Culture and Values Research

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 55,000 employees in 30 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.
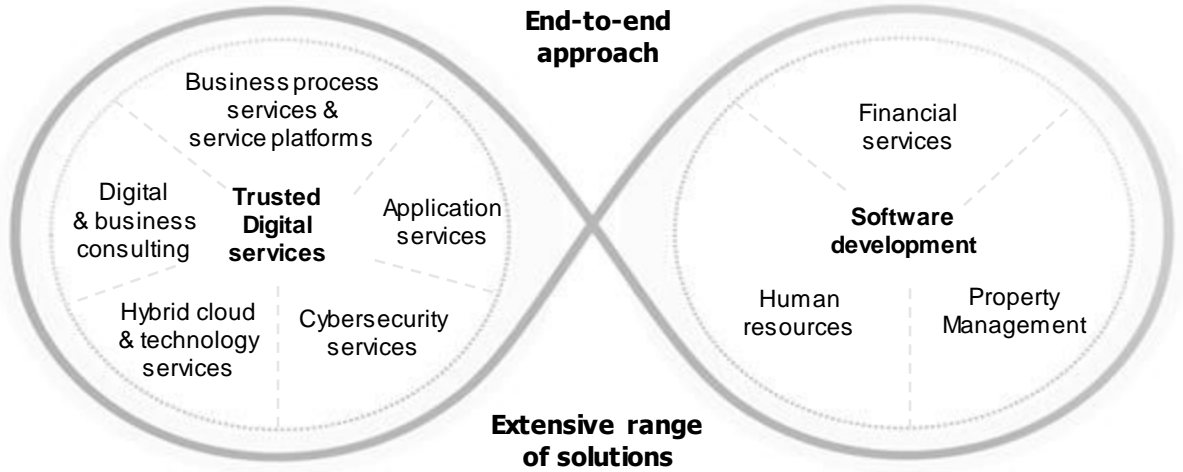
For our clients, we blend business and technology expertise to deliver end-to-end transformation. Our consulting insight accelerates the pace of implementation. That's because our advice is grounded in Sopra Steria's experience of what it takes to run cutting edge services at scale.

In Government, Financial Services, Security, Transport and the private sector: we re-imagine the organisations that shape everyday life in the UK.

A major tech player in Europe

As part of Sopra Steria, we benefit from the expertise of a major European player in the tech sector and its ecosystem of partners.

End-to-end approach

Business process services & service platforms

Digital & business consulting

Trusted Digital services

Application services

Hybrid cloud & technology services

Cybersecurity services

Extensive range of solutions

Financial services

Software development

Human resources

Property Management

Top 5
European digital services companies

55,000+
employees worldwide

€ 5.1 billion
turnover in 2022

30
countries

About our Ethics and Sustainability practice

Our Ethics and Sustainability practice help organisations to create a fair and thriving world by finding practical, ethical, and sustainable solutions to business challenges.

We work with clients across the public and private sector to help them examine how they can better serve people and planet while improving efficiency, profitability and resilience.

We are trusted market leaders in Sustainability-related IT Consulting & Services in the UK, recognised as 'Best in Class' by PAC Innovation Radar 2023 and achieving an A rating on CDP's 2024 Climate List.
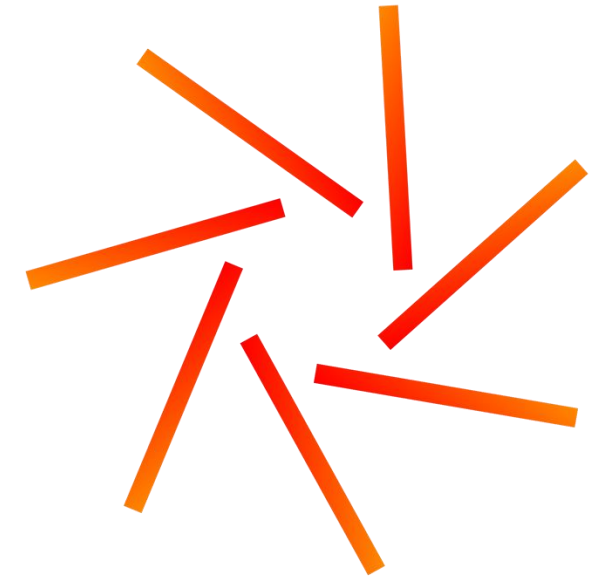
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**Our
service offering**

Culture and Values Research

We work with your employees to review their attitudes to and opinions of your business and its services; and assess these against your organisation values, identifying strengths and areas for improvement.

This demonstrates any asymmetry between employee sentiment and intended culture, creating prioritised recommendations which we'll work with you to implement.

Service features

- Data-driven approach to understanding employee and staff values
- Robust insights to drive improved employee and staff trust
- Identification of key trust-based challenges
- Audit of values impacting internal trust in the organisation
- Prioritised recommendations to improve employee and staff trust
- Decreased employee and staff complaints
- Alignment of services and organisation with employee and staff values
- Improved employee satisfaction and retention
- Assessment of the level of psychological safety within the organisation

Service benefits

- Measurable increase in employee and staff trust
- Reduced organisational risk (e.g. reputation) through misalignment with staff expectations
- Reduced employee risk (through reduced complaints)
- Alignment with organisational trust, culture, values, goals and objectives
- Alignment with governmental standards and targets for culture and values
- Robust governance, compliance and standards for culture and values
- Aligning values throughout culture improves employee efficiency and morale
- KPIs enable improve performance management, wellbeing and support stakeholder engagement

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Our experience

Scottish Government

Supporting their aims to become an Ethical Digital Nation

Scottish Government has ambitions to become an Ethical Digital Nation and establish a National Digital Guardian, an ombudsman to protect against digital harms.

An Ethical Digital Nation means going beyond regulation and engaging with citizens and sectors to embed ethics and encourage innovation. They had a high-level strategy to engage with stakeholders to understand their concerns.

However, existing regulatory and ethics landscapes, combined with diverse levels of digital literacy among citizens, added complexity.

Without a clear path forward, improved support and protections for the public would be delayed and difficult to implement.

> "
> *Working with Sopra Steria has allowed us to create a prioritised action plan with tangible outcomes and a roadmap for a clear direction on Scotland's ambitions as an ethical digital nation.*
>
> **Scottish Government**

First, we needed to engage with internal stakeholders across Government, enabling us to identify internal experts and build relationships across teams.

We ran workshops with leadership to develop a comprehensive roadmap for change, prioritising next steps. Our regulatory and best practice mapping highlighted robust approaches for embedding ethics and building citizen trust.

We focused on outcomes to deliver a prioritised action plan that would measurably achieve the Ethical Digital Nation ambition; and mapped out and prioritised possible use cases for a National Digital Guardian.

This resulted in a realistic, prioritised action plan with assigned ownership for each activity.

Our discovery recommendations provided Scottish Government with concrete, prioritised next steps. It identified existing pockets of expertise to be expanded, preventing duplication of effort.

We outlined key levers to influence ethical change, providing measurable, time-bound actions for the next three years.

This will enable Scottish Government to more effectively engage with citizens, improve internal skills and achieve their ambitions of becoming an Ethical Digital Nation.

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A high
street bank

Building customer trust through data ethics

The client wanted to incorporate data ethics into their data strategy to achieve meaningful business outcomes through increasing customer data, personalising customer services and building consumer trust.

The client recognised the complexity of the process. Forthcoming regulation and ethical principles were proving difficult to operationalise.

The drivers of consumer trust were unclear. Without a consistent approach to embedding data ethics, the client risked non-compliance with regulators, failing to realise ambitions with customer data and losing customers.

Our discovery uncovered technical and cultural obstacles to embedding data ethics. Ad hoc data ethics tools, principles and processes meant different departments were not acting consistently. While staff were enthusiastic about data ethics and embraced the need for change, further data skills and literacy were needed.

Through engagement with staff and customers, reviewing policies and processes, providing a market assessment and developing a bespoke maturity assessment.

We reduced complexity and delivered prioritised next steps to build customer trust and enable the client to progress to develop the desired business outcomes.

The data ethics strategy and roadmap which was delivered from the Discovery helped the client understand which actions to prioritise and how success could be measured.

Personas and case studies clearly outlined which activities would help build consumer trust most effectively. Operational and reputational risk were reduced by providing data ethics training to employees. Recommendations addressed data ethics policy gaps.

The strategy, roadmap and maturity assessment were adopted by the bank as their North Star for data ethics improvements.

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A high street bank

Supporting measurement and reduction of carbon emissions

In response to regulation and shareholder pressure, the rising cost of carbon-intensive capital, and the bank's own purpose-driven mission, the client must measure and reduce its financed emissions.

This means accessing data from thousands of business banking customers, understanding what part of those customers' carbon footprint is attributable to the bank, and identifying ways to reduce those emissions, through de-financing activities, customer engagement initiatives, and green financing.

One of the bank's current initiatives is to develop a carbon accounting tool for customers that will also help them plan and finance decarbonisation activities.

For this tool to work, it needs to attract and engage customers, getting them to share their data and take action.

Over 5 months we worked with the client to

- Identify the business drivers for decarbonisation for businesses of different sectors and sizes

- Gather data on customer needs and experience with the tool

- Evaluate tool features

- Document the bank's senior stakeholders' expectations and business needs to support a robust business case for ongoing development

- Advise on sustainability requirements its customer face

- Provide insights that will drive the future of the product in terms of target market, features, data requirements and sustainability requirements

As a result of the project, the client was left with:

- A better product strategy that enables it to meet its commercial and regulatory requirements more quickly

- A defined target market

- Improved ability to engage customers and gather the data it needs to reduce carbon and improve reporting

- • A more focused development roadmap that saves time and money

- • A clearer view of how to improve data quantity and quality for decarbonisation over time

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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

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- 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.

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