Demand analysis for transition to cloud services

G-Cloud 14

RedQuadrant service description

Introduction

We are a dedicated public service consultancy working to build capacity, reduce costs, and improve outcomes for the public. We provide both strategic transformation resourcing for long-term delivery, and project-based consultancy services. This is supplemented by our training, coaching and leadership development capabilities. Our offerings have a wide range of applications for cloud-based services and can provide extensive benefits in areas such as improving internal processes or coaching your business leaders. We see cloud services in the context of the whole, end-to-end service: always co-created with the citizen or customer and there to enable the social process of service, reduce transaction costs, and improve convenience and service outcomes.

Both as a transformation partner and through project based consultancy, we have extensive experience of working closely with public service organisations including local authorities, central government, and clients from NHS and mental health trusts to police and probation services – to support innovation, enable in-house learning, and ensure long-term, sustainable results.

We have particular experience within the following areas:
- Change, business analysis, project and programme management
- Capacity building, coaching and training
- Specialist local government services including adult care, wellbeing, public health, children's services, education, housing, and planning
- Corporate policy and finance
- Customer led transformation
- New models of service delivery
- Service design, demand management, and systems leadership

We were set up in 2009 to transform the public services consultancy market by providing more for less, and are growing steadily because our clients keep finding new challenges for us. We've delivered over 200 successful projects for over 70 clients, with 96% of our clients coming back for more.

Our approach to small change interventions and major transformation programmes – whether transitioning to Cloud services or developing other elements – is to focus on making change happen whilst ensuring that that change is sustainable – we work with our clients, building capacity through skills and knowledge transfer and making ourselves redundant in ensuring change can continue after we have left. We start from a different place to most – with the positives and what works well.

Our prime aim is to ensure that the results and quality expected by our customer is achieved – or exceeded – within the engagement, and that the results extend beyond the delivery activity. We are well versed in project and programme methods and we apply these consistently in our work. We see our job as delivery to the client's specification, based on a deep understanding of context, drivers, requirements and strategic risks and issues. We act either as coach (supporting clients to get the job done, ensuring that they build and acquire the skills and experience they need) or as implementer (ensuring delivery of real

business results that are embedded and sustainable). These values are built into all our work, whether or not the brief explicitly includes skills transfer and capacity building.
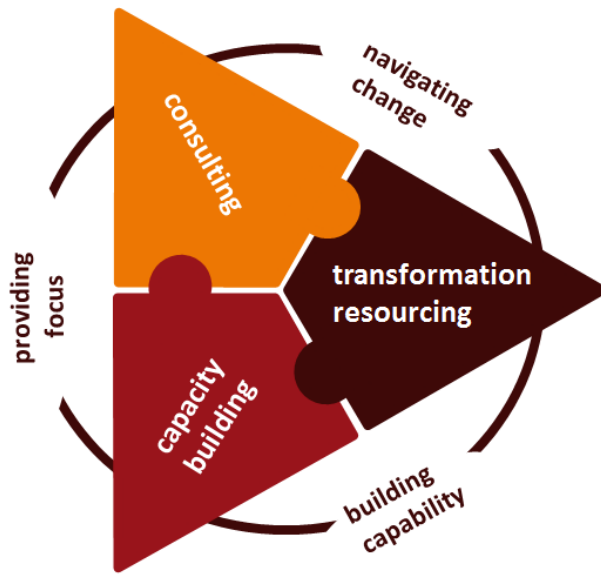
Service description

We recognise that customer need and demand are vitally important to shifting customer contact to the cloud.

Our demand analysis model is a simple one, which demonstrates that it is mapping and understanding both customer need and organisational purpose which should drive customer contact, processes, and transition to cloud. Capturing data on customers and their needs, understanding it, and using it to shape the delivery of services and maximise savings and improvements through cloud transition are all key to organisational success, but we argue that a true understanding of customer demand enables you to go that crucial step further in terms of defining the vision and model for the future customer experience, creating the strategy and governance required to deliver that vision, acquiring the capacity to truly transform, and determining the optimal relationship with both staff and customers to deliver what is genuinely needed.

The cost and quality of customer contact are becoming increasingly important, and they can be the difference between an affordable or unaffordable service for our clients. However, for smaller organisations it is often not viable to employ dedicated demand analysis specialists or create the tools needed to gather the necessary management Information to manage customer contact. We believe there is a need for accessible and affordable tools that will allow our clients to understand and track their performance in customer contact and demand management so that they can target costly resource at genuine customer need and transform delivery models. Our focus is upon activity which is low effort, low cost and provides clear actionable insights. So if you are struggling to compile and understand your data, we can offer: specialist consultancy support in developing a business case for investment and change either across the organisation or for a particular service area(s); training in demand analysis and management linked to specific organisational roles; and a 'dashboard' of simple high level metrics that allows demand to be assessed and quantifiable benefits to be tracked as part of a change management process.

Demand analysis steps
Step 1: segment different types of demand – separate different customer demands – if the process or customer need is different, don't try to pretend the demand is the same!
Step 2: how predictable is each type of demand – assign each demand a colour (Red, Amber, Green) according to predictability
Step 3: is each type of demand value or failure?
Step 4: what are the opportunities to transition services to the cloud, and how can this best be supported by the whole customer contact context?

Service management

Quality assured by RedQuadrant service leads and managed by experienced public service consultants.