.
Request a service (property location)	Enables a user to request a service related to a property using an integrated property lookup, for example, noise complaint.
Request a service (non-location)	Enables a user to request a service that is not specifically related to a location, for example, general complaint.
Make a Payment	Enables a user to make a payment using an integrated payment system, for example, to pay a bill or fine.
Request for Information (structured data)	Enables a user to display more details associated with a customer but stored on an external system.

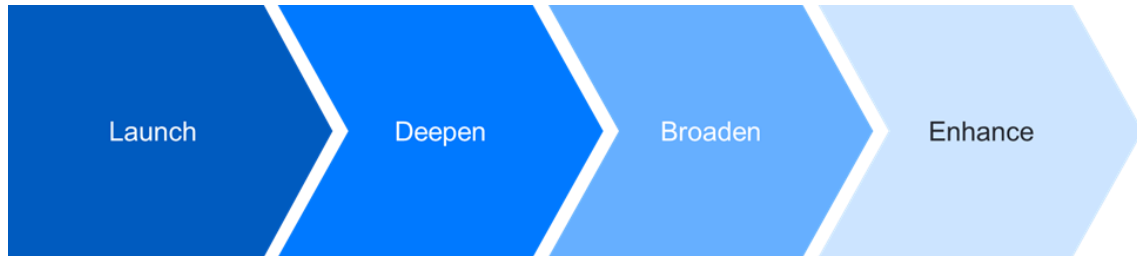
All process templates support both self and assisted service use across the Customer Portal/Mobile App and Employee Desktop.

Configuration varies by process template but typically involves configuring the case types to be supported by the template and the associated queues that identify the staff that are authorized to fulfil each supported case type.

Verint's solution includes a Service Request Type Process Library based on the above templates which currently includes over 70 service request types. We update these regularly, as a result of new approaches our Professional Services teams take on specific project implementations and also as a result of new approaches our clients take as they implement new service types. We are fortunate in that a client has spoken at each of our Global User Groups, typically covering what services they've configured and how they have configured them, which is of tremendous value both to their peers and, of course Verint!

Phased Implementation

Verint recommends the following phased implementation approach is followed for Citizen Engagement projects:



A phased approach this like allows you to demonstrate value quickly to both your citizens and stakeholders and get buy in to do more in subsequent phases. For example:

- **Launch.** The intent of this phase is to get live quickly, based on the use of pre-built local government processes which incorporate Verint's experience from implementations from across the world. This also includes integration with key systems like Azure AD for authentication and your GIS mapping system. By the end of this phase, your customer service operation will be live: contact center staff will be able to log cases or service requests on the phone, via email and chat; and citizens will be able to log cases or service requests online via a desktop computer, mobile device, and a mobile app.
- **Deepen.** The intent of this phase is to deepen the implementation through integrations to back-office systems, especially those based on your high-volume service areas. By the end of the phase, integrated service request types won't require manual re-keying in their associated back-office system(s) and staff and citizens will automatically receive updates as service requests are fulfilled within the back-office system.
- **Broaden.** The intent of this phase is to expand the scope of the operation to incorporate more service areas / departments and typically involves the configuration of additional service request types. By the end of this phase, staff and citizens will be able to log additional service request types relating to the new service areas / departments.
- **Enhance.** The intent of this phase is to enhance your implementation with additional capabilities such as bots, knowledge management and additional integrations. You are not limited by the solution you purchase "day 1". With Verint, you have room to grow, with the ability to offer new capabilities in the future when your management, budgets and citizens are ready.

These phases are not meant to be fixed but rather are intended as a guideline and to avoid a "big bang" approach. We typically include at least one integration with a back-office system in the Launch phase and then add more integrations in the Deepen phase.

In a recent client delivery, we were able to deliver the project in six months focusing on one service area (Waste Management), integration with one back-office system and integration with a Payment system for the initial Launch phase. A subsequent Deepen phase followed, adding processes which required mapping integration. Finally, a Broaden phase delivered a Freedom of Information service.

In another recent example, the implementation ran for more than 12 months, due to the size of the implementation. The implementation involved a large number of services and 20 integrations and, whilst the client had initially agreed to split the work, they changed their minds during the project lifecycle due to resource constraints on their side and asked Verint to take on the majority of the delivery.

Project Methodology

Verint’s implementation methodology utilizes a hybrid approach incorporating an initial waterfall model, integrated with agile methodologies to deliver the solution. The advantage of this approach is that it allows us to use a waterfall approach at project initiation to create plans, project milestones and governance structures and then adopt a more agile approach, using the configuration capabilities of Verint solution, through the design, build and testing stages of the project. In our experience this hybrid approach encourages collaboration, design flexibility and user acceptance of the delivered solution.

Task	Resources	Mnth 1	Mnth 2	Mnth 3	Mnth 4	Mnth 5	Mnth 6
Project Kick-Off	Verint / Client						
Cloud Service Commissioning	Verint						
Discovery / Design	Verint / Client						
Training (Configuration)	Client						
Configure / Build / Test	Verint / Client						
User Acceptance Testing	Client						
Training (End-User)	Verint / Client						
Go-Live / Support	Verint / Client						

The above is a project plan for a six-month project using a simplified Gantt chart. This project implementation is shared between the client and Verint, as follows:

Project Kick-Off

Includes outlining the project governance structure, defining roles and responsibilities, reviewing the SOW and agreeing a draft plan. Creating the RAID, agreeing project communications, and escalation procedures.

Cloud Service Commissioning

Includes setting up the cloud environments, setting up default users, and engaging with the customer over aspects such as email configuration, Single Sign On (SSO) credentials, and branding.

Discovery/Design

Includes a series of workshops to identify the in scope services and their mapping to Verint process and integration templates. Outputs will include a requirement matrix, user stories and process flow diagrams.

Training/Configuration

Completion of eLearning courses by relevant resources to enable skills transfer and configuration / build by the Client. See Training section below for more details.

Configure/Build/Test

Taking the outputs of the Discovery/Design phase, and via a series of sprints configure, build and test each of the types of cases. Early visibility is given to the Client via a set of interactive show-tells sessions.

User Acceptance Testing

Driven by the Client but supported by Verint. Client resources will execute their test plans. Upon completion the Client will sign off as ready for Go Live.

Training (End-User)

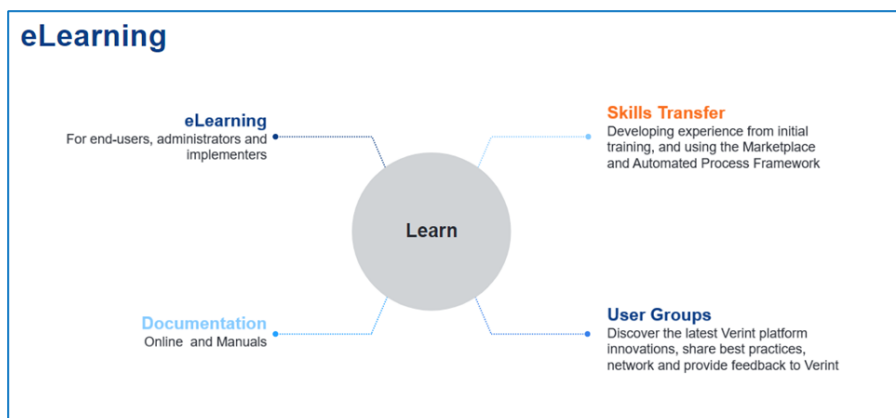
End-User Training delivered by the Client, using Verint's training materials as input, but tailored to the Client's production ready processes. See Training section below for more details.

Go-Live Support

Creation of a joint Go Live Plan. Final Migration of configuration to Production, Verint Go Live support, and transition of the Project to Verint Support.

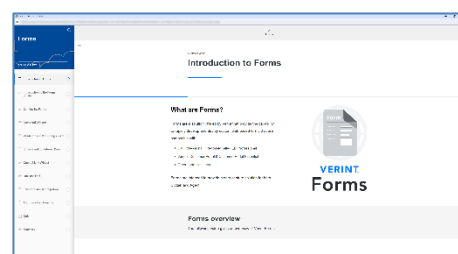
Training

Verint provides four integrated learning experiences as shown in the diagram below which aim to institutionalise knowledge of the cloud service solution from the outset.



eLearning

This comprises a series of online courses that are available to the Client throughout their subscription at no additional charge. It includes both courses for both end-users (such as the user interface and administrators (such as forms, and process management).



eLearning Example: Forms

Documentation

Online documentation is available directly from the cloud service, for both end-users (such as the user interface) and administrators (such as forms and process management). It also provides information on new releases including new functionality.

Skills Transfer

This is designed for those client resources within the client organisation responsible for defining and implementing processes, including forms and integrations to back-office applications. This is included as part of the initial project where client organisations participate in the implementation services (see Division of Labour in the Scope section above).

User Groups

Verint runs several Client events throughout the year including its annual Verint Engage events, regional User Groups, and the Global User Group. The Global User Group is for all Verint for Citizen Engagement clients, and is regularly attended by clients from the US, Canada and UK with our Australian clients watching the recordings. These sessions are great opportunities to hear how your peers are using the Verint solution, share best practices with your Verint client peers, network with your peers, discover the latest Verint platform innovations in conversation, and provide feedback to Verint, including input to the product roadmap. *Put simply, our clients love these:*

"It's really, really nice to see that when you give somebody feedback... there's some action taken...yeah, it's good to see... thank you." - **Phil Jones Principal Dumfries & Galloway Council**

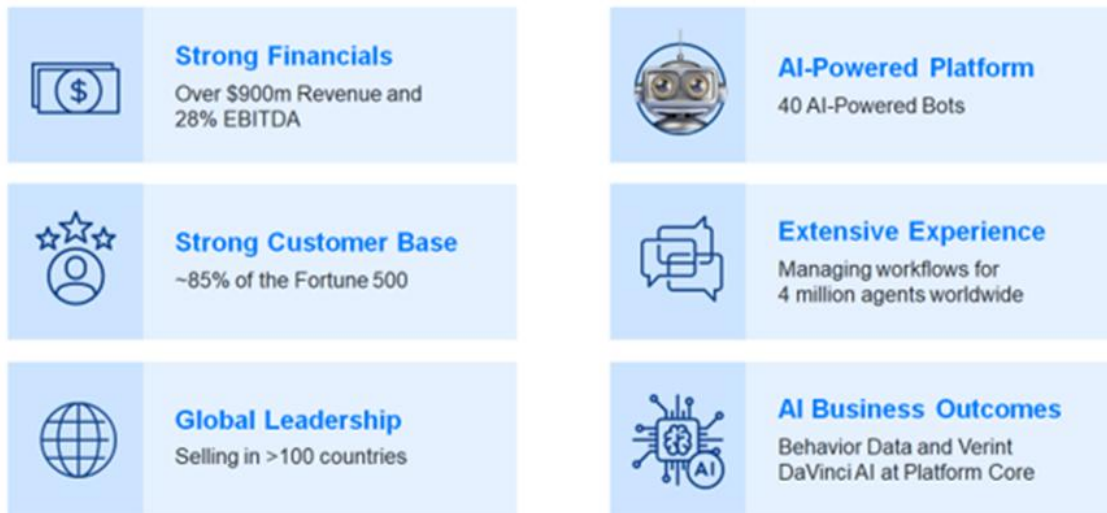
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About Verint

Verint CX Automation Leadership



Verint helps brands increase Customer Experience ("CX") Automation across the enterprise so you can elevate the customer experience and reduce your operating costs. For more than two decades, the world's most iconic brands - including approximately 85 of the Fortune 100 companies - have trusted Verint to provide innovative solutions and domain expertise for their customer engagement operations.

Verint is uniquely positioned to help brands increase CX automation with our differentiated AI-powered Open Platform. Brands today are challenged to delight their customers while facing limited budgets and resources. As a result, organisations are turning to AI-powered platforms specifically designed for the customer engagement domain to increase the level of their CX automation rather than hire additional employees.

We were incorporated in Delaware in February 1994 and completed our initial public offering in May 2002. We are headquartered in Melville, New York, and have approximately 15 offices worldwide, in addition to a number of on demand, flexible coworking spaces. We have approximately 3,700 employees plus a few hundred contractors around the globe exclusively focused on helping brands increase CX automation.

On August 25, 2025, Verint publicly announced that it had entered into a definitive agreement to be acquired by Thoma Bravo for \$2 billion. Thoma Bravo, a leading software investment firm with over \$184 billion in assets under management, is making a significant commitment to Verint's AI strategy and leadership in Customer Experience (CX) Automation. Verint remains fully committed to supporting and investing across its entire portfolio. With Thoma Bravo's backing, we are well-positioned to accelerate innovation and growth, ensuring continued value and innovation for all Verint customers. The acquisition closed on November 26, 2025.

Move From AI Experiments to AI Outcomes

Verint specialized bots are quick and easy to deploy and drive immediate AI outcomes through CX automation – making your customer engagements smarter and faster. Powered by Verint Da Vinci AI, each bot performs one specific task, and is injected directly into your workflows, putting AI at your fingertips.

If you're looking to increase agent capacity or elevate your customer experience, Verint bots are here to help. Our team of bots work together to cut over a minute from your call times while delivering a superior CX. And since our Bots are integrated into the Micro workflows within the business they operate without disruption whilst improving both the Customer and Employee interaction experience through timely automated coaching, knowledge automation and summarisation.

Organisations can benefit from automated handling of interactions in multiple scenarios, freeing up employees to handle tasks which require human intervention. The results are increased capacity with the same human resources and huge savings in both time and cost to serve.

The CX Automation Market

Today, the customer engagement industry employs a large workforce and is ripe for AI-powered CX automation. We estimate that there are approximately 50 million of people around the world involved in customer engagement, across contact centres, back-office and branches, and that brands' annual spend on labour is in the trillions of dollars.

The customer engagement industry is facing continued growth in the number of customer interactions and higher customer expectations for elevated customer experiences. As a result of limited budgets and resources, brands realise that hiring more workers and increasing workforce expenses is not a sustainable solution and are looking at AI-powered platforms as a mechanism to drive more CX automation to achieve their strategic objectives and significant ROI. Increasing CX automation provides economic benefits to brands:

- The economic benefits of CX automation come from the increased productivity of their workforce and higher customer loyalty.
- Utilising Verint's AI-powered platform, brands can handle more interactions with better quality without increasing the size of their human workforce.



We are well-positioned to help brands with their CX automation due to our decades of focus on customer and workforce engagement software and our large base of enterprise customers across many industries and geographies. In addition, recent advancements in AI technology have enabled us to deliver a large team of AI-powered bots running in an open platform specifically designed to help brands increase CX automation.

Our strategy is to drive adoption of our open platform within our large customer base, as well as with new logo customers, by enabling brands to deploy AI across their customer engagement workflows, at their own pace and with minimal operational disruption, to increase CX automation.

Proven Market Leadership

Verint helps the world's most iconic brands—including over 85 of the Fortune 100 companies- continuously elevate the customer experience (CX) and reduce operating costs.

Verint CX Automation Leader
EMEA's leading brands rely on us for CX automation

Top brands use Verint Open Platform for CX Automation

Open Platform automates manual workflows across the entire contact center

Customers report strong AI Business Outcomes, Now

Logos of brands: Admiral, AEGON, Aer Lingus, Allianz Partners, AVIVA, BNP PARIBAS, Capita, de volksbank, du, floriuss, FNB, halfords, HomeServe, NOS, nationale nederlanden, NHS, Novuna, sky, STRÖER, TESCO, Tryg, utilita, Vodafone.

Verint continues to be recognized by leading analyst firms and industry bodies for its innovation, leadership, and measurable impact in customer experience and AI automation. A short list is provided below, and a complete list is [available on this link](#):

- TrustRadius 2023 - Verint Community awarded Best Value for Price and Best Feature Set
- ISG 2025 Buyers Guide - Customer Experience Management (CXM):

Verint was named Leader and Exemplary across all three evaluated quadrants:

- Customer Experience Management (CXM)
- Knowledge Management (KM) - ranked #1 globally for the second consecutive year
- Customer Journey Management (CJM)

Verint earned top scores in Product Experience, Customer Experience, Capability, and TCO/ROI, recognized for delivering AI-powered automation at scale.

- ISG 2025 Buyers Guide - AI Agents - Verint was featured among the top providers in the AI Agents 2025 Buyers Guide, which evaluates platforms that embed agentic design, generative AI, and conversational interfaces to drive autonomous, intelligent operations
- CX Today 2024 CX Awards:
 - Winner in "Best Use of Artificial Intelligence (AI)" for the Verint Open Platform.
 - Highly Commended in "Best Conversational Intelligence Solution" for Verint IVA.
- TMC CUSTOMER Magazine: Winner of the 2023 CCaaS Product of the Year Award for the Verint Open CCaaS Platform.
- UC Partner Awards (UC Today 2023) - Winner in the Customer Engagement Solution category.
- Frost & Sullivan 2023- Leader in the End-to-End Customer Experience Platform Landscape.
- Ventana Research 2023 - Leader and Exemplary in the Customer Experience Management Value Index.
- DMG Consulting 2023 - Perfect score for Overall Vendor Satisfaction in the Workforce Optimization Market Report. & Leader in Contact Center WFO for the 16th consecutive year.
- G2 Winter 2024 Report - Recognized as Leader in Contact Center Workforce, Workforce Management, and Speech Analytics.