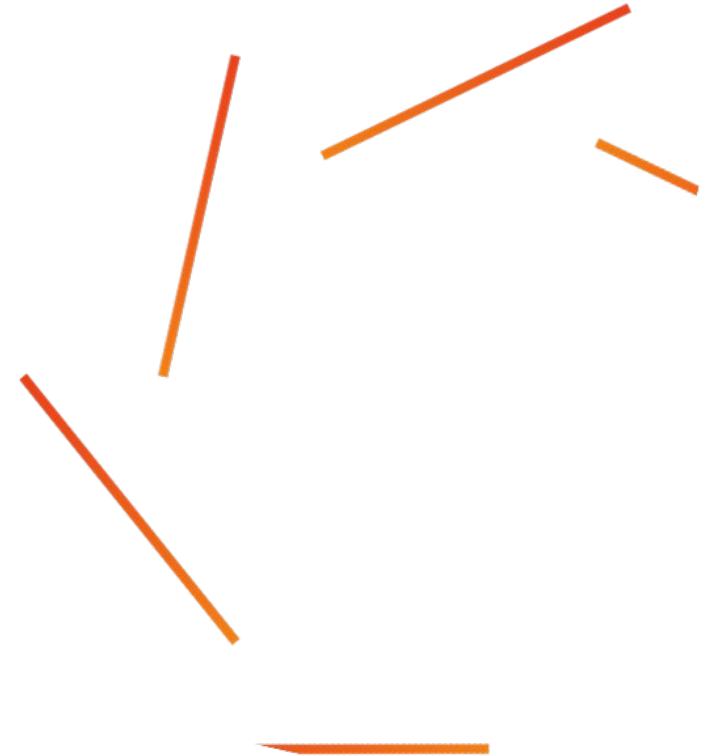


Strategic Design Service Offerings

Content Design and Strategy
Service Definition Document

Sopra Steria



About Sopra Steria

Sopra Steria, a major Tech player in Europe with 50,000 employees in nearly 30 countries, is recognised for its consulting, digital services and solutions. It helps its clients drive their digital transformation and obtain tangible and sustainable benefits. The Group provides end-to-end solutions to make large companies and organisations more competitive by combining in-depth knowledge of a wide range of business sectors and innovative technologies with a collaborative approach. Sopra Steria places people at the heart of everything it does and is committed to putting digital to work for its clients in order to build a positive future for all. In 2024, the Group generated revenues of €5.8 billion.

The world is how we shape it

Sopra Steria (SOP) is listed on Euronext Paris (Compartment A) –
ISIN: FR0000050809

For more information, visit us at www.soprasteria.com

50,000

employees

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2024 revenue

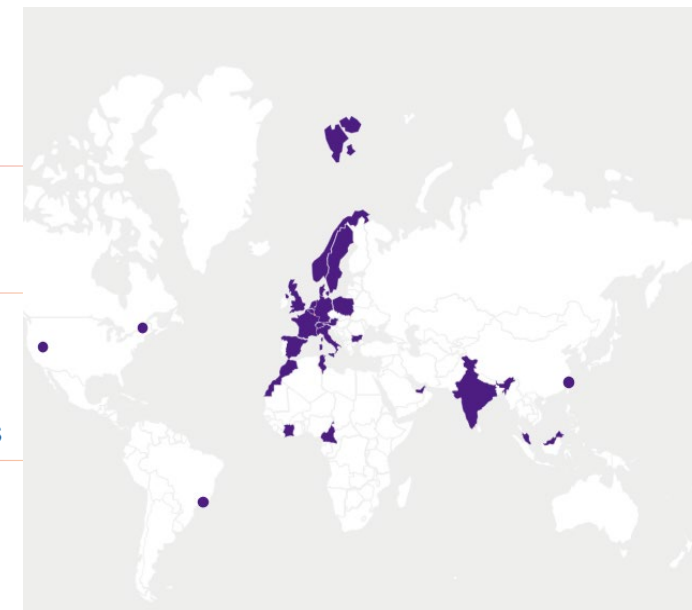
Top 5

European digital
services companies

In nearly

30

countries



About Sopra Steria Next

Some of our Clients



Sopra Steria Next is the consulting arm of Sopra Steria, a European leader in technology and transformation with over 55,000 employees in 30 countries.

We believe that success comes when you put people first. We help organisations to meet their goals by focussing obsessively on the needs of their customers: to perform better by empowering employees; and to win trust by being responsible corporate citizens.

We're driven by what's next. Technology offers opportunities to address our most important challenges. We enable large, complex organisations to innovate with next generation technology and data-driven insight.

For our clients, we blend business and technology expertise to deliver end-to-end transformation. Our consulting insight accelerates the pace of implementation. That's because our advice draws on the user centered design capability of [CXPartners](#) and is grounded in Sopra Steria's experience of what it takes to run cutting edge services at scale.

In government, financial services, security, and commerce: we re-imagine the organisations that shape everyday life in the UK.

"It was so evident the genuine care you had for this piece of work. You all offer a strong set of skills alongside passion, creativity, relatability and just being super on top of everything! It's been a pleasure working with you all."

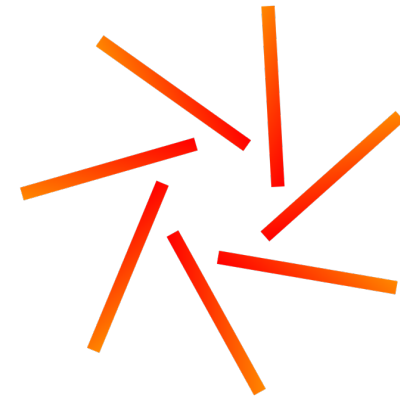
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

About Strategic Design

Our Strategic Design practice helps organisations rethink services, products and systems so they work better for the people who rely on them — whether they are citizens, customers, civil servants, colleagues or employees.

We design experiences that create meaningful outcomes for individuals, organisations and society, while helping leaders build cultures that are more human centered, adaptive and ready for the next generation of technology.

And through our specialist consultancy, [CXPartners](#), we bring world class expertise and two decades of deep public sector experience to accelerate meaningful, sustainable change.



We are open to innovative engagement models and – subject to project context – would welcome the opportunity to work with you to identify output or performance based risk/reward mechanisms for aspects of our services.

Please refer to the Pricing Document for this Service.

Content Design and Strategy

Ensuring your content is managed to support Cloud adoption

Poorly structured or inaccessible content prevents users from completing tasks and undermines service outcomes.

We help organisations design and manage content that meets user needs, supports service goals, and complies with service standards. Our content designers work from strategy to delivery, ensuring content remains clear, inclusive, and sustainable over time.



Service features

- Definition and delivery of content strategies to support service/product design
- Content-design across devices and channels, using inclusive and accessible formats
- Use of analytics to monitor content performance and effectiveness
- Development of style guides to support consistent communication
- Use of research findings to inform content design and prioritisation
- Content and copy design aligned to audience needs and context
- Structured audits of existing content, focused on priority areas
- Development of content plans, governance, and maintenance models
- Use of qualitative and quantitative analysis to identify content improvements
- Coaching/support to help teams evidence the value/impact of content design.

Service benefits

- Clear, concise, inclusive content in line with Government Service Standards
- Content creation is driven by user needs and business objectives
- Flexible, future-proofed content strategy
- Inclusion and diversity considered at every stage of content design
- Adaptable content and tone of voice to the appropriate audience
- Personalised recommendations and improvements aligned to your strategic objectives
- Increased confidence in content quality and compliance
- Accessible (to WCAG 2.2 standards), inclusive, clear tone of voice
- Stronger internal understanding of content design value
- Sustainable content strategies that support future change.

NHS Innovation Lab

Exploring how smart speakers can make NHS services more accessible

We partnered with the NHS Innovation Lab to uncover opportunities for smart speakers. Could they make NHS services easier to access? Especially for people with disabilities?

Through rapid research and prototyping, we learnt the types of task voice technology would be useful for. We identified the benefits and challenges. And we created principles for designing useful conversations.

We formed a joint team with the NHS Innovation Lab. We began by speaking to people from a range of backgrounds and experiences. This included people with sight loss, mobility challenges. The research helped us identify a set of potential tasks, such as ordering a repeat prescription.

We designed conversations for these tasks. A team member impersonated a voice assistant. They would listen to requests and follow a script. We got early feedback on the wording and we could quickly try alternative conversation designs.

We prototyped the conversations using an Alexa, to see if our designs worked with the real technology. For example, checking if it understood medical terms, and different accents.

We developed a set of tips for designing effective conversations.

We also created a plan for the work the NHS needs to do before rolling out voice assistant features. This included actions like exploring privacy on the different platforms (Alexa, Siri etc.), and testing with people who have a wider range of abilities and backgrounds.

We learnt that voice technology could improve healthcare access in England for the:

- 8.5m people with low literacy
- 6.3m people with dyslexia
- 1m people with a tremor (and others with low mobility)
- 2m people with sight loss
- Just under 1m people who don't read/write English fluently