

G-Cloud 15:

Customer Insight & User Experience Design

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1. Who are Moorhouse Consulting

Moorhouse is a specialist transformation consultancy firm, helping FTSE100 businesses and public sector organisations to turn their strategy into action, through exceptional delivery and a commitment to establishing a culture of change.

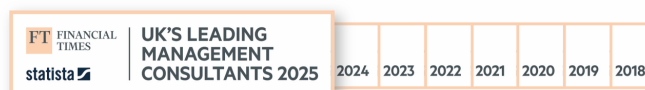
- We are **experts in AI, data, digital and cloud advisory**, including maturity assessments, developing operating models and helping our clients to design and implement 'future-proofed' digital, data and AI capabilities that help to deliver strategic goals.
- We bring **deep sector experience** in Government & Public Services, Education, Transport, Defence and other regulated sectors, working alongside clients such as:
 - HM Revenue and Customs
 - Ministry of Defence
 - The National Health Service
 - Cabinet Office
 - The Department for Work and Pensions
 - The Department for Environment, Food & Rural Affairs
 - The Department for Digital, Culture, Media & Sport
 - The Department for Education
 - Transport for London
 - Bank of England
 - Financial Conduct Authority
 - Ofgem
 - Ofwat
 - Office for National Statistics
 - Multiple Police Services
- Moorhouse have worked extensively across **Central Government Departments, Arm-Length-Bodies, and other public institutions** including implementing Agile delivery methodology for Health Departments, managing multiple 3rd party systems integrators and defining the impact of AI, Digital and Data strategy on the operating model.
- We have **specialist service line practices** below, working with organisations to design cloud services that meet the needs of all their stakeholders
 - AI, Digital and Data
 - Strategy and Operating Model
 - Organisational Design and Change Management
- We **tailor our methods** to our clients' needs, ensuring that we maximise the impact and efficiency of our support.
- We genuinely **live our values**, bringing a collaborative, facilitative way of working alongside client teams, leveraging our respective skills and experience.

Why Moorhouse

Working with Moorhouse is different. We're committed to your success, not only during a project but for the long term. We help drive the change, while designing and implementing many of the new processes and programmatic frameworks needed to underpin any transformation.

An overview of Moorhouse:

- **Transformation focused** - With a track record of helping the UK's most highly regarded organisations turn strategic ambition into reality.
- **Execution expertise** - With a clear focus on high quality and structured execution, we draw on the best consultants with strong transformation and change credentials.
- **Highest quality consultants** - We select and develop only the best consultants; our junior consultants and consultants have outstanding industry experience, and all of our consultants at the senior grade and above have at least three years of 'upper-quartile' experience gained in a global consulting firm or industry. We are over 200 (consulting staff) strong, with additional access to 200 associate SMEs that we draw on.
- **Different way of working** - Working in small teams integrated with your people ensures that we effectively deliver the results you want. We pride ourselves in leaving a legacy of increased capability in your organisation.
- **Agility** - Our pragmatic approach, coupled with an innovative way of thinking, enables us to flex to your needs.
- **Service Lines** - Business Transformation is underpinned through Service Line expertise in AI, Digital & Data, Customer & Strategy, Performance Improvement and People & Change.
- **Award winners** - Moorhouse has won an industry award in every year of existence. This includes Financial Time's UK's Leading Management Consultants, the Management Consultancies Association amongst others.



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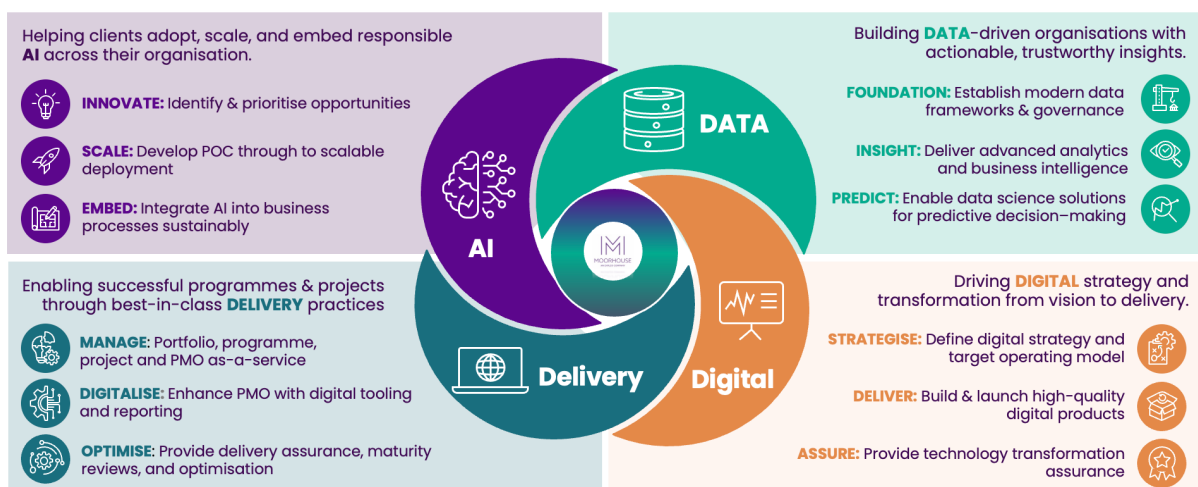
2. Overview of our AI, Data, and Digital Cloud services

Cloud enabled transformation requires a combination of designing a viable future operating model, orchestrating delivery and building capabilities across the organisation. This is all the more relevant when working with cloud-based technologies and services which help enable new delivery techniques, ways of working and agile design approaches.

At Moorhouse, we work across a large range of private and public sector organisations to help them understand and address their most pressing challenges:

- Digital change will **become constant** and it is hard to **rapidly implement** new technology
- The range of digital opportunities is **growing rapidly**, and it is critical to choose the **right technologies** to invest in
- **AI will fundamentally change** the way businesses operate

We are a trusted strategic advisor and delivery partner for digital transformation. We have **extensive expertise and knowledge** across the digital and cloud technologies underpinned by AI and data, operating model capabilities, and strategy. We bring cloud transformation, delivery and deep specialist implementation skills needed to help you execute each step of the journey. Our AI, Digital, Data and Delivery capabilities span the fundamentals of your transformation to the very cutting-edge of data and technology.



Our services	What does this entail
Artificial Intelligence (AI) Services	We help organisations Innovate, scale and embed AI to deliver measurable value, including assessing where cloud-based AI services can accelerate value. We work end-to-end from opportunity identification through to deployment and sustainable adoption, ensuring AI solutions are ethical, transparent and aligned to organisational goals. Our services include: • Cloud-based AI opportunity identification and prioritization • AI strategy, roadmap and business case development • Proof of concept (PoC) design and scaling to production incorporating cloud architecture principles • AI readiness and adoption planning • Responsible AI, governance and ethics • Integration of AI into business processes and operating models
Digital & Cloud Services	We support the definition and delivery of digital strategy and cloud transformation, from vision through to implementation. Our focus is on delivering high-quality, user-centred digital products and services that are cloud-first, scalable, secure and aligned to organisational outcomes. Our services include: • Digital strategy and target operating model design • Design, build and launch of digital products and services • Technology and platform optimisation and assurance • Cloud strategy, maturity assessment, adoption and roadmapping • Technology transformation and assurance

Our services	What does this entail
Data Services	We support organisations to become cloud-first and data-driven, treating data as a strategic asset that underpins decision-making, insight and innovation. Our services establish strong data foundations, improve trust and quality, and enable advanced analytics and data science. Our services include: • Data strategy and data-driven operating models • Modern data platforms and architecture design • Data governance, quality and management frameworks • Business intelligence, dashboards and reporting • Advanced analytics and insight generation • Development of Bespoke Products • Data science and predictive modelling to support decision-making
Delivery Services	We enable successful programmes and projects through best-in-class delivery and assurance practices. We help organisations manage complex cloud adoption transformation, improve delivery confidence and embed sustainable delivery capability. Our services include: • Portfolio, programme and project management (including PMO-as-a-Service) • Agile and hybrid delivery approaches • Digital tooling and reporting to enhance PMO capability • Delivery assurance, maturity assessments and reviews • Continuous optimisation of delivery performance

Cloud Vendor Relationships

Moorhouse is a technology-agnostic transformation consultancy with strong in-house expertise in advising on, designing, and delivering cloud solutions. We have extensive experience supporting organisations across major cloud service providers, including AWS, Microsoft Azure, Oracle Cloud, and Google Cloud Platform (GCP).

Using our domain expertise, we provide a comprehensive range of cloud advisory and implementation services, including:

- Cloud readiness and feasibility assessments
- Cloud architecture design and deployment
- Migration planning and execution
- Scalable, on-demand cloud-based test environments
- Independent cloud assurance and quality checks

Through our parent organisation, Expleo, we also benefit from access to an expanded network of cloud specialists and partner accreditations. Expleo is a Microsoft Gold Partner and holds Google Cloud Platform Premium Partner status, which enhances our overall capability to support complex cloud programmes and multi-cloud environments. This gives clients the advantage of Moorhouse's independent advisory strength, complemented by additional technical depth where appropriate.

This model ensures clients receive independent, unbiased consulting from Moorhouse, enhanced by specialist cloud engineering expertise when required, offering access to more, not reliance on a single source.

3. Service Definition – Customer Insight & User Experience Design

Articulating and designing how cloud and emerging technologies can drive user centricity and personalisation, to help improve end user experience as well as providing a rich source of insight to drive business value and focus.

Benefits and value add outcomes

- Improved understanding of customer segments, behaviours, and feedback
- Improved insights from user / customer data to inform changes to business strategy, structure, process, or propositions
- Improved customer experience and service value
- Reduced cost-to-serve per customer and organisational alignment using customer-centric operating and service delivery models
- Targeted digital product or propositions aligned to business strategy and greater competitive advantage
- Improved enterprise connectivity using flexible cloud technology platforms

Features

- Applying cloud and emerging technologies
- Developing digital channels to enable better user / customer experience
- Developing better insights and targeting higher value return through segmentation
- Understanding the changing needs of an organisation and identifying requirements
- Aligning cloud technology with a focus on users / customers
- Balancing emerging AI capability with ethical considerations
- Creating an interplay between products and services
- Developing new customer focused operating models
- Identifying emerging technologies that could be applied to business areas

Moorhouse Approach

Technology has made it easier to reach customers and more challenging to impress them. Understanding changing user needs and delivering better value to customers is critical for survival, but aligning the focus on customer with digital technology remains a challenge. Moorhouse has experience in helping clients overcome challenges in the following areas:

- Understanding, mapping, and reviewing the customer or user journey, using need-based personas informed by segmentation exercises and extensive user research
- Analysing complex sets of customer and user data leading to meaningful insights

- Redesigning elements of the customer journey to refine existing value propositions, or to develop new ones to better meet customers' needs using digital products or services
- Using a bespoke approach to product and service design to ideate, prototype, and implement new digital offerings and improve user / customer experiences
- Driving customer centricity throughout the organisation through operating model changes and user journey redesign
- Aligning digital investments with customer strategy and customer need
- Achieving a competitive advantage from an interplay between products and services
- Ensuring flexibility of the technology foundation that can keep pace with changing user needs and customer demands

Digital Customer – Our Offerings

Customer expectations continue to rise as digital channels, AI and data make highly personalised, seamless experiences the norm. Customers now expect frictionless interactions tailored to their individual needs, underpinned by trust, transparency and responsible use of their data. As organisations seek deeper insight into customer behaviour, it becomes essential that the use of AI and analytics follows responsible and ethical principles that protect privacy, minimise bias and ensure fairness.

Across sectors, digital engagement is removing previous barriers that required in-person interactions. Services that once depended on physical presence can now be delivered remotely through intuitive digital channels, increasing the need for secure, trustworthy and ethically deployed AI to support decision-making, personalisation and automation.

We help organisations apply emerging technologies and develop digital channels that enhance customer experience, strengthen trust and deliver greater value. This includes embedding responsible and ethical AI practices into customer-facing solutions to ensure transparency, fairness and safe use of data. Our services include:

- Strategy and business model design
- Turning data into meaningful, responsible customer insight
- Connecting organisational functions to improve customer focus, journeys and experience
- Designing adaptive digital architectures that safely adopt emerging technologies
- Accelerating innovation processes

We help organisations digitally engage their customers by:

- Making customer journeys across all channels more resilient, scalable and transparent
- Implementing digital platforms that ensure secure, trusted and compliant interactions
- Delivering personalised, human-centred experiences through digital channels supported by responsible and ethical AI practices

4. Where we have done it before

Moorhouse have significant experience in turning cloud and digital strategy into action in Government and Public Services and the Private sector. What this shows is that Moorhouse are best placed to support you on the digital and technology journey.

	Context and what we did	The value we delivered
National supermarket chain Experience Design Strategy	The focus of the engagement was on establishing an impactful, powerful, end-to-end Customer team. Moorhouse provided a balance of expertise across Strategy and Experience Design to deliver the engagement. Leveraging this expertise, the dedicated team helped Sainsbury's navigate the big questions to be answered in order to mature the CXD team, including: Defining their customer vision, shaping foundational operational artefacts, defining the capability for a newly formed End-to-end Design team and a benchmarking report that mapped existing roles to market good practice.	Through Moorhouse's close alignment and engagement with the senior leaders within the organisation they realised the following outcomes: • Maturity amongst the designers within Sainsbury's through establishing common ways of working and processes. • An articulation of their customer vision and value proposition to help drive better engagement with the business. • Impactful storytelling of the value of design that the team provide to Sainsbury's business.
UK body of worldwide humanitarian organisation Customer journey mapping, service design	The client needed to change their volunteer recruitment and onboarding user journeys to meet critically needed volunteer quota. To define the future volunteer's experience, we ran sketching workshops and also released an idea platform to all staff, volunteers, and the public to contribute their ideas. We ran a Scrum team to create prototypes which were showcased, and user tested with the public and volunteers before being considered for rollout across the organisation.	The client was given a detailed future journey with a clear roadmap of how it should be delivered; prototypes for a new application process – tested with members of the public; and a flexible operating model in line with the future volunteer journey in an agile way.

Multiple specialist national mental health providers User research, service design, customer operating model	Our client required support for the design and implementation of pilot community services to support vulnerable adults North and South London. We led extensive stakeholder engagement exercises across community teams, engaging each borough in London's social and healthcare teams, identifying points in the user journey where the transfer of care occurs, designed the operating policies to improve service user and service provider experience, in addition to getting stakeholder buy-in for the proposed operating model and their underlying user journeys.	The services have delivered RoI within the first three months of their 18-month pilot lifecycle, funding the initial cost of the projects. These will likely support 20-30 inpatients in secure settings return to their homes in a supported environment, achieving efficiencies fivefold of what was initially anticipated.
National Rail Transport Provider User journey optimisation	The vision of the organisation was to progress from a contact centre to a Shared Service where Agents could better serve customers through a digital, omnichannel service. Moorhouse carried out a maturity assessment of the organisation's interactions with their customers, assessing them across people, processes, data and technology. We then helped to better understand their current customer journey and to map out potential future customer journeys. This allowed the organisation to develop a delivery plan to enable their desired future customer journeys.	Moorhouse helped the organisation to understand the context and implications of transforming their Contact Centre and enabling their agents to provide customers with a digital omnichannel service. By providing a to-be E2E Customer Journey map, identifying required capabilities, and highlighting opportunities that can be realised in the transition to a Shared Service, Moorhouse enabled the organisation to develop a delivery plan for transforming their contact centre.