Sagacity

We're not just a data company

G-Cloud 14 - Service Definition

Analytics Based Consultancy Service

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Contents

1 Sagacity Overview

Sagacity works with some of the country's leading brands to support them in making informed decisions powered by the intelligent use of data. Sagacity believes that responsible data should be at the heart of every organisation and helps its clients to transform their customer data into a structure they can use, enabling them to improve it, make sense of it and drive value from it.

Founded in 2005, Sagacity is a customer-centric business with a World Class +82 Net Promoter Score. While it is sector agnostic, it primarily works with clients across the utilities, telecoms, financial services, charity, and retail sectors to improve customer prospecting and marketing, customer management, billing, collections, and retention over the lifetime of the customer.

Sagacity has delivered consistent success and ROI for its clients through new customer acquisitions and existing customer retention, customer management, onboarding, and ongoing relationship development to ensure that every consumer is treated like an individual. Data can reveal the full picture and Sagacity joins the dots.

As proud pioneers and early adopters of leading technologies, Sagacity utilises a number of platforms and programmes to continuously enhance and operate its solutions. Sagacity's appetite for continuous improvement has enabled them to deliver highly responsive, scalable, and flexible solutions for clients as well as providing their technical teams with invaluable support as they strive to embrace a more cloud-based infrastructure approach and adopt the rapidly evolving new technologies.

Acquire

Identifying and engaging new prospects is key to the growth of every business. Through profiling, segmentation, and based on the most comprehensive and compliant view of the UK population, Sagacity can ensure acquisition programs coordinate across all media and deliver valuable, loyal customers.

Manage

At the heart of every successful company is a strong foundation of customer data. Sagacity ensures data is complete, compliant, and ready for use. Whether the challenge is data siloes, data quality, understanding risk, or addressing revenue loss or broken processes, Sagacity have solutions that can solve real problems.

Develop

The more organisations know about their customers, the better their relationship with them will be. Over time, the identification of valuable customers and ongoing engagement with them will create long term loyalty and value. Sagacity delivers solutions to produce granular value-based metrics as well as the data to provide in depth customer knowledge.

2 Our Capability

With data and insight at its core, Sagacity Consultancy services provide experienced data driven people to enhance and work with you to solve business challenges. Our consulting and delivery services underpin almost everything we do and many of our solutions are available both as a one off and as a managed service. We pride ourselves on providing high quality services that minimise the disruption to your business and ensure a smooth delivery of your change. Historically, our consultancy expertise has been used to help deliver everything from new systems and technologies through to target operating models and cultural change.

Our Service Offerings

Customer Acquisition	**Data Quality**	**Customer Data Platform**	**Revenue Assurance**	**Credit Risk**	**Consulting**
Prospect	Data Cleansing	Value Based Management	Revenue Assurance	Credit Risk	Business Transformation
Direct Mail	Suppressions	Data Management	Cost Assurance	Collections	Data Migration
Email Marketing	Occupier ID	Single Customer View	Billing Assurance	Risk Based Segmentation	Target Operating Model
	Property Moves	Enhance	Website Price Monitoring	Debt Reduction	Project Management
	Gap Sites	Smart Link	CDR Reconciliation		Systems Implementation
	GDPR Compliance	Segmentation			Media & Campaign Planning
		Customer Profiling			
		Audience ID			
		Social Listening			
		Insight, Analytics & Reporting			

Our Data Capability and Track Record

Our data capability in numbers...

c.6bn records processed for reconciliation in 3 days

c.2m records processed monthly and shared between different client systems

Files of over 100m are regularly run through our data cleansing platform

c.17.5m records run through 35 data sources to deliver churn insights

Over 500m records are processed every month for our clients

c.1.7bn records output from our Customer Value Model

Our Track Record...

Decision Making
Performing detailed analysis to understand trends in large, diverse, complex data sets to inform strategic and operational decision making

Actionable Improvement Plans
Translating data insights to actionable improvement plans to increase revenue, reduce operational costs and improve return on investment

Performance Monitoring
Developing and implementing value model, interactive dashboards and reporting to predict and monitor performance

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Our Credentials

Sector Experience

Significant experience in Water, Energy, Telecoms, Financial Services, Retail and Charity

Subject Matter Expertise

Over a decade of experience across ten separate disciplines powered by our consultants with operational expertise

Proprietary Products

All our products are built in house with Sagacity owned IP and no third party plug ins

End-to-End Solutions

Our service offering is broader than our competitors. We don't just offer tools, we provide end-to-end services from strategy to implementation
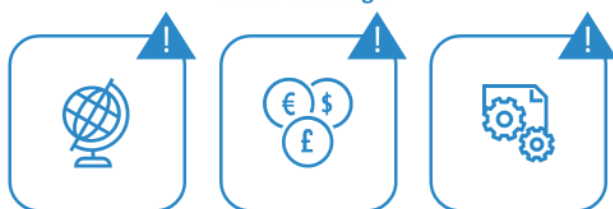
Our Approach

Delivery focused approach, working as part of client's team to realise early benefits

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Consulting Case Study

Media Company – New Billing System Implementation

Client Challenge

Our global media client operated in 14 countries, trading in multiple language and currencies using different operational processes and contracting on different terms with ad-hoc global oversight for deal structuring.

Added complexities included UK operations trading in GBP but reporting in USD as well as the different tax regimes for the different countries.

To drive operational efficiency and deliver increased consistency and financial control, the centralisation of finance activities and a unified billing system was required.

Sagacity Activities & Initiatives

Review of Practices | Ways of Working | Implementation

Using our comprehensive consultancy expertise, we initially reviewed the client's operating practices across the various countries to capture their requirements for a centralised billing platform and understand their ways of working to define an end-to-end global solution.

We managed the implementation of a new billing system (SAP) within the operating companies and the centralised function from business requirements, through to testing and integration including re-designing and delivering enhanced financial reporting and invoicing templates for the new billing system.

In parallel to the technical implementation, we re-defined the ways of working at a country level and centrally in order to ensure adoption and compliance.

Delivery & Outcomes

20%
Improvement in productivity

The client benefitted from an end to end billing system implementation in less than 12 months, a 20% improvement in productivity and a 90% manual processes replaced at go live.

In addition, a centralised finance operations function was set up encompassing different countries, tax laws and multiple currencies all aligned on one billing system.

This enabled them to achieve greater financial control, increase consistency across the operating companies within the global organisation and improved financial reporting.

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3 Service Overview

Analytics Based Consultancy Service

Overview

Regardless of project or solution, our consultants become a part of your team to ensure we deliver, as a team, what you need to realise your business benefits. Whether it is for a business change project, implementing one of our solutions or delivering a new leading-edge technology, our unique methodology has been developed to ensure assignments are delivered on time and with minimal disruption to your business.

Built on over 15 years of in-depth experience, our operational and consulting expertise addresses every aspect of your change needs from creating and managing a detailed project plan, implementing your solution through to realising the business benefits. We ensure everything is covered to manage your project from start to finish.

Benefits

- Unlock valuable insights and create data-driven decision-making through advanced analytics, predictive modelling, customer segmentation, and anomaly detection capabilities.
- Fosters trust and transparency by providing auditable decision-making processes with detailed data lineage and transparent analytics models.
- Offers a flexible and scalable solution to meet the diverse needs of organisations, ranging from small projects to enterprise-level engagements, ensuring efficient resource allocation and cost optimisation.
- Delivers a tailored and cost-effective approach through a people based offering, allowing organisations to select the specific combination of people that aligns with their unique requirements and budgets.
- Facilitates comprehensive reporting capabilities and seamless single source of truth distribution of reports, enabling efficient dissemination of valuable insights and data-driven narratives throughout the organisation.

Features

- Scalable Team of Experienced Professionals: Backed by a scalable team of experienced data scientists, analysts, and domain experts providing valuable support and customised solutions.

4 Detailed Service Description

Business & Technical Transformation

We support our clients to deliver large-scale business transformation ensuring that systems, tools, people and processes are aligned to realise your strategic vision. Using our flexible resource model, we are able to deliver your transformation as well as offer coaching and support for your internal teams. This ensures that your internal teams have the working knowledge and skills they need to continue to support the solution.

Target Operating Model

We support organisational change end-to-end from organisation re-design through to implementation. Working closely with your HR team, we ensure communication, engagement and delivery supports your strategic needs whilst maintaining compliance with employment legislation.

Data Migration

Our data migration solution provides multiple aspects to deliver a complete service. These include; data attribute and format identification, data health check and cleanse, migration criteria setting and validation, data migration analytics, data duplicate checking and extraction, and data ownership identification and governance. These ensure that data is accurate and up to date, prior to executing and delivering full migration activities

Project Management

We have extensive experience in successfully delivering complex change programmes involving multiple vendors and cross-functional teams; new systems and technologies; data migration and significant business change in both regulated and unregulated industries. We have a proven methodology which can be used for Waterfall, Agile and hybrid programme delivery.
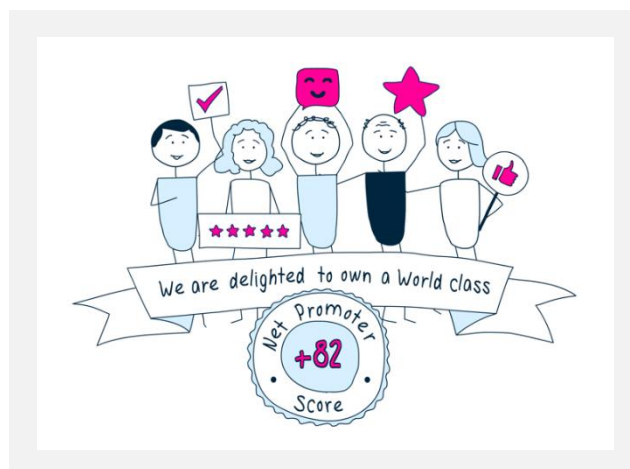
Systems Implementation

We plan and implement your new systems and technologies to ensure accordance with time, cost and quality metrics. Our experience ranges from implementing new billing and new collections systems through new data sharing processes, new data architecture, new data management tools and new technologies.

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5. Our Approach

Sagacity was founded in 2005 and continues be co-founder led. Having grown organically and through acquisition, the heritage goes back over thirty years. Sagacity is fully UK based with no people or infrastructure offshore.

With over 150 dedicated people having worked with over 350 clients, the team are passionate, innovative, and agile.

Sagacity is a purpose-led company and believes that purpose comes before profit. If the purpose is achieved, then everything else will follow. From a client perspective that means Sagacity engages to deliver successful client outcomes rather than limiting it to delivering contracted outputs. Delivering outputs delivers the contract. Joining the dots delivers the outcome.

Social Value

Fighting climate change
Sagacity is a paperless business and requests that emails are only printed if they really need to be. In addition, old and unused IT equipment is recycled and donated to charity instead of being disposed of.

Tackling economic inequality
We provide vulnerability models to help clients better provide and cater for their vulnerable customers, especially those who are marked as economically vulnerable, allowing for fairer services to be provided. We also have data at a local level on health and wellbeing.

Our COVID19 data allows us to understand those most likely affected and for our clients to support them as necessary. Our Property data allows clients to evaluate the carbon footprints of households and businesses whilst also providing advice on how to support energy efficiency.

Equal opportunity
Sagacity is committed to promoting equality and diversity and promoting a culture that actively values and recognises the differences between backgrounds and cultures and the valuable experiences and insights that this offers to the workplace. Sagacity has an Equal Opportunities policy with the aim of managing diversity successfully to help the company nurture creativity and innovation, growth, and improved competitiveness.

Sagacity aims to offer an inclusive environment in which diversity is valued and used in a respectful way to create an effective and efficient workplace and recruit and retain a diverse workforce that reflects the community that we serve. Sagacity also aims to ensure that all employees have the opportunity to maximise their potential and enhance their self-development and their contribution to the business.

6. Contact Details

Please send your requirement to slogie@sagacitysolutions.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please call us on 07855 374949 or send us the following information and we will be happy to contact you:

1. Your organisation name
2. The name of this service
3. Your name and contact details
4. A brief description of your business situation
5. Your preferred timescales for starting the work

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