



An Overview to HGS CX Consulting Assessment & Diagnostics Service

Transforming Engagement into Measurable Success

Context and Collaboration Outlook

Hinduja Global Solutions (HGS) is a global services organisation supporting public sector bodies to assess, design and optimise customer service operations across people, process and technology.

HGS CX Consulting services was thought to help organisations understand the current state of their customer service operations, identify operational and experience gaps, and define evidence based recommendations aligned to public sector requirements citizen engagement purposes.

This document provides an overview of HGS's CX Consulting capabilities available through the Cloud 15 marketplace. It is intended to help organisations understand:

- The scope of CX diagnostics and assessment services available
- How these services can be applied to common public sector service challenges
- The types of insights and recommendations these services are designed to produce

This is a **diagnostics and assessment** piece of work designed to assess the current state of customer service operations across **People, Process and Technology**. The purpose is to understand existing challenges, identify process and capability gaps, assess improvement opportunities, and inform practical, evidence based recommendations.

Scope & Activities

HGS CX Consulting services focus on identifying operational and experience challenges, mapping process and capability gaps, and informing evidence based recommendations.

Our experts analyse and review all the assessment inputs a deep dive analysis of all the critical data to bring forward recommendations in following areas:



CITIZEN
EXPERIENCE



AGENT EXPERIENCE



DIGITAL
TRANSFORMATION



PROCESS
OPTIMISATION

HGS CX Consulting Diagnostics & Assessment

When is this service useful

- When there is limited visibility of end to end service performance or citizen experience
- When demand is increasing and existing processes or resources are under pressure
- When services have evolved over time without a recent, holistic review
- When organisations need evidence to support prioritisation or investment decisions
- When preparing for service redesign, digitisation or technology change
- When seeking to align service delivery with policy, assurance or governance requirements

Service Purpose

Public sector citizen services operations often times work in complex and high-demand environments, where organisations must balance efficiency, service quality, accessibility and assurance.

Services often span multiple channels, teams and systems, making it difficult to maintain a clear, consistent view of how effectively they are performing or where improvements will have the greatest impact.

This diagnostic service provides a structured and assessment of those customer service operations. It helps organisations understand how services are experienced by citizens and staff, identify inefficiencies and friction points, and establish a reliable baseline for improving operational performance, service quality and value for money.

Service Features – Citizen Experience



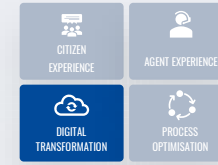
Focus Area	Service Feature	Description
Citizen Experience	Voice of the Citizen	Assess how customer feedback is captured, analysed, and used to inform service improvements and performance management. This includes: • Understand current Citizen experience process • Review how insight is analysed, prioritised and translated into operational actions • Define recommendations for strengthening CX measurement, insight usage and governance
	Quality Monitoring	Evaluate the quality assurance framework to ensure it drives consistent service standards and meaningful performance improvement. This includes: • Review existing quality monitoring plans and criteria • Map the "as-is" QA evaluation and governance process • Review quality reporting and insight usage • Evaluate coaching and feedback effectiveness
	Calibration Process	Assess calibration practices to improve scoring consistency, fairness, and alignment to customer outcomes. This includes: • Review current calibration approach and governance • Assess participation, frequency, and effectiveness • Analyse variance in QA scoring outcomes • Identify root causes of inconsistency

Service Features – Agent Experience



Focus Area	Service Feature	Description
Agent Experience	Agent Effort Assessment	Understand agent experience, effort drivers, and pain points to improve engagement, productivity, and employee satisfaction. This includes: • Capture structured agent feedback through surveys and 1:1 workshops • Analyse effort drivers across tools, processes, and policies • Identify friction points impacting efficiency and morale • Assess alignment between expectations, training, and execution • Quantify impact on ESAT and operational performance
	Knowledge Management	Evaluate knowledge management practices to ensure agents can quickly access accurate, up to date information. This includes: • Review current knowledge management processes and governance • Assess structure, usability, and findability of the KB system • Review update and content maintenance workflows • Identify gaps impacting resolution time and accuracy
	Performance Management	Assess performance management frameworks to ensure they drive the right behaviours, outcomes, and continuous improvement. This includes: • Review performance metrics, targets, and review cadence • Assess coaching frequency, quality, and consistency • Evaluate alignment between QA and performance metrics • Review tooling and reporting used by TLs and managers

Service Features – Digital Transformation



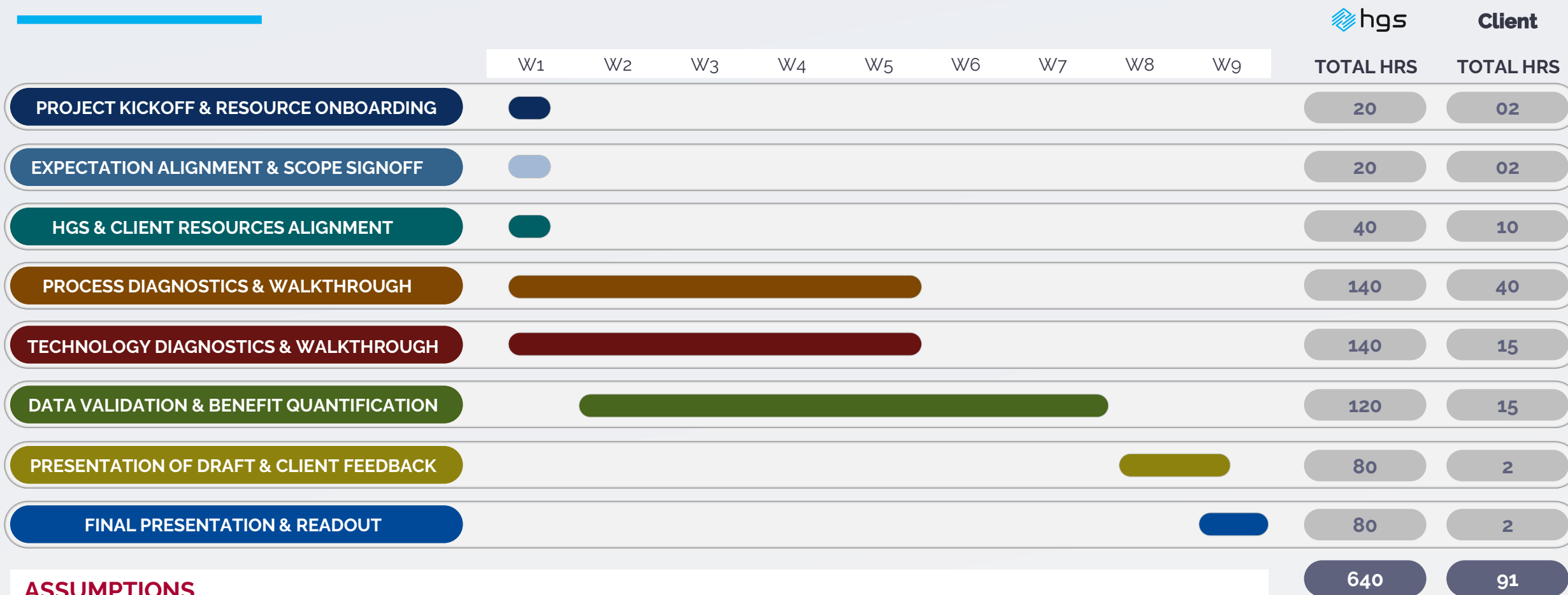
Focus Area	Service Feature	Description
Digital Transformation	Review Tech Stack	Assess the current contact centre technology landscape to understand capability gaps, overlaps, and modernisation opportunities. This includes: • Review telephony, chat, IVR, CTI, CRM, and other related contact centre / citizen engagement systems • Assess system integration, stability, and scalability • Evaluate feature utilisation versus available capabilities • Identify constraints impacting CX, agent experience, and automation
	Digital Self-Service	Evaluate existing self-service journeys to improve containment, consistency, and customer experience across digital channels. This includes: • Map "as-is" self-service journeys across available channels including web, mobile, IVR, chatbot, and social. • Analyse usage, drop-offs, and failure points • Assess consistency between assisted and self-service experiences • Identify automation and deflection opportunities
	Process Digitalisation	Identify opportunities to automate high-volume, repeatable interactions to improve efficiency and reduce operational cost. This includes: • Assess current processes and interaction types for automation suitability • Identify IVA and interaction automation use cases • Evaluate data, system, and integration readiness • Estimate high-level benefits and ROI potential

Service Features – Process Optimisation



Focus Area	Service Feature	Description
Process Optimisation	Training	Review call and interaction transfer practices to reduce avoidable transfers, improve first-contact resolution, and enhance customer experience. This includes: - Review existing training methodology, curriculum structure, and content coverage - Assess onboarding and refresher training effectiveness against operational KPIs
	Process Workflow	Evaluate end-to-end service workflows to identify inefficiencies, duplication, and experience gaps across customer and agent journeys. This includes: - Map current "as-is" service processes for priority contact types - Identify bottlenecks, rework, handoffs, and failure points - Assess alignment between process design, policy, and execution
	Contact Mapping	Assess how contacts are categorised, tracked, and reported to improve demand visibility, reporting accuracy, and automation readiness. This includes: - Map current contact types and call/chat dispositions (as-is) - Review tagging logic, hierarchy, and consistency across channels - Analyse contact volumes and drivers
	Transfer Process	Review call and interaction transfer practices to reduce avoidable transfers, improve first contact resolution, and enhance customer experience. This includes: - Review existing transfer guidelines and decision rules - Analyse transfer volumes, drivers, and outcomes - Identify unnecessary handoffs and skill routing gaps - Assess alignment between knowledge, training, and routing logic
	Workforce Management & Reporting	Evaluate workforce planning and reporting capabilities to ensure staffing, forecasting, and performance visibility support demand patterns. This includes: - Review staffing models, capacity planning approach, and assumptions - Assess forecast accuracy and alignment to contact demand - Review operational and performance reporting outputs - Identify data and tooling gaps impacting planning effectiveness

High Level Engagement timeline (example for reference)



ASSUMPTIONS

- Process Owners walk through step by step for each process and underlying applications
- Client would share available information like SoPs, Process Flows ,Data Flows, System access, Raw data & Reports
- Discovery meetings/interviews would go for 1 to 3 hours per process in 2-3 sittings based on complexity
- Process Owner to have complete end to end knowledge and to be able to demo the process, systems and business rules/exceptions
- Project deliverable & timelines are subject to change based on availability of all the above points, resources and access

Pricing

Pricing

- The cost of this diagnostic service typically ranges between **£10,000 and £65,000**, depending on the agreed scope of work. Final pricing is determined by the level of effort required to address specific requirements, including the depth and focus of assessment activity across each area.

Above includes following:

- A blended delivery model combining on-site consulting resource(s) with offshore remote specialist support
- A period of consulting and due-diligence activity to establish context, objectives, and priorities
- Data collection and validation activities, which may run in parallel with discovery and analysis
- Development of an initial findings and recommendations draft, followed by stakeholder review and feedback
- A finalised output and read-out, incorporating agreed feedback and conclusion



Expected Results

A clear service improvement

Provides a clear picture of what is working well, what is not, and where effort and time are currently being spent in customer services.

Improved citizen and staff experience

Highlights where citizens encounter friction, inconsistency or delays, across channels and touchpoints.

Understanding of process and capability gaps

Gaps in processes, skills, tools or governance that limit service effectiveness, supporting informed decisions about where change is most needed.

Quantified improvement opportunities

It quantifies how much time, effort or demand is tied up in specific processes, helping organisations prioritise improvements based on impact and evidence.

A reliable baseline for future change

The outputs establish a documented baseline that can be used to measure improvement over time for future service redesign and transformation objectives.

Reduced risk in future initiatives

Our diagnostic reduces the risk of misdirected initiatives and investment, that do not address underlying problems.

Why this service is different

HGS CX Consulting Diagnostics & Assessment service is also designed to provide a clear understanding of current operations before change is considered.

We combine operational expertise, human centred thinking and data led analysis, to take a pragmatic assessment of real delivery conditions, recognising the complexity and assurance requirements of the public sector.

Ultimately, with this diagnostic and assessment service we contribute to ensure that any future investment in service improvement, digitisation or technology change is directed to the areas of greatest need and impact, reducing the risk of costly, misaligned or ineffective change.

Thank you.

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