

Reference: 01565094

Temiloluwa Dawodu  
Information Rights Advisor  
[information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

24 February 2023

### Freedom of Information: Right to know request

Thank you for your request for information in relation to Ofcom's Contact Centre, CRM, AI and Automation. We received this request on 8 February 2023. We have considered it under the Freedom of Information Act 2000 (the "FOI Act").

### Your request and our response

*1. Contact Centre - target to organisations we know have a CC a. Do you have a customer/ citizen facing contact centre? If not please skip these questions.*

Yes.

*b. Do you employ and manage your own agents, or do you outsource to a third party? If you outsource who to?*

Employ own.

*c. How many contact centre agents do you have?*

25 FTE's in total.

*d. Do agents work from home? Or just your offices?*

Hybrid working.

*e. Please confirm the manufacturer of your contact centre system(s) that are currently in place?*

NICE.

*f. When is your contract renewal date?*

Q2 2024.

*g. Who maintains your contact centre system(s)?*

Daisy Corporate Services.

### 2. CRM

*a. Do you use a CRM in the contact centre? What platform is used?*

Salesforce.

*b. Do you use the same CRM for the rest of the organisation? What platform is used?*

Yes.

*c. Do you use a knowledge base / knowledge management platform? What platform is used?*

Wiki.

### *3. AI & Automation*

*a. Does your organisation have a customer or citizen facing chatbot? If so, who provides this chatbot technology?*

Ofcom does not use chatbots.

*b. Does your organisation utilise RPA technology? If so which RPA technology provider do you use?*

No.

I hope this information is helpful. If you have any queries, then please contact [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk). Please remember to quote the reference number above in any future communications.

Yours sincerely,

Temiloluwa Dawodu

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law, you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

#### **Timing**

If you wish to exercise your right to an internal review, **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk).

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF