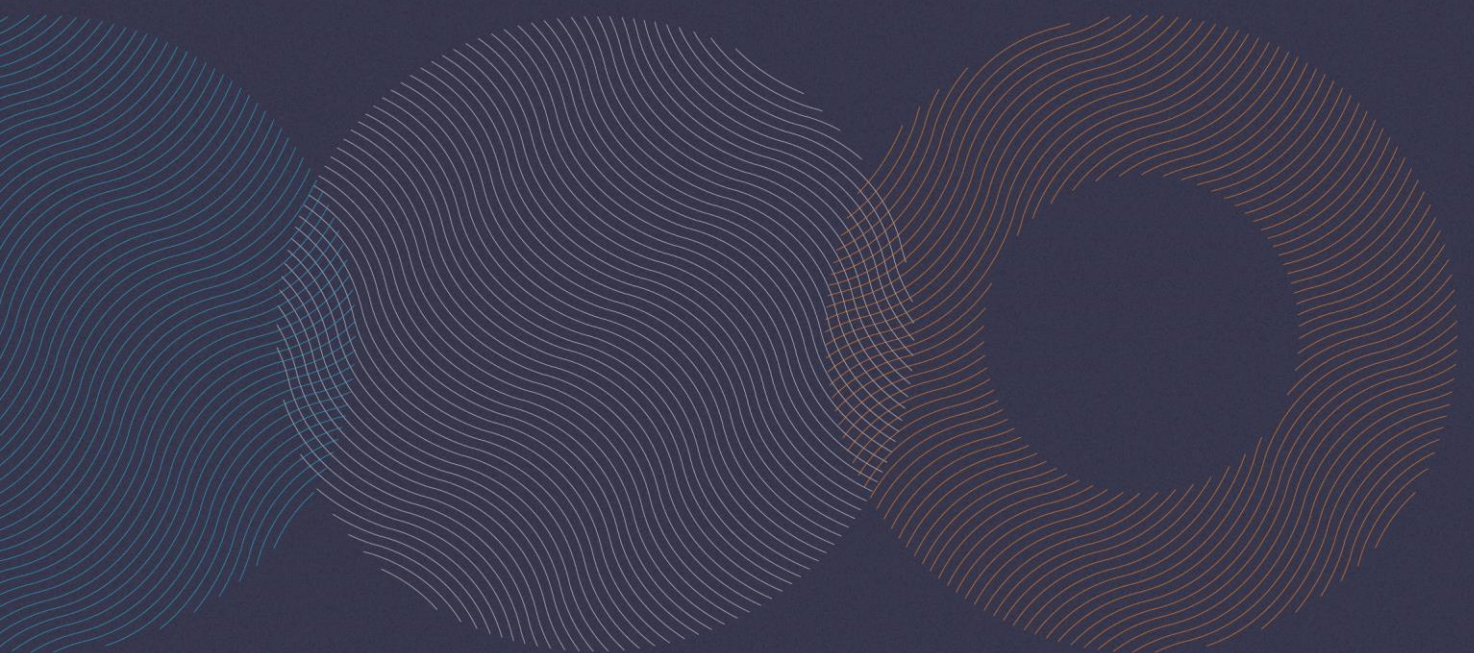


Customer Journeys

Service Definition

Ver: v1.0

Date: 18/05/22



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1. Service Overview

The explosion of digital channels and data presents a number of opportunities as well as challenges. Organisations that stay on top of their customer experience initiatives by offering differentiated experiences through service offerings and services will remain competitive and build loyal customer base.

Chaucer has strong experience in helping organisations improve their customer experience through journey mapping their offline and online experiences. A differentiated blend of persona-based process mining to understand areas of customer pain points, utilising cutting-edge data science techniques mine insights from quantitative as well as qualitative data across various channels to present insights to the business.

Our experts have strong domain knowledge across multiple areas customer insights, technology, data science and marketing and utilise design thinking approaches to align business and technical teams on the common goal. We offer advisory and consulting services to share best practices, identify key use cases to shape projects that deliver maximum value.

Our strong delivery capabilities in agile, programme management across multiple industry sectors ensures we build right teams on customer experience transformation initiatives to deliver successful outcomes for our clients.

The services we offer include:

- Proof of concept support
- Identification of key use cases
- Customer journey mapping
- Customer journey analytics
- VoC feedback analysis
- Multi-channel CX measurement
- Persona based journey mapping
- Technology assessment and data integration
- Business and technology interface
- CX consulting
- Agile delivery



3. Contacts

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4. About Us

'We design, develop and deliver sustainable solutions at pace and at scale. Going beyond the technology we align culture, improve strategy and operating models to enable true digital, cloud enterprises.'

Together with our clients we create greater value for customers, employees, citizens and wider society.'

With over 30 years' experience solving our client's biggest challenges, Chaucer is consistently recognised as a leader in end-to-end digital and cloud transformation. We provide advice and expertise to help organisations review their current position, evaluate the options to move forward and then plan and deliver new solutions and change.

With 300+ consultants in the UK, together, with the collective power of Bip, we are 4000 people with an international presence, trusted by the world's largest organisations in both the private and public sector. In the public sector we work with government departments and agencies, arms-length bodies, regulatory bodies, and police forces. In the private sector we work with construction, retail, finance, media, transport, utilities, life sciences, energy, and telecommunications companies.

We aspire to be a force for good, improving lives and delivering measurable impact to communities through our commitment to the UN's SDGs and we are on the journey to B Corp. We foster a diverse and inclusive environment, where our people are encouraged to bring their full selves to work. We want our people to thrive.

A large proportion of our work has come through contacts and referrals, and we have actively built long-term relationships with many of our clients through our track record of successful engagement and delivery.

We are totally independent of product vendors and systems integrators. We do not undertake any form of software development and we do not resell other people's products.

We help clients to design, introduce and embed new Cloud-based and Digital solutions and more efficient ways of working, ensuring that the envisaged benefits of their investment are fully realised.



5. Other Information

The scope of our G-Cloud Service

The scope of our G-Cloud service is defined in this document and the associated features and benefits. It covers the supply of professional services to support the evaluation, selection and deployment of cloud solutions and services for a range of public sector organisations.

Are we a reseller?

Chaucer is not a reseller and it is totally independent of all product vendors and solution providers.

Support provided to buyers

When buyers have shortlisted one or more of our services, they may ask clarification questions prior to purchase. This helps them understand, in more detail, if we are the best supplier for them and how they can benefit from our service. We then use our knowledge of the cloud solution marketplace to advise and guide clients through the specification, selection and deployment process.

How users work with this G-Cloud service

Users can use this service to obtain professional advisory support for their cloud solution selection, deployment and business transition. This can be on a short term, long term or ad-hoc basis using either selected specialists or a team approach.

Service onboarding and off-boarding process

When a client buys us using one of our G-cloud services, we typically undertake an initiation process at the start of the service to ensure the client's requirements are fully understood and that they are clear about what we will do, how we will do it and what we will deliver. We will also discuss and agree how any issues will be raised and managed from either side during the service operation.

At the end of the service, we will typically undertake a review with the client to ensure they are happy with what has been delivered and that their expectations have been met. We can also discuss and future support if this is appropriate.

Pricing

We provide services and our day rates are shown in the SFIA rate card for this service.

Service definition and how it will be delivered

The services defined in this document and the associated features and benefits will be delivered by one or more of our consultants with full management support and quality assurance from our public



sector portfolio leadership. The service will be delivered from our office, working remotely or at the client's offices, depending on which is most appropriate.

Our security certifications and standards

Chaucer has the Cyber Essentials Plus Certificate of Assurance which is renewed each year.

Our approach to personnel security

Chaucer's personnel checking process for new employees includes all components of the employment processes described on Gov.uk, including validating their right to work in the UK.

We cover checking original versions of the necessary documents with the new joiner and making and retaining copies of these documents.

The identity documents and other information gathered are sufficient to enable Government Security checks to be undertaken. Chaucer maintains an extensive pool of appropriately security cleared consultants.

