



**EXPERT MARKETING
PROFESSIONAL SUPPORT SERVICE
G-CLOUD 14**



Expert Marketing Professional Support Service

1. Overview

In planning for and implementing any change programme such as transitioning to the Cloud or between Cloud services, customers often require expert support promoting changes and benefits internally and externally. This service has been designed to provide complementary support in addressing these challenges.

Support available within this service includes working with your teams to coordinate and support the internal marketing function, brand management and planning and delivering campaigns.

2. Service Description

Our Expert Marketing Professional Support Service is designed to provide supplementary capability and capacity to your teams. We will work with you to identify your support requirements, seeking to understand the existing in-house team's skills and experience and where we can best support them to deliver optimal value for money.

Having identified the requirements, we will document these as a work package to supply a suitably skilled team to work with you. We can draw on a wide range of high quality marketing professionals with specialist knowledge of your sector. Our team will usually be comprised of fully qualified professionals including Chartered Institute of Marketing, Chartered Institute of Direct Marketing, PRINCE2 and marketing degrees.

We provide a quality and personal service that puts customers first. We take the time to understand your values to ensure our teams will share your passion. We build strong relationships through open and honest communication.

3. Ordering and Onboarding

Prior to appointing us, you should develop an outline set of requirements and search the Digital Marketplace to identify suitable services, reviewing these to identify which one best matches your needs. If you are interested in appointing us, you should then contact us to discuss your requirements so we can confirm whether we are best placed to support you.

Under G-Cloud, the process to appoint us is very straightforward: you simply need to send us a completed G-Cloud Order Form. If required, we will be happy to send you a part-completed order form to review and fill in any remaining details.

We will then identify the team of specialists to meet your specific needs. We will brief them on the work, sharing details of the requirements and the work plan. We will arrange an initial briefing and onboarding session with your team and agree the initial plan for the work.



4. Changes and Offboarding

Whilst we will agree our engagement with you on a work package basis, we always aim to be flexible to accommodate changes either to adjust the deliverables, extend the engagement or terminate it early. We will keep in close contact with you and with our team members during any assignment to ensure we can adjust or offboard our team members as required. We will usually ask for a minimum of five working days to terminate an engagement early, although if you require a shorter period we will aim to accommodate this, subject to discussions with our team members.

5. Sales and After-Sales Support

Our head office team is available at a minimum 9am to 5.30pm Monday to Friday for contact by telephone or email, together with out of hours access if required, to support you both with initial sales enquiries and after-sales support.

You can always escalate any queries or concerns to our Head of Client Services, Suey Das, or our Managing Director, Victoria Dhillon, who will seek to resolve these as quickly as possible.

6. Customer Responsibilities

Whilst we will take full responsibility for the delivery of the services by our team, there are some areas where we will expect your involvement to ensure successful service delivery.

As we seek to work closely with your team, we will expect your team to support this including agreeing plans, undertaking any complementary work as agreed to allow us to deliver the service, attending meetings and workshops where required and signing off deliverables. We will also require you to sign off confirmation of satisfactory delivery of our team on a weekly basis to allow us to invoice work.

Where our team are working on your site, you will be required to provide suitable office accommodation and facilities. Where we need to access any information, you will be responsible for the provision of any internal IT services as reasonably required for the service delivery.

If any security clearances above BPSS are required, where our team members already hold such clearance, you will need to hold it, and where they do not you will be required to sponsor and hold it.