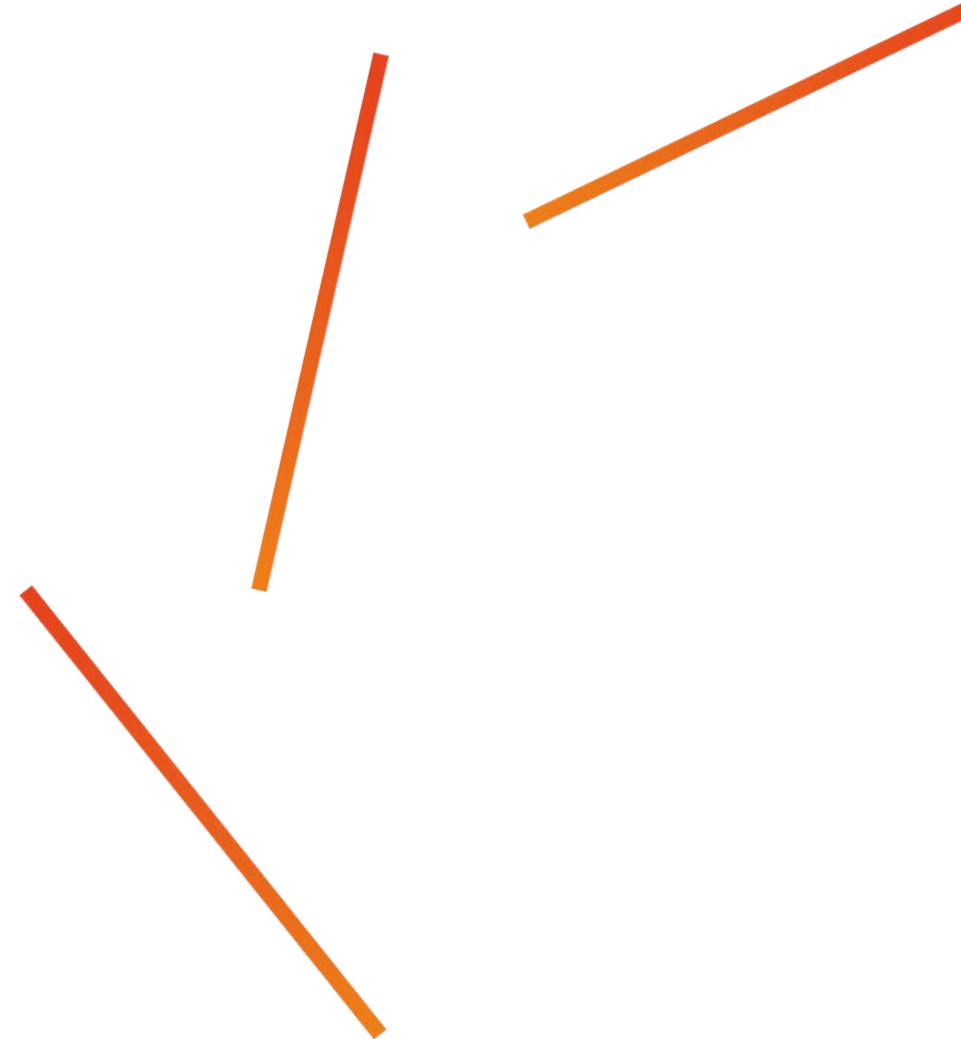


Continuous Improvement of Live Services

Service Definition Document

Sopra Steria



About Sopra Steria Next

Sopra Steria Next is the consulting arm of Sopra Steria, a European leader in technology and transformation with over 45,000 employees in 25 countries.

We believe that success comes when you put people first. We help organisations to meet their goals by focussing obsessively on the needs of their customers; to perform better by empowering employees; and to win trust by being responsible corporate citizens.

We're driven by what's next. Technology offers opportunities to address our most important challenges. We enable large, complex organisations to innovate with next generation technology and data-driven insight.

For our clients, we blend business and technology expertise to deliver end-to-end transformation. Our consulting insight accelerates the pace of implementation. That's because our advice is grounded in Sopra Steria's experience of what it takes to run cutting edge services at scale.

In government, financial services, security, and commerce: we re-imagine the organisations that shape everyday life in the UK.



About Strategic Design

Our Strategic Design team transforms organisations, services and products, by making them more people-centric.

We create experiences that deliver better outcomes for people, for organisations, and for society. We work with leaders in organisations to make their culture and teams more human centred and impactful in the digital age.

And our specialist consultancy, CX Partners, brings world-class expertise and 20 years of deep public sector knowledge.



1

Our service offering



Continuous Improvement of Live Services

Our approach is to minimise risk and assure provision of digital solutions in line with Government Service Standard and the Service Manual, ensuring your service will go live successfully.

We'll continue to iterate the service, based on ongoing user feedback gained from analytics, performance data and continuous user research.



Service features

- Assessing team alignment and maturity in impact strategy and measurement
- Running impact mapping exercises based on Theory of Change
- Conducting consequence scanning to identify risks
- Exploring indicators and gathering consensus on meaningful measures
- Developing measurement plans and roadmaps for tracking progress
- Conducting impact evaluations to review performance of solutions and interventions
- Supporting teams to build capabilities in impact practices

Service benefits

- Clarity and direction on the impact teams are aiming for
- Focus and alignment between senior stakeholders
- Increased visibility and accountability
- Meaningful indicators and metrics based on clear rationale
- Clearer strategies for impact
- Greater knowledge and awareness of impact practices

2

Our experience



A snapshot of our client portfolio



Talk to Frank

A brand evolution for Talk to Frank

Since 2018 we've worked with Talk to Frank to redesign their digital tools to attract, engage with and meet the needs of teenagers and young adults taking illegal drugs.

To reduce drug use and harm, we needed to create a strategy that would directly influence behaviour change and empower young people to make informed choices.

We faced some unique challenges; we needed to talk to the target audience - people aged 14 - 22 - about their illegal drug taking behaviour. This was a particularly hard to reach audience. And to create a trusted service and deliver its harm reduction message effectively, we needed the design not to be recognisable as a Government service.

We ran the project according to the Government Design Services' (GDS) agile methodology: Discovery, Alpha, Beta.

“

This is prevention through digital technology at its best. In short, FRANK is giving young people clear, unbiased information in a way they are comfortable with accessing.

Duncan Selbie, CEO Public Health England

We carried out research with a diverse range of young people across the UK, as well as NHS staff, policy makers and healthcare experts about the needs they were facing. We learnt that most young people are nervous about their digital footprint, relying on Google snippets to provide the answer to their questions. As Google snippets were drawing upon incorrect information, this posed a significant risk to life.

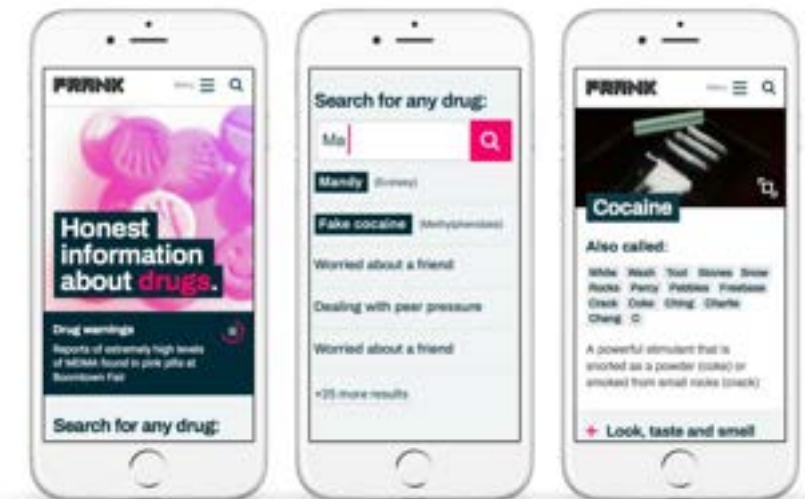
Once we understood the landscape, we moved into Alpha, co-designing the user journey with the scrum team, internal stakeholders (including policy and digital development teams) and young people from the target audience. We created a usable prototype which we tested and iterated based on user feedback.

Our solution adhered to the Government Service Standards: open source, accessible, secure and allowing varying levels of access and authentication.

Our redesigned service was described by Google as one of “the best performing sites” across both private and public sector.

Key performance indicators demonstrate the societal impact of the service:

- 39% increase in site traffic
- 200% increase in users seeing pages load in under 3 seconds
- 21% improvement in people finding the information they want
- 80% reduction in monthly hosting costs
- 171% increase in accessibility (measured by Google Lighthouse)



Scottish Government

Leading research with vulnerable users to inform the future Statutory Redress Scheme

The Scottish Government's Redress Design and Delivery Unit is responsible for ensuring that survivors of historic child abuse in Scottish care homes can apply for and receive financial redress.

In 2020, we were engaged to carry out a 21-week Discovery, learning from existing provisions to help shape the future Statutory Redress Scheme Service.

Many of the potential applicants' education suffered because of their experiences as children. As a result, some experience digital exclusion, due to lack of digital skills and literacy, as well as lack of trust in government-provided services. The service needed to identify how the service was provided currently, assess existing user/business needs and explore how the service could be improved.

We collaboratively drafted design principles in response to the survivors' needs and, with input from stakeholders, co-designed the end-to-end service journey. We identified challenges and opportunities to deliver a user-centric, trauma-informed service that is safe, accessible and works well for survivors and applicants.

We began by looking at previous research that was conducted from similar schemes worldwide, including the current scheme. We carried out extensive engagement with staff who worked with Survivors, ensuring we were utilising existing knowledge effectively to limit further harm to participants.

We also carried out group workshop sessions and interviews with professionals who work with the Survivor community, to understand how the current service was provided and gather insight to inform the future service, as well as surveys and trend analysis to understand the potential volume of users.

We collated our findings and generated insights and recommendations through thematic analysis, looking at patterns and commonalities within the data across the various sources. This was used to shape recommendations on the future design of the service.

Working as part of a larger team, artefacts (including a service blueprint, journey map, and Minimum Viable Service requirements) were generated to ensure that the teams responsible for the policy, the legislation and the end-to-end service were aware of the engagement and communication approach, processes, people and partnerships needed for the Statutory Redress Scheme Service to be an equal opportunity scheme.

The service blueprint received positive feedback from senior stakeholders, including the Director of Families and Children at the Scottish Government.

Contact us

Please contact us if you would like to know more about this service or any of our listings on G-Cloud.

@ soprasteria-gcloud@soprasteria.com

As all of our G-Cloud enquiries initially come into a single contact, please remember to tell us:

- Your name, your organisation name and contact details
- Which service you are enquiring about
- A brief summary of your requirements or problem statements that you would like support to address.

More information about our services and capabilities can be found on our website.

www.soprasterianext.com



www.soprasterianext.com