o transform **CX**

G-Cloud 14 Service Definition

Discovery and Delivery Services for Local Government

May 2024

transform CX

We are a leading and independent digital business transformation partner, helping businesses to define their tomorrow, today.

With a focus on customer experience (CX) excellence and enterprise technology, we help organisations across various industries and public services to drive growth, efficiency, and innovation for the future.

Key Foundations

Expertise

We boast a team of seasoned professionals with extensive experience in digital transformation, CX strategy, enterprise technology implementation, and change management.

Services

Our services are designed to guide organisations through every stage of their digital transformation journey. From strategy and planning to technology implementation and ongoing support, we provide tailored solutions to meet the unique needs of each client.

Approach

We are committed to delivering exceptional value to our clients. By taking a client-centric approach, we collaborate closely with organizations to understand their goals, challenges, and opportunities, ensuring that the solutions provided align with their business objectives and exceed their customer's expectations.

Outcomes

We are dedicated to delivering measurable results. Whether it's improving operational efficiency, enhancing customer satisfaction, or driving revenue growth, we work tirelessly to help clients achieve their desired outcomes and realise the full potential of their digital investments.

Be the catalyst for **transformative change**, *pioneering the way forward for businesses, citizens and society by leveraging cutting-edge technology and innovative strategies to define* **future business models, drive growth and create lasting impact**.
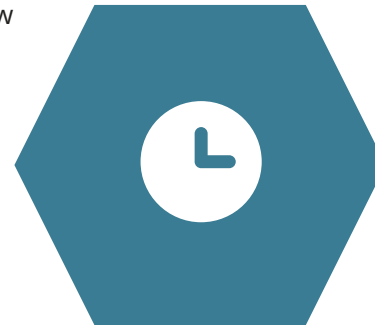
Core values

Innovation

We embrace creativity, curiosity, and continuous learning, fostering a culture of innovation where new ideas are encouraged, and bold solutions are embraced.

Collaboration

We believe in the power of collaboration and teamwork, recognizing that diverse perspectives and collective effort drive innovation and success.

Customer centricity

We prioritize the needs and preferences of our customers above all else, striving to deliver exceptional value and exceed expectations in every interaction

Integrity

We conduct ourselves with honesty, transparency, and ethical integrity in all aspects of our work, building trust and credibility with our clients, partners, and colleagues.
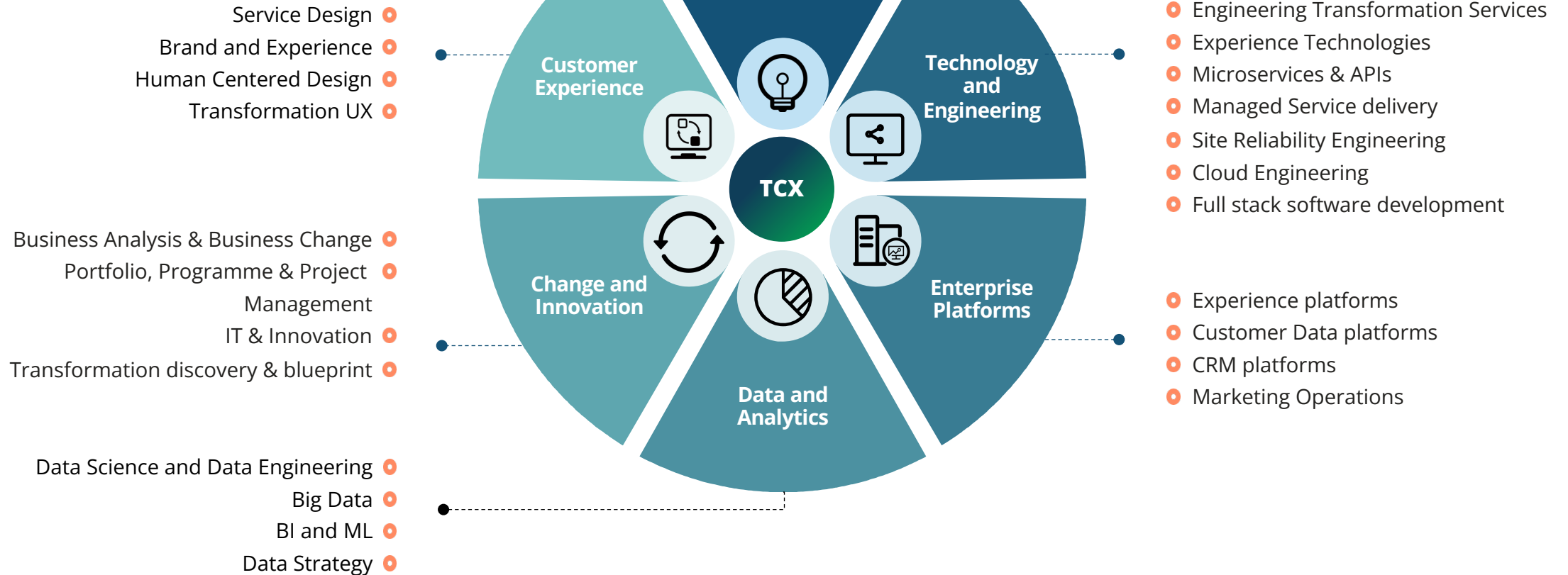
Accountability

We hold ourselves accountable for our actions and outcomes, taking responsibility for our decisions and commitments and delivering on our promises.

What we do

Management Consulting
- Management Consulting
- Transformation strategy
- Technology strategy
- Customer experience strategy
- Data and AI strategy

Service Design
Brand and Experience
Human Centered Design
Transformation UX

- Engineering Transformation Services
- Experience Technologies
- Microservices & APIs
- Managed Service delivery
- Site Reliability Engineering
- Cloud Engineering
- Full stack software development

Business Analysis & Business Change
Portfolio, Programme & Project
Management
IT & Innovation
Transformation discovery & blueprint

- Experience platforms
- Customer Data platforms
- CRM platforms
- Marketing Operations

Data Science and Data Engineering
Big Data
BI and ML
Data Strategy

Strategy and Consulting
Technology and Engineering
Customer Experience
TCX
Change and Innovation
Enterprise Platforms
Data and Analytics

Our Locations

Europe

167-169 Great Portland Street
5th Floor, London
W1W 5PF

Unit 6, Capital Business Park
Manor Way, Borehamwood
WD6 1GW

India

Block K, Building No. 10
Malviya Nagar
New Delhi - 110017

United States

Coming in 2024

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SERVICE DEFINITION

Service Description

Our Discovery, Research, and Digital Strategy Services offer a comprehensive approach to understanding organizational goals, user needs, and market dynamics to inform the development of digital strategies and solutions.

Through a combination of discovery sessions, research methodologies, and strategic planning, we help organizations define their digital vision, identify opportunities, and create roadmaps for digital transformation.

By conducting in-depth discovery and research activities and developing strategic plans, we help organizations navigate the digital landscape, prioritize initiatives, and deliver impactful digital solutions that align with their goals and priorities.

SERVICE DEFINITION

What can it do for you?

Discovery Workshops and Sessions: Facilitate discovery workshops and sessions with stakeholders to define organizational goals, objectives, and digital aspirations.

Public Sector Experience: Leveraging our experience in serving public sector organizations, we understand the unique challenges, compliance requirements, and stakeholder dynamics associated with digital initiatives in the public sector.

Market and Competitor Analysis: Conduct market and competitor analysis to identify trends, opportunities, and threats in the digital landscape, informing strategic decision-making and positioning.

User Research and Persona Development: Conduct user research to understand user needs, behaviours, and preferences, creating user personas to inform the design and development of digital solutions.

Stakeholder Interviews and Workshops: Engage with stakeholders across the organization to gather insights, align priorities, and build consensus around digital strategy and initiatives.

Digital Maturity Assessment: Assess the organization's current digital capabilities and maturity level, identifying gaps and opportunities for improvement.

Digital Vision and Roadmap Development: Work with stakeholders to define a clear digital vision and develop a strategic roadmap for achieving organizational goals through digital transformation.

Technology Evaluation and Selection: Evaluate and recommend digital technologies, platforms, and solutions that align with the organization's strategic objectives and user needs.

Risk Assessment and Mitigation: Identify risks and challenges associated with digital initiatives and develop mitigation strategies to minimize potential disruptions and setbacks.

Measurement and KPI Definition: Define key performance indicators (KPIs) and metrics to measure the success and impact of digital initiatives, enabling ongoing performance monitoring and optimization.

SERVICE DEFINITION

Key Features

1. **Discovery Workshops**: Conduct workshops with stakeholders to understand business objectives, challenges, and opportunities, and align on project goals and scope.
2. **Market Research**: Conduct market research to analyse industry trends, competitive landscape, and customer insights to inform digital strategy formulation.
3. **User Research**: Conduct user research, including interviews, surveys, and usability testing, to gain insights into user needs, behaviours, and pain points.
4. **Persona Development**: Develop user personas based on research findings to represent different user segments and their goals, motivations, and preferences.
5. **Journey Mapping**: Create user journey maps to visualize and understand the end-to-end user experience, including touchpoints, emotions, and pain points.
6. **Competitor Analysis**: Analyse competitors' digital presence, strategies, and offerings to identify strengths, weaknesses, and opportunities for differentiation.
7. **Technology Assessment**: Evaluate existing technology infrastructure, platforms, and tools to assess their suitability for supporting digital initiatives.
8. **Content Audit**: Conduct a content audit to assess the quality, relevance, and effectiveness of existing digital content and identify gaps and areas for improvement.

9. **Digital Analytics Review**: Review digital analytics data to analyse website and app performance, user behaviour, and conversion metrics to inform strategic decisions.
10. **Digital Ecosystem Mapping**: Map out the digital ecosystem, including channels, touchpoints, and interactions, to identify opportunities for integration and optimization.
11. **Digital Strategy Development**: Develop a comprehensive digital strategy aligned with business goals, user needs, and market trends, including objectives, tactics, and KPIs.
12. **Content Strategy**: Develop a content strategy outlining content goals, target audiences, messaging, distribution channels, and governance processes.
13. **Channel Strategy**: Define channel strategies for digital marketing, social media, email marketing, and other digital channels to reach and engage target audiences effectively.
14. **Technology Roadmap**: Develop a technology roadmap outlining recommended tools, platforms, and technologies to support digital initiatives and achieve strategic objectives.
15. **Measurement and Reporting Framework**: Define metrics, benchmarks, and reporting mechanisms to measure the effectiveness of digital strategies and track progress over time.

SERVICE DEFINITION

Key Benefits

1. **Informed Decision-Making**: Provide government decision-makers with data-driven insights and evidence-based recommendations derived from comprehensive discovery and research activities, enabling informed strategic decision-making and prioritization of digital initiatives.
2. **User-Centric Solutions**: Develop user-centric digital solutions tailored to the needs, preferences, and behaviours of government stakeholders and end-users through in-depth discovery and user research processes.
3. **Digital Transformation Roadmap**: Develop a strategic roadmap for digital transformation initiatives within government agencies, outlining clear objectives, milestones, and action plans based on research-driven insights and analysis.
4. **Risk Mitigation**: Identify and mitigate risks associated with digital transformation initiatives through proactive risk assessment and planning, ensuring successful project delivery and alignment with organizational goals and priorities.
5. **Technology Evaluation**: Evaluate emerging technologies, platforms, and solutions for their suitability and feasibility within the context of government requirements and constraints, providing recommendations for adoption based on research findings.

6. **Accessibility Compliance**: Ensure compliance with accessibility standards and regulations, such as WCAG (Web Content Accessibility Guidelines), through thorough research and analysis of accessibility requirements and best practices.
7. **Stakeholder Engagement**: Engage stakeholders and key decision-makers within government agencies throughout the discovery and strategy development process to ensure alignment with business requirements, priorities, and constraints.
8. **Strategic Partnerships**: Identify opportunities for strategic partnerships and collaborations with industry stakeholders, technology vendors, and other government agencies to support digital transformation objectives and initiatives.
9. **Performance Measurement**: Define key performance indicators (KPIs) and metrics to measure the effectiveness and impact of digital strategy initiatives, enabling ongoing monitoring, evaluation, and optimization.
10. **Change Management Support**: Provide support for change management efforts by developing communication plans, training materials, and stakeholder engagement strategies to facilitate adoption and acceptance of digital solutions within government agencies.

Social Value

Social Responsibility

We recognise our responsibility to society and strive to make a positive impact through our business practices, philanthropic efforts, and advocacy for social causes that align with our values.

Diversity and Inclusion

We celebrate diversity and foster an inclusive environment where individuals of all backgrounds feel valued, respected, and empowered to contribute their unique perspectives.

Environment

We are committed to environmental stewardship and sustainability, minimizing our environmental footprint, conserving resources, and promoting eco-friendly practices in our operations.

Health and Well-being

We prioritise the health and well-being of our employees, clients, and communities, promoting a culture of wellness, work-life balance, and mental health awareness.

Digital Inclusion

We advocate for digital inclusion and accessibility, working to bridge the digital divide and ensure that everyone has equal access to technology, information, and opportunities in the digital age.

Skill Development

We invest in education and skill development initiatives to empower individuals with the knowledge, tools, and opportunities they need to succeed in the digital economy and beyond.

Selection of our clients

Experience of our core team

THANK YOU

Contact Details

For this service, please contact our Public
Services team on gov@transformcx.co.uk

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