

Customer Engagement Systems Implementation

G-Cloud 14 Service Definition Document

May 2024



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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 25,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver and Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a growing team of OCI specialists, over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure and Google Cloud:



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹, Google and SAP. A selection of our partners and alliances are presented below:



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

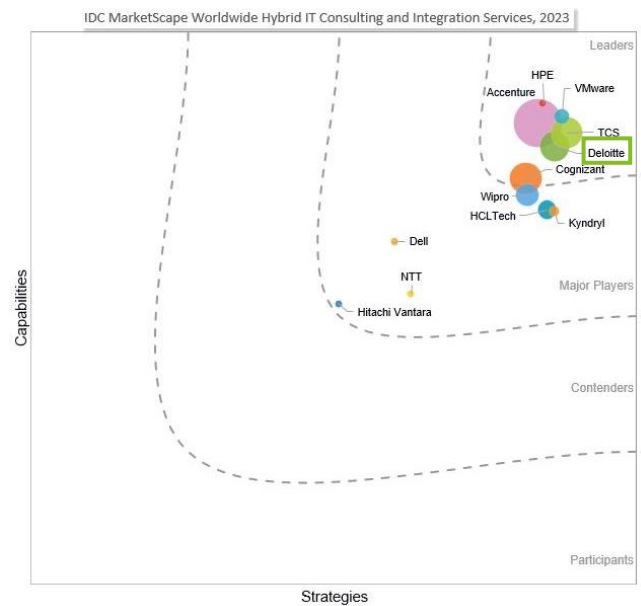
Originating in 2021, Deloitte has been recognised as a Leader in this category for three years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019.



Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2023

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Hybrid IT Consulting and Integration Services 2023** Vendor Assessment. In 2023, we were also recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



IDC MarketScape: Worldwide Hybrid IT Consulting and Integration Services 2023 Vendor Assessment © IDC inc. 2023

Deloitte scored highest in 4 of 5 Use Cases in **Gartner® Critical Capabilities for Public Cloud IT Transformation Services 2023** report:

“Deloitte approaches all aspects of cloud adoption, including migration, with transformation as an objective.”

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



2 Service Overview

Through this service Deloitte will support you to implement a Digital Platform for your organisation. This service covers all phases of the project lifecycle from discovery, design, build, delivery and post-go live support of digital solutions. We typically cover key service channels such as web, mobile, social & collaboration, customer / employee portals, contact centre /CRM and enabling solutions such as digital learning & development environments and analytics/reporting. We can also advise and deliver the integration of these new digital tools to the existing business applications, using both traditional IT and agile delivery methods.

As well as new implementations the Deloitte service is also aimed at organisations that want to transition or re-implement their existing services to a Cloud based digital solution for which a full Application Management Service (AMS) can also be provided.

The Deloitte service can enable organisations to move to secure cloud or hybrid solutions quickly and cost effectively by calling upon, as required, Deloitte's approach to designing and implementing Digital Solutions for public service organisations.

As well as technical delivery our approach focuses on supporting organisations to be well prepared to operate under new processes to support benefits realisation and access applications through the Cloud. The approach includes robust project management, design, technical implementation, and change management – using digital agile methodologies where appropriate. Deloitte can also provide training to your staff allocated to work on the project.

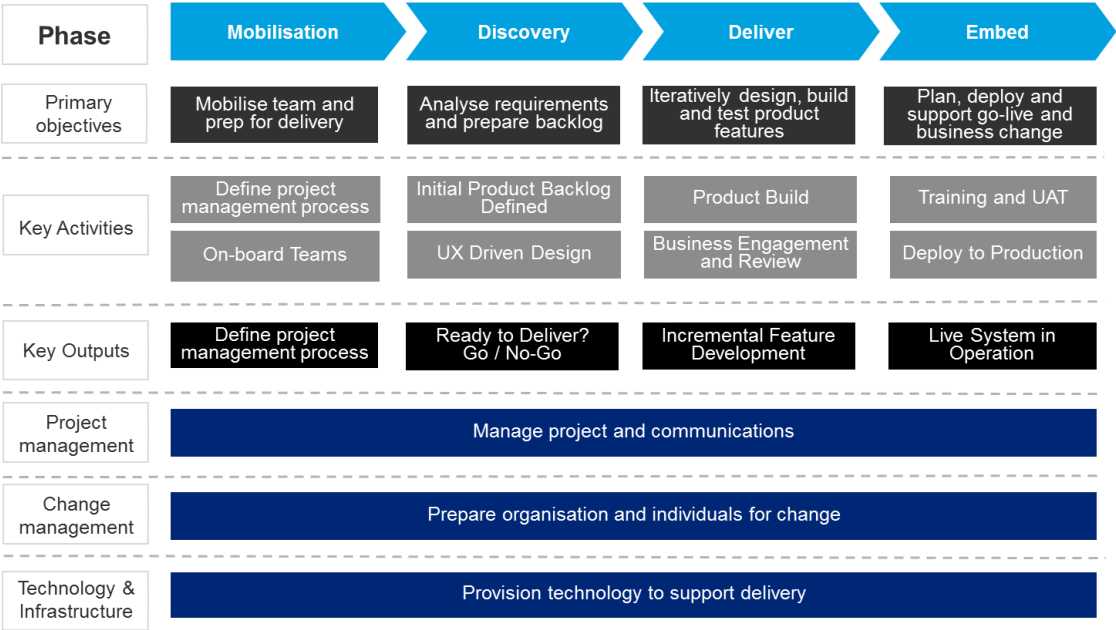
3 Detailed Service Description

Our Approach

Our approach is underpinned by the following principles:

- Scope will be clearly defined and agreed;
- There will be a clear governance structure and reporting mechanisms;
- There will be robust project and performance management;
- There will be a joint project team with members from Deloitte and your organisation; and
- Roles and responsibilities will be clearly defined and agreed.

The diagram below summarises the various stages of our approach. At the outset of the project we will work with your organisation to define a more detailed project plan and refine our approach accordingly. The specific activities, inputs and responsibilities of each party will be described in detail in the agreed Order Form.



The following table provides a high-level overview of typical activities that would be undertaken in each workstream of activity, with the specific activities, inputs and responsibilities of each party to be described in detail in the agreed Order Form.

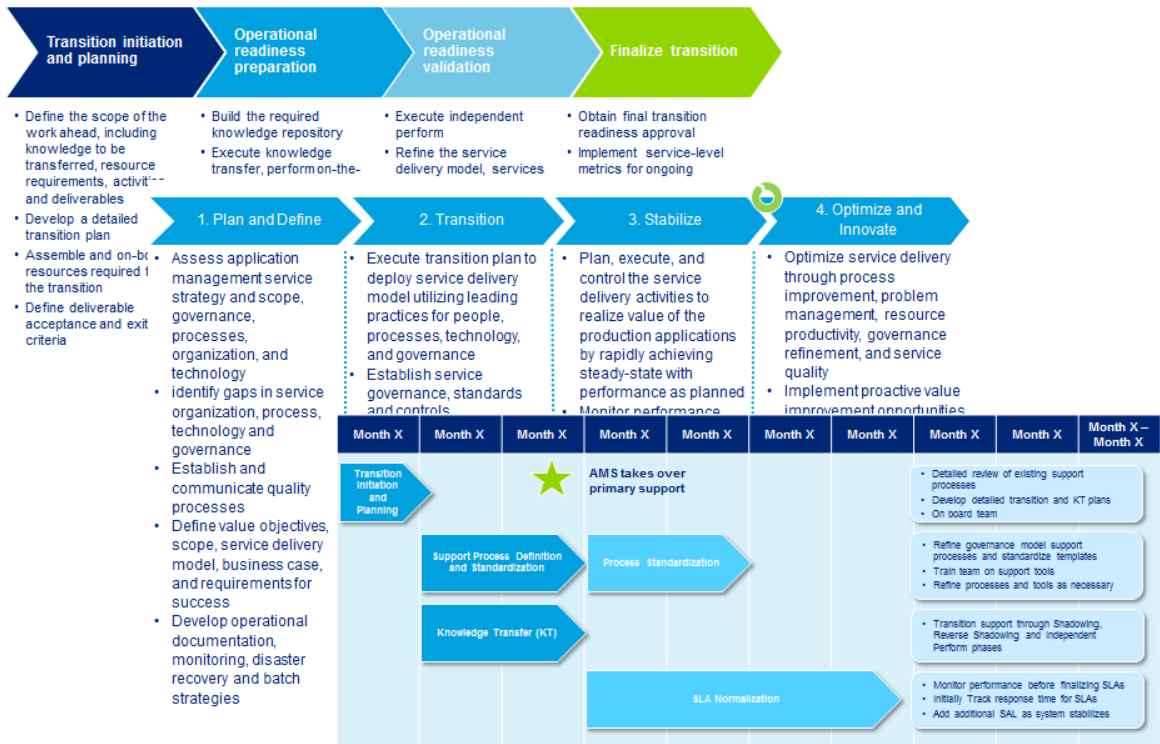
Phase	Typical Activities
Mobilisation	<ul style="list-style-type: none"> Staffing project team as per the agreed team structures, including any third party vendor involvement; Onboard and train the team in the project methods; and Agree project governance, reporting and performance measures.
Discovery	<ul style="list-style-type: none"> Build a more detailed view of the requirements through further analysis and design using various techniques involving Business Owners, vendor SMEs and project members; and Prepare the Product Backlog (a system of record for requirements traceability) of Themes, high level requirements and User Stories for the Deliver phase
Delivery	<ul style="list-style-type: none"> Short iterations, typically or two week cycles where the features defined in the Product Backlog are designed, built, tested and demonstrated to the Business Owners; Planning session at the beginning of each cycle and a business review at the end of each cycle to demonstrate the outputs from the cycle that is coming to an end; Hold retrospective team briefings to review ways of working and suggest improvements for the next cycle; Prioritisation sessions for the Business Owners to debate, and ultimately determine, the order in which features are delivered by the team, as well as the option to run short business testing cycles after every 3rd iteration; Ongoing testing and business analysis activities which occur in parallel with the design, build and demonstrate activities; and Preparation for integration and user acceptance testing (including determining test acceptance criteria).
Embed	<ul style="list-style-type: none"> Product User Acceptance Testing (UAT); Communicate new product deployment; Train customers and core staff on the feature; and Release systems to the organisation.
Project Management	<ul style="list-style-type: none"> Project management office set up; Project planning; Project team meetings; Develop project templates; Preparation for Project Board / governance meetings; Monitoring risks and issues; Recommending corrective action for issues; and Controls process regarding deliverables.
Change Management	<ul style="list-style-type: none"> Determine possible change implications; Change planning and delivery; Communications planning and delivery; Staff transition planning and implementation; Business readiness assessment and support for deployment; Facilitate end user training; and Transition the organisation from delivery to service management.
Technology and infrastructure	<ul style="list-style-type: none"> Cross cutting functions that provide services to the teams designing and delivering new products / solutions; Covers key IT components such as infrastructure, data, security, administration, disaster recovery; and Expertise on existing legacy systems which may need to interface to or integrate with the new products and solutions.

Transition to IT service management

A key stage in the delivery of the service outlined in the above is the “Transition to IT service management” stage of implementation. In the following sections we elaborate further on the services we provide to the Buyer providing ongoing support of the cloud solution platform. These services will be discussed and agreed with the buyer as part of any commercial arrangements made.

Deloitte’s proven transition process minimises the risk of transferring the ongoing application responsibilities from the implementation team to the ongoing Deloitte support team to provide the required level of buyer support.

This IT service management transition process covers four major stages and encompasses the full spectrum of activities from initiation through to the day-to-day activities necessary to manage the new Customer Engagement cloud environment for the Buyer as outlined in the diagram below.



Our Transition Approach

The transition phase is critical to the implementation of Customer Engagement applications hosted within a cloud support operating model and our methodology enables a seamless transition from implementation to application operations and service delivery excellence while minimising disruption to business operations.

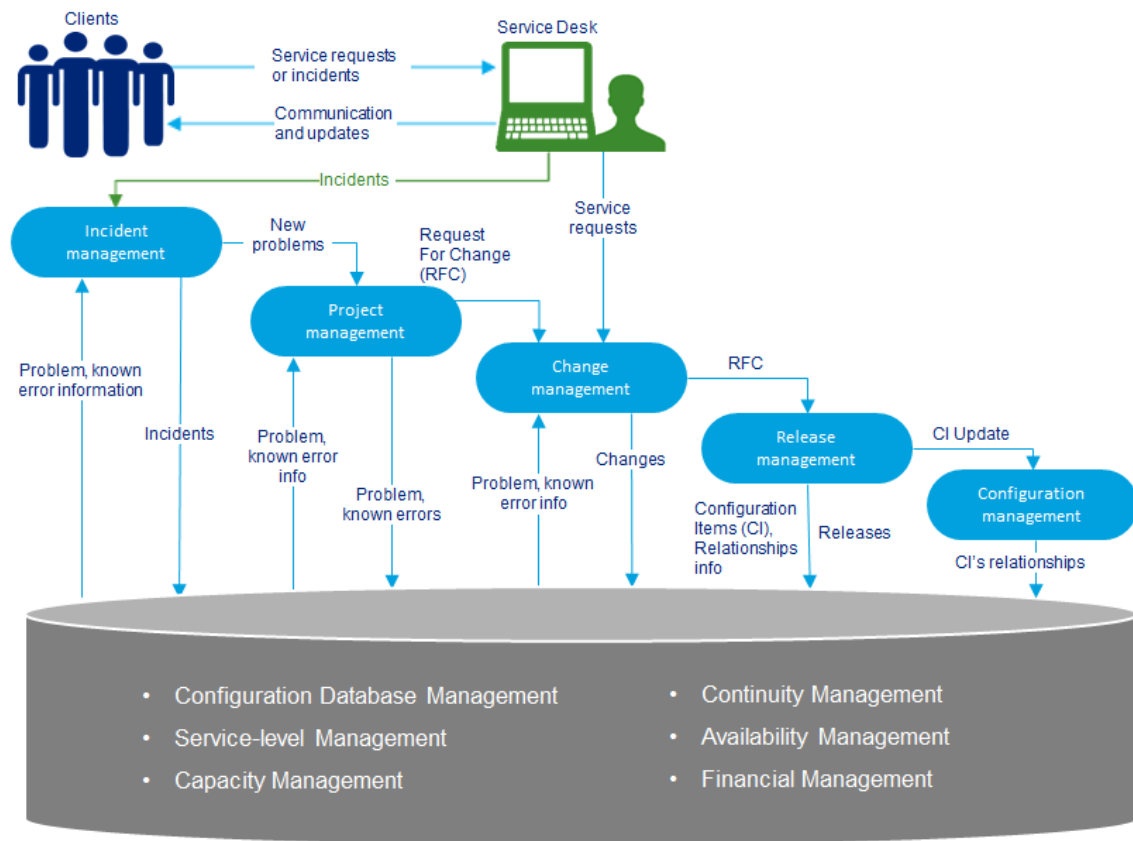
Our transition approach is based on a standard, repeatable process that promotes knowledge transfer and operation readiness. Our transition process covers the four major stages presented below.

These stages encompass the full spectrum of activities from planning through independent execution of support services. Our transition activities and tools incorporate leading ITIL service management practices and leverage prior transition experience to address the full scope of AMS processes and to provide an efficient and effective transition

Service Desk Model

Our practice deploys a proven, process-centric approach based on industry best practices, including CMMI and ITIL-based service processes.

- Confirms that all customer requests (issues, enhancements, or questions) are managed to completion
- Facilitates adherence to service level objectives
- Focuses on end-to-end service management
- Supports quality initiatives
- Refines through delivery experience
- Facilitates cost-effective service delivery



Responsiveness Goals

The following table describes the standard priority levels assigned to reported incidents. In addition to standard support reporting based on priority levels, we will implement the following levels of escalation where service requests based on an assigned priority cannot be resolved within the target resolution time.

Priority	Target Resolution Time	Escalation Level		
		1	2	3
Priority 1 Severe	4 Hours	> 4 Hours	>4 Hours	> 4 Hours
Priority 2 Major	8 Hours	> 8 Hours	> 12 Hours	> 16 Hours
Priority 3 Moderate	24 Hours	> 24 Hours	> 36 Hours	> 48 Hours
Priority 4 Minor/Nominal	80 Hours	> 80 Hours	> 120 Hours	> 160 Hours

Escalation can be triggered, at any time, by the buyer Support Manager or Support Team where, based on the priority level, target resolution times may/will be exceeded.

Our escalation process will be utilised during critical events to keep senior management of both organizations informed and involved to resolve these incidents in a timely manner.

The details of the procedures and key contact information will be determined during the Transition Phase.

Inputs

We have assumed that you will be in a position to provide certain inputs to the service, which we have listed here. If you are not in a position to provide all of these inputs then we can discuss options, as it is likely we can reach agreement to alter our approach to accommodate your situation.

We would expect the following inputs from you as part of this service:

- Agreement from your organisation for Deloitte to access your staff and systems and related data (internal and external);
- Details of your organisation's existing processes, policies and procedures;
- Details regarding reporting for the in-scope functions and other corporate reporting;
- Details of your organisation's existing operating model for in scope processes, including any architecture designs that may have been developed, IT infrastructure and licensing arrangements and any arrangements whereby a third party delivers in-scope services; and
- The costs of your existing operations.

Your Contribution

Our services are designed to be delivered with you rather than to you. We have assumed that you will be able to make the following contribution to the work. If you are not in a position to take on these responsibilities then please get in touch to discuss options, as it is likely we can reach agreement to alter our approach to accommodate your situation.

We would expect the following contribution from you as part of this service

- Access to staff and other stakeholders to attend meetings and workshops. We will endeavour to be flexible around diaries however to deliver at the pace of the agreed timescales access to specific individuals on a timely basis will be key;
- Provision of staff members to be part of the project team. We will agree roles and responsibilities with you at the outset and document these in the Order Form however we anticipate that you will provide team members to work in all workstreams;
- Provision of senior stakeholders to sit on the Project Board as part of the governance arrangements;
- Provision of a co-located working space for members of the joint team and ideally use of a confidential meeting room;
- Driving change and communication in the business, including any revised operating model designs / process re-engineering
- Purchasing any technology infrastructure, systems and software licences;
- Provision of infrastructure and technology installation and admin;
- Provision of security installation;
- Provision of data cleansing and migration; and
- Provision of staff to undertake user acceptance testing.

Outputs

What will you get in terms of deliverables, outputs and outcomes from this service?

Outcomes from the project will be documented in the Order Form but are anticipated to include:

- Secure digital solutions typically delivering omni-channel experience (web, mobile, social), CRM, and analytics / reporting;

- Increased levels personalisation and usability for customers;
- Improved user interfaces and user experience;
- Improved management information and corporate reporting;
- Improved data accuracy and data quality;
- Integration with business critical applications; and
- Staff trained.

This will be supported by robust project and change management with deliverables such as:

- Project plans;
- Progress reports;
- Monthly Project Board reports;
- Communications plan;
- Training plan; and
- A project closure report.

Business Context

What situations is this service designed to be used in?

This service is designed for public sector organisation to greatly improve efficiencies in the delivery of front line services, thereby also having the potential to produce significant recurring benefits, for example:

- Support an omni-channel contact centre, opening new channels and automating and reducing demands for the services that have the highest cost and highest volumes;
- Drive customers to self-serve via web and mobile platforms, building insight on customers over time to deliver personalised content to customers related to how they use services and with a responsive user interface for mobile web access; and
- Provide corporate analytics, breaking down barriers to information, opening cross-department views and improving quality and efficiency in the processes by which business intelligence is created and used.

Scale and Complexity

The effort involved in delivering our service is driven partly by what we will do (which we have described above) and what you will do before we arrive and alongside us whilst we work (which we have described above). It is also driven by the scale and complexity of your business situation.

This section describes the scale and complexity that we have designed this service to address. If your business situation is bigger or smaller than this then we can discuss options, as it is likely we can reach agreement to alter our approach to accommodate your situation.

As mentioned, the duration of the service can vary dependent on the scale of your organisation, maturity of existing processes and complexity of technology changes.

Other factors that will influence the duration of the project and size of the project team will include:

- The size of your organisation;
- Number of end users and customer groups;
- Decision making and governance e.g. number of iterative cycles per product before final sign-off;
- Quality of data in underlying systems; and

- Complexity of system interfaces (across IT estate).

Exclusions

Our service description above defines the scope of what we will deliver. For the avoidance of doubt, we have listed below any activities that (in our experience) are sometimes expected to be in our scope but which are not included within this service.

- Provision of and payment for any software licenses;
- Purchasing any technology infrastructure and systems;
- Infrastructure and technology installation and admin;
- Security installation, and
- Data cleansing and migration.

Service Constraints

Where service constraints exist of a general nature, they would usually be addressed in the Service Definition document. These and any other constraints would need to be discussed with the client prior to placing the Order. This includes constraints that are specific to the client or the client's situation or that need to be addressed before delivery of the service. We will rely on the client to bring to our attention, before the order is agreed, any specific constraints that need to be addressed including those that could impact on quality, service levels, costs or duration of the engagement.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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