



# G-Cloud 14: Service Definition Document

Customer Experience (CX)  
Maturity assessment



# Contents

- Scope of services
- Service features
- Service benefits
- Project approach
- Pricing
- Social value
- About Change Network
- Contact details

# Customer Experience Maturity Assessment



This is the Service Definition Document for Change Network Limited’s Customer Experience Maturity Assessment under the G-Cloud 14 Framework.

| Service                                 | Service description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Customer Experience Maturity Assessment | <p>Change Network supports organisations to deliver digitally enabled transformation that sticks.</p> <p>Our Customer Experience Maturity Assessment provides an objective diagnosis of your organisation’s CX maturity level against good practice, enabling identification of areas of strength and improvement covering people, process and technology.</p> <p>The output gives you a clear baseline of your current state and pragmatic and actionable recommendations to support and accelerate improvements to people, process and technology.</p> |



Change Network's Customer Experience Maturity Assessment is a key part of our G-Cloud 14 service catalogue. It includes:

- Data analysis to understand your current customer experience (and customer base).
- Triangulation of data within workshops to gain lived experience.
- Professional review of digital and non-digital channels.
- A review of the organisation's approach to service design/iterative improvement.
- Technology assessment - enablers and constraints.
- Creation of personas and customer needs.
- Evidenced based recommendations and presentation/s of findings.
- Actionable roadmap and plan with prioritised next steps.
- Business case for change or Strategy (optional).

# Benefits

- Identify opportunities to improve services through digital (and where appropriate inclusion needs).
- Accelerate transformation and savings.
- Understand 'what it takes' to become truly customer-centric.
- Build an objective understanding of your current state.
- Identify gaps and opportunities for improvement.
- Create a catalyst for change.
- Guaranteed pragmatic and actionable outputs.
- Inform and enable your omni-channel customer strategy.
- Enable compliance.



# Project approach



Change Network has an established approach, enabling our Delivery Teams to draw upon a wide breadth and depth of expertise and experience, ensuring the optimal conditions for successful digitally enabled transformation using Cloud technologies are set from the start. We work collaboratively to understand your specific needs and to develop a plan to meet them. It is possible to procure our Advisory Services for only part, or all, of your digital support requirements. A typical engagement involves:

- Collaborating with you to help scope your requirement. This is done at no cost and involves a detailed conversation and/or a workshop with your team to scope out your desired outputs and outcomes.
- Based on the agreed scope, the approved G-Cloud 14 ordering process is followed.
- We then allocate specialists with the relevant capabilities and experience from our team to meet your specific needs. This will always include a non-chargeable Senior Responsible Owner with overall accountability for the work, and a Delivery Lead with responsibility for day-to-day delivery.
- We conduct an internal briefing first to bring our team up to speed, and then facilitate a kick-off session to align expectations, jointly define ways of working (governance, reporting, risk management), and the plan.
- Throughout delivery we hold regular updates, typically weekly, but no less frequently than fortnightly to ensure transparency of progress.
- We adapt our approach (e.g. Agile, Waterfall, Prince2, MSP) based on the most appropriate construct to support the specific outcomes sought and the wider operating context.
- We actively engage all key stakeholders to deliver outputs, outcomes, ensure knowledge transfer throughout and build the case for change and / or adoption.



# Pricing approach

---

As part of the scoping and ordering process we will work with you to estimate the effort for your requirement and agree a mutually acceptable number of days and overall price, based on the optimal combination of resources to meet your needs using the SFIA rate card listed.

Our services can be delivered remotely, or on site at your offices.

No expenses will be charged for travel to premises within the M25. Additional charges for travel and accommodation expenses for services delivered outside the M25 will be charged at cost and agreed in the Call-Off Contract.





# Social value – our commitment

---

At Change Network we understand that how we do business is as important as what we do.

For us, social value isn't about ticking boxes, or winning points during a procurement exercise, fundamentally it's about who we are and how we choose to operate.

The lived experience of our founder directors feeds a set of organisational values that have social value at their heart.

Our Social Value mission is:

“To leave a positive and lasting legacy in the communities where we live and work, and for the customers we serve.”

Within this, we cover the requirements of the G-Cloud 14 framework including fighting climate change, Covid 19 recovery, tackling economic inequality, equal opportunity and wellbeing.







# Social value



We achieve social value by making three different types of promises:

- The first relate to things we are passionate about and the difference we want to make as an organisation ourselves.
- The second are promises made to our customers to support them, through our actions, in the delivery of their own Social Value ambitions.
- The third relate to how we will visibly and transparently share our progress.

| We are personally committed to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Challenging inequality and actively promoting equality and diversity.</li><li>• Inspiring and supporting young people, particularly those from disadvantaged backgrounds.</li><li>• Changing our habits, and encouraging others to do the same, to protect our environment with the ultimate aim of ‘doing no harm’.</li><li>• Collaborating with other organisations so together we deliver the best services and support scaling and choice.</li></ul> |

| For our customers, we will:                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Work with them to understand their social value ambitions and shape our project based commitments to meet their specific needs.</li><li>• Treat each customer individually, without making assumptions, or boilerplate statements about what we will do.</li><li>• Be flexible in our approach.</li><li>• Seek to go above and beyond where we can, calling out and delivering additional social value wherever possible</li></ul> |

We publish our Social Value Policy and our performance on our website at least annually. We encourage our permanent employees to take two, paid ‘do something good’ days per year to focus on impacts that matter to them.



# About Change Network

---



Change Network helps organisations to deliver smarter transformation that sticks. We work with organisations that provide essential services to support end-to-end change from diagnosis to delivery.

We know that change is complex – and isn't solved by individuals or by technology alone, which is why we focus our energies on building the conditions for success, working collaboratively to put people at the heart of digitally-enabled change.

Our skilled and experienced team delivers end to end transformation support and works on projects big and small covering everything from understanding your baseline with our digital, and data assessment tools, to the design of Strategies and Plans, through to Business Cases, Specification and Selection support for key systems, design, and implementation.

We are trusted by councils, housing associations and other essential service providers to provide high quality, value for money services, working collaboratively with internal teams and external suppliers to make a difference together.





# What we bring

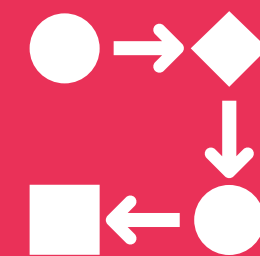
Our **capabilities** enable us to help our customers to harness the power of people, technology and data to unlock **innovation** and deliver **better outcomes** for services users



Project  
Management



Service Design



Business  
Analysis

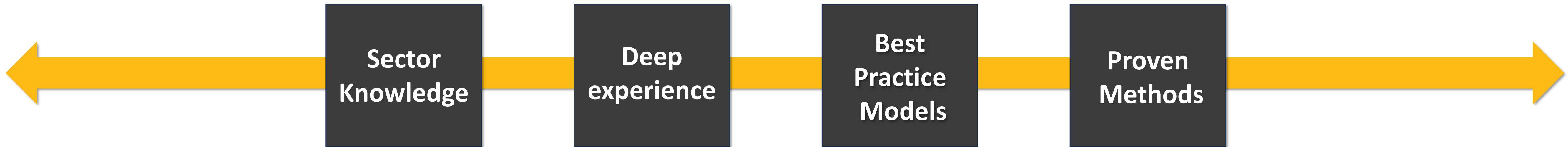


Enterprise  
Architecture



Change  
Management

Underpinning all our capabilities

A diagram showing four dark grey boxes containing the text 'Sector Knowledge', 'Deep experience', 'Best Practice Models', and 'Proven Methods' in white. These boxes are connected by a thick yellow horizontal line that has arrowheads at both ends, pointing left and right.

Sector  
Knowledge

Deep  
experience

Best  
Practice  
Models

Proven  
Methods



## What makes us different?

**Purpose over profit** – we have a strong social conscience, and a passion for delivering positive community impact.

**Better Together** – we believe to make a real positive social impact, collaboration with our customers, partners and wider market is the key.

**Been there, done it** – we have real-world, hands-on experience of designing change, and making it stick in organisations that provide essential services.

**Deep understanding of the sectors we work within and best practice** – our team have worked in and for essential public services for most of their careers, bringing a depth of knowledge and experience that adds significant value.

**Open, honest advice** – we provide constructive advice and challenge to our customers to ensure they are on the right track.

**Value for money** – we provide quality at a price essential service providers can afford.

**Holistic Independent of any software vendor** – we are fully independent. We have positive relationships to ensure the latest insights to vendor offers, but don't, and won't enter direct commercial relationships with any software providers.



# Contact details

We're always happy to talk, without any obligation.  
Contact us at: [hello@changenetwork.co.uk](mailto:hello@changenetwork.co.uk)

We operate with total transparency and our directors  
are always contactable too:

[Kate.lindley@changenetwork.co.uk](mailto:Kate.lindley@changenetwork.co.uk)

[Georgia.thwaites@changenetwork.co.uk](mailto:Georgia.thwaites@changenetwork.co.uk)

