



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

Customer and User Journey Experience Improvements for Transport



What we do

Our G-Cloud services are designed to help you make informed cloud decisions, whether you are assessing readiness or planning next-generation deployments.

Maximising value from cloud

Flexible working models are the norm, and there's continued pressure to reduce IT spend and simplify complex estates. Cloud solutions make all of this easier, modernising operations, enabling innovation, and providing the flexibility to scale efficiently.

Cloud has evolved from a cost-saving alternative into a core platform for digital transformation. Today, most organisations run blended environments that combine on-premises systems with infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS) solutions, creating a more adaptable and resilient technology platform for the future.

But with a host of approaches available, working out how to make cloud deliver sustained value can be tricky. How do we maximise return while maintaining security and governance? How do we avoid complexity and control costs? Mason Advisory helps clients answer these questions by developing and delivering clear cloud strategies that align technology with business goals.

Who we've helped

- For a government agency, we managed a multi-year major cloud consolidation, migration and transformation programme.
- A large insurance company needed a more scalable, resilient CRM system. We supported the cloud migration strategy for Dynamics 365 and the associated data architecture.
- For a major retailer, we developed a cloud operating model for the service delivery function, helping establish an in-house capability for existing and new cloud-based solutions.

- We undertook a cloud transformation review for a fire & rescue service, assessing its options for transitioning mission-critical systems.
- A UK ambulance service needed to transform its IT environment to support critical operations. We led the programme, including migrating applications and services to a new private cloud hosting environment.
- We assisted a county council to develop a cloud-first contact centre and UC strategy. We then led the procurement and implementation that resulted in it being the first to adopt an Amazon Connect cloud contact centre for all frontline contact services.
- Our team advised and supported an acute trust on a three-phase ICT transformation, establishing a platform to support digital healthcare innovations.
- A large UK police force needed support with a major infrastructure programme. We provided strategic advice to the network, hosting and data centre towers, as well as operational support with a complex data centre migration including server virtualisation, and application rationalisation.
- Working with the NHS, we provided critical security architecture services to the Covid Pass App, a Microsoft Azure cloud-based platform. We provided security architecture services across the whole solution, and provided threat modelling and security incident support to help the team maintain a strong security posture.

Customer and User Journey Experience Improvements for Transport

We help transport authorities and operators enhance passenger satisfaction by optimising every stage of the journey, from ticketing to real-time updates and seamless multimodal connections.

As an independent consultancy, we provide impartial advice on strategy, design, and delivery to create integrated, accessible, and future-ready passenger experiences.

Service features

- Independent advisory on passenger journey optimisation strategies
- End-to-end mapping of customer and user journeys
- Ticketing integration and accessibility enhancements
- Real-time travel update platforms and notifications
- Multimodal journey planning and MaaS enablement
- Data-driven passenger behaviour insights and analytics
- Accessibility and inclusion compliance frameworks
- Vendor-neutral platform sourcing and evaluation
- Service design and co-creation workshops
- Knowledge transfer to authority and operator teams

Service benefits

- Improve passenger satisfaction and trust in services
- Deliver seamless multimodal journeys and connections
- Provide timely, accurate real-time travel updates
- Reduce friction across customer touchpoints
- Strengthen accessibility for all passenger groups
- Enhance resilience through integrated, digital-first services
- Optimise investment with impartial, vendor-neutral advice
- Support Mobility-as-a-Service adoption and innovation
- Increase efficiency through data-driven improvements
- Future-proof passenger experience against evolving expectations

Our service approach

We help transport authorities and operators improve passenger satisfaction by optimising every part of the journey, from planning and ticketing to travel updates and multimodal connections.

Our independent approach blends journey insight, service design, operational improvement and digital integration to create accessible, consistent, future-ready experiences for all passenger groups.

Diagnose journey pain points & experience gaps

Building a clear, evidence-based understanding of where journeys break down today and what matters most to passengers.

- Map end-to-end customer and user journeys across modes and touchpoints.
- Analyse ticketing, real-time information, accessibility and operational friction points.
- Gather passenger insight through data, surveys, behavioural analytics and staff input.
- Benchmark experience quality against industry standards and best practice.

Outputs: A validated view of journey pain points, priority improvements and experience gaps impacting satisfaction and trust.

Design the target journey experience & improvement interventions

Define the future journey experience and the mix of service, process and digital enhancements needed to deliver it.

- Co-design target journeys and experience principles with passengers and staff.
- Identify and shape improvement interventions across ticketing, updates, accessibility and multimodal journeys.
- Define enabling data, operational and digital capabilities required to support the future experience.
- Assess solution and vendor options (vendor-neutral) where relevant.

Outputs: A clearly defined target journey experience with prioritised interventions that deliver measurable improvements in satisfaction and accessibility.

Roadmap, mobilisation & experience uplift

Translate the design into an actionable improvement plan and support early mobilisation to build momentum.

- Develop a sequenced roadmap across customer journeys, operations and digital enhancements.
- Quantify benefits and define KPIs and measurement frameworks for experience uplift.
- Support mobilisation of quick wins, service changes and digital improvements.
- Build capability through training, service design methods and continuous improvement practices.

Outputs: A funded, sequenced improvement roadmap with early mobilised actions that uplift journey quality and embed ongoing experience improvement capability.

Who we are

Inspiring people to work better, share ideas, and prosper through digital & technology change

Since launching in 2014, we have experienced huge growth in revenues and staff numbers, with offices in London and Manchester, working with clients of all sizes in the UK and beyond.

Mason Advisory is a digital & technology consultancy committed to making your life easier. Our people work with organisations of all sizes, across industry sectors including Financial Services & Insurance, Government, Corporate Clients, Public Safety and Professional Services.

Clients trust us to help set their strategy and then deliver on those decisions. We use our skills in operating model & organisational design, sourcing, architecture, service management, and cybersecurity to build, protect and support sustainably successful businesses.

Our G-Cloud services



Digital transformation



Cloud sourcing & procurement



Service management & governance



Cost optimisation & FinOps



Cloud architecture & migration



Cybersecurity & resilience



Cloud optimisation



Data management & analytics

Our culture creates consulting teams that stand out for their commitment to clients. Clients get exceptional performers at all levels in our teams; we don't take work where we can't make a difference; and we are emotionally invested in what happens to the people we help.

That's why, over

72%

of clients continue to work with us beyond the first engagement

Our industry-leading awards are underpinned by our ISO-certified management systems, offering clients confidence in the quality and security of our services.



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