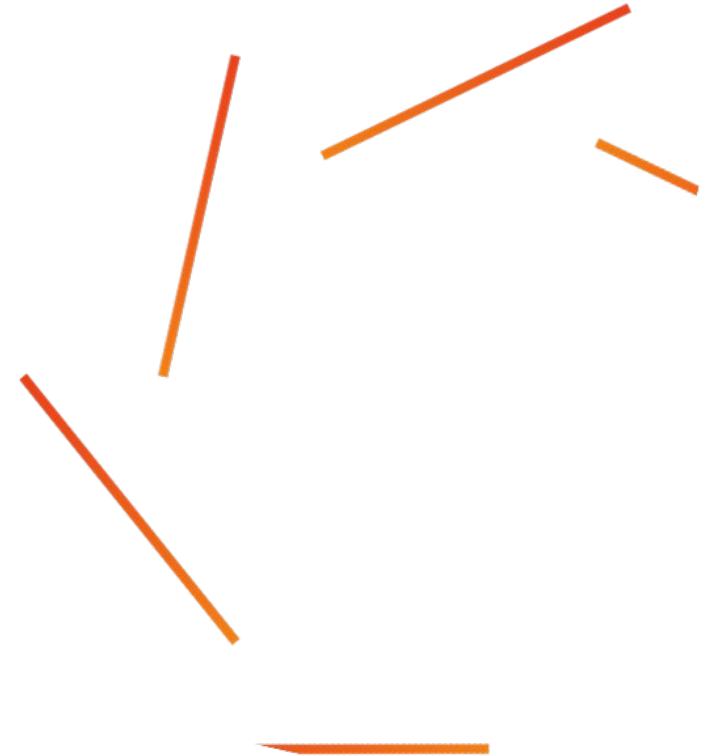


Strategic Design Service Offerings

Applied Behavioural Design
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

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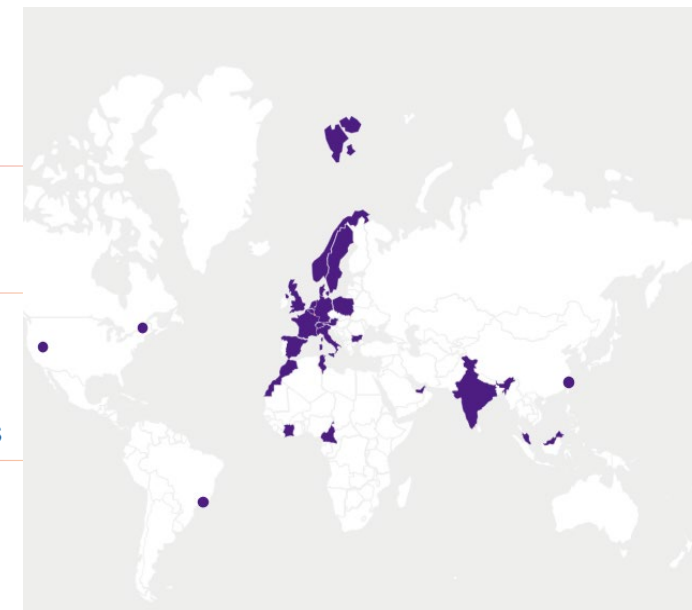
Top 5

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."

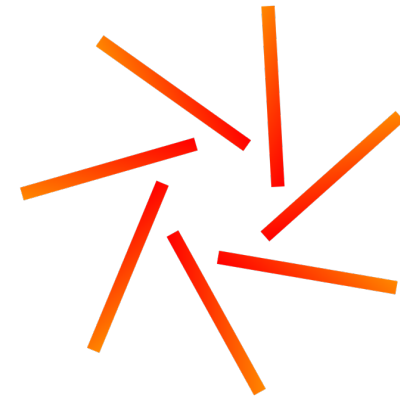
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

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.

Applied Behavioural Design

Adapting to changes in user behaviour arising from Cloud implementations requires specialist skills

Services and policies often fail because they are designed around how people should behave, not how they actually behave.

We combine psychology with user-centred design to understand real decision-making and influence behaviour ethically. This helps organisations improve uptake, reduce failure demand and support culture change that works in real-world conditions.



Service features

- Behavioural design grounded in behavioural science and user-centred design
- Clear definition of priority behavioural challenges and outcomes
- Behavioural diagnostics to understand cognitive, emotional, and contextual drivers
- Behavioural audit of services, journeys, and touchpoints
- Identification of moments where behavioural intervention will have most impact
- Behaviourally informed hypotheses to guide design and policy decisions
- Tactical interventions such as content framing, form design, choice architecture, and timing
- Strategic interventions addressing policy, process, and system-level behaviours
- Test-and-learn approach using experimentation and rapid iteration
- Knowledge transfer to embed behavioural thinking within teams.

Service benefits

- Clear evidence of what influences behaviour, and why
- Services designed around real human decision-making
- Increased likelihood that users act as intended
- Reduced adoption failure and failure demand
- More effective interventions with less reliance on enforcement or persuasion
- Ethical, transparent use of behavioural insight
- Better targeting of investment on high-impact moments
- Stronger link between insight, design, and outcomes
- An experimental mindset embedded in delivery
- Behavioural capability retained within the organisation.

Hargreaves Lansdown

Creating a pension drawdown journey

Together with the team at Hargreaves Lansdown (HL), we created a new online journey, to help their clients choose how to take money out of their pension.

We purposefully slowed people down and helped them consider their options.

That led to more clients making better financial decisions. And it saved HL money too.

“

From the very start cx helped us by asking the hard questions, challenging our assumptions and preconceptions - mapping our customer journeys to fully understand the challenges and opportunities. They quickly became a valuable part of the team, and helped us build and embed capabilities within our own teams – leading to a great outcome for us and our clients.

Chris Worle, Chief Digital Officer, Hargreaves Lansdown

We created a new online journey to help people decide what to do with their pension.

We formed a team with HL, including researchers, designers, developers, pension experts and more.

We spoke to many people approaching retirement about their needs, questions and concerns. And we prototyped multiple versions of a new journey, testing each version with customers. Later versions even used people's real pension data.

We found making the journey too easy would be the wrong approach. We introduced the concept of 'positive friction' to slow people down at key moments so they would consider the consequences of their choices.

Our research showed that people could be overwhelmed by too much educational information. We added “just-in-time” educational snippets. These included calculations to show the impact of decisions.

We also helped clients understand the impact of their choices by using different calculators.

After six months of going live:

- Online applications are 60% higher than paper based applications
- Compared to the existing paper-based journey, 83% more people decided against withdrawing all their tax-free money in one go. This shows people are considering their options more.
- 62% reduction in errors that needed help desk support.

Civil Aviation Authority

Building foundations for better customer experiences

The Civil Aviation Authority (CAA) regulates the UK aviation industry. But after the Secretary of State for Transport received complaints about the experience customers were receiving, they were under pressure to turn things around.

We delivered three parallel research projects to show them the value of customer-centred ways of working. We also provided the foundations for improving their customer experience over the long term. We created resources and toolkits, including a measurement dashboard, as well as a roadmap.

And most challenging: we began to shift their risk-averse culture.

“

I have really enjoyed [...] working with CX Partners on my first discovery! I have learnt a lot from all of you and it has definitely given me a different perspective and mindset to use moving forward. It has been a really enjoyable team to be a part of and I know the wider project team feel the same.

Julia George, Project Manager, CAA

We delivered three parallel research projects to show them the value of customer-centred ways of working.

We made changes to embed customer-centricity at SSE like; creating a customer-centred process for running projects, building a design system, setting up a research panel of SSE customers, setting up a library of research insights, mapping out existing customer journeys, and growing the design study within SSE.

We defined how to measure Customer Experience and made a dashboard, connected to survey and complaints data, enabling them to track improvements.

We also set up a customer experience strategy group of 60 leaders across the business. We ran show-and-tells for them, encouraging customer-focused decisions.

We created a vision for the experience customers want and the technology to support it, all based on our research.

We created a set of roadmaps. Each included Objectives and Key Results, for example, increasing online conversion rate. Now, every delivery team now has a 'north star' to work towards, and measurable objectives, grounded in customer needs.

We used organisational psychology, changing what teams do and the way they think. We helped them advocate for customer experience by connecting it to the CAA's values.

We have changed how SSE operates. Today, every digital service that SSE releases goes through user testing. The work has also helped SSE save costs. We found better self-serve could lead to a 30% drop in calls.

And our work to improve SSE's ways of working has enabled SSE to deliver work quicker. Our website for SSE Energy Solutions took half the time expected to release to customers.