

Dec.2025

Customer Journeys

V1.0





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Document Owner

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Document Creation Date

12-2025

Business Area/C.o.E./Area

Public Sector

Country

United Kingdom

Contents

_____	1
_____	2
Customer Journeys _____	2
V1.0 _____	2
1 Service Overview _____	4
3 Contacts _____	5
3 About us _____	6
Who We Are _____	6
Our Philosophy: Value, People and Technology _____	6
Our Approach: Design to Deliver _____	6
Our Expertise _____	7
Here to Dare _____	7
The BIP World _____	7
4 Other Information _____	8
Are we a reseller? _____	8
Support provided to buyers _____	8
How users work with this G-Cloud service _____	8
Service onboarding and off-boarding process _____	8
Pricing _____	9
Service definition and how it will be delivered _____	9
Our security certifications and standards _____	9

1 Service Overview

The explosion of digital channels and data presents a number of opportunities as well as challenges. Organisations that stay on top of their customer experience initiatives by offering differentiated experiences through service offerings and services will remain competitive and build loyal customer base.

BIP has strong experience in helping organisations improve their customer experience through journey mapping their offline and online experiences. A differentiated blend of persona-based process mining to understand areas of customer pain points, utilising cutting-edge data science techniques mine insights from quantitative as well as qualitative data across various channels to present insights to the business.

Our experts have strong domain knowledge across multiple areas customer insights, technology, data science and marketing and utilise design thinking approaches to align business and technical teams on the common goal. We offer advisory and consulting services to share best practices, identify key use cases to shape projects that deliver maximum value.

Our strong delivery capabilities in agile, programme management across multiple industry sectors ensures we build right teams on customer experience transformation initiatives to deliver successful outcomes for our clients.

The services we offer include:

- Proof of concept support
- Identification of key use cases
- Customer journey mapping
- Customer journey analytics
- VoC feedback analysis
- Multi-channel CX measurement
- Persona based journey mapping
- Technology assessment and data integration
- Business and technology interface
- CX consulting
- Agile delivery
- Customer Relationship Management (CRM) solutions

2 Track Record

The clients that we have worked with include:

- Global Oil and Gas company – on a Digital Transformation Programme
- UK Membership Organisation – part of a complex Transformation Programme

3 Contacts

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4 About us

Who We Are

BIP is a fast growing global management consultancy (backed by CVC Capital Partners), employing over 6,000 professionals across 27 offices in 12 countries.

We operate across Europe, the Americas, and the Middle East; including here in the UK, Italy, France, Germany, Spain, Portugal, Switzerland, Austria, Brazil, Chile, Colombia, the UAE, and the US.

We help organisations tackle complex challenges, outpace their competitors, and build a sustainable future through strategic insight, operational excellence, and technology innovation.

In the UK, BIP has been recognised by *The Times* and trusted by FTSE 100 companies, government departments, and industry leaders, establishing itself as one to watch in the consulting landscape.

Our Philosophy: Value, People and Technology

At the heart of everything we do lies a powerful combination: **value, people and technology**. These three pillars enable us to deliver meaningful, scalable, and lasting outcomes for our clients.

We are value creators and business integrators, combining strategic insight with implementation excellence to help organisations move the dial at pace.

Our work is powered by deep expertise in digital transformation, AI, cloud, and technology-led change, ensuring every solution drives sustainable progress *and* measurable impact.

Our Approach: Design to Deliver

We are doers and makers, NOT just PowerPoint writers.

Everything we do is designed to deliver real, measurable change within defined timelines. We ideate, test, and learn, working closely with clients and partners in an open, collaborative way to ensure every solution is built to last.

Our goal is not only to deliver outcomes, but to transfer knowledge, and empower clients to continue their transformation independently.

This partnership model offers long-term value and enables us to focus on where we can make the next biggest impact.

Our Expertise

With deep sector experience across:

- Financial Services
- Government & Public Sector
- Defence & Industries
- Energy, Utilities & Resources
- Telecoms & Media
- Retail & Services
- Life Sciences
- Commercial Real Estate

We bring sharp insight, proven delivery experience, and technological edge to every engagement.

The recent integration of Verco and Riskcare into BIP UK further strengthens our offering, adding market-leading expertise in net zero strategy, sustainability advisory, and financial risk technology.

Here to Dare

“Here to dare” is more than a motto, it is our mindset.

We dare to think and act differently, to explore beyond limits, and to create opportunities through bold innovation and collaboration.

We believe in shared journeys, celebrating results, milestones, and even challenges, because true responsibility means growing together.

We imagine a future where business thrives through the synergy of technology, humanity, and sustainability.

The BIP World

BIP is a world of innovators, designers, data engineers, change managers, producers, and marketers, all working together, contaminating each other with ideas, energy, and passion.

We want to leave a mark with what we do and share a journey with every company we work with.

We're 6000 people, 47 nationalities, 12 countries, united by a drive to empower organisations through technology and passion.

Our people, the BIPers, are the heart of our success. They thrive in an environment that encourages self-expression, growth, and balance, inspiring them to engage clients with the values they live by.

5 Other Information

The scope of our G-Cloud Service

The scope of our G-Cloud service is defined in this document and the associated features and benefits. It covers the supply of professional services to support the evaluation, selection and deployment of cloud solutions and services for a range of public sector organisations.

Are we a reseller?

BIP is not a reseller and it is totally independent of all product vendors and solution providers.

Support provided to buyers

When buyers have shortlisted one or more of our services, they may ask clarification questions prior to purchase. This helps them understand, in more detail, if we are the best supplier for them and how they can benefit from our service. We then use our knowledge of the cloud solution marketplace to advise and guide clients through the specification, selection and deployment process.

How users work with this G-Cloud service

Users can use this service to obtain professional advisory support for their GenAI needs. This can be on a short term, long term or ad-hoc basis using either selected specialists or a team approach.

Service onboarding and off-boarding process

When a client buys us using one of our G-cloud services, we typically undertake an initiation process at the start of the service to ensure the client's requirements are fully understood and that they are clear about what we will do, how we will do it and what we will deliver. We will also discuss and agree how any issues will be raised and managed from either side during the service operation.

At the end of the service, we will typically undertake a review with the client to ensure they are happy with what has been delivered and that their expectations have been met. We can also discuss and future support if this is appropriate.

Pricing

We provide services and our day rates are shown in the SFIA rate card for this service.

Service definition and how it will be delivered

The services defined in this document and the associated features and benefits will be delivered by one or more of our consultants with full management support and quality assurance from our public sector portfolio leadership. The service will be delivered from our office, working remotely or at the client's offices, depending on which is most appropriate.

Our security certifications and standards

BIP has the Cyber Essentials Plus Certificate of Assurance which is renewed each year.

Our approach to personnel security

BIP's personnel checking process for new employees includes all components of the employment processes described on Gov.uk, including validating their right to work in the UK.

We cover checking original versions of the necessary documents with the new joiner and making and retaining copies of these documents.

The identity documents and other information gathered are sufficient to enable Government Security checks to be undertaken. BIP maintains an extensive pool of appropriately security cleared consultants.