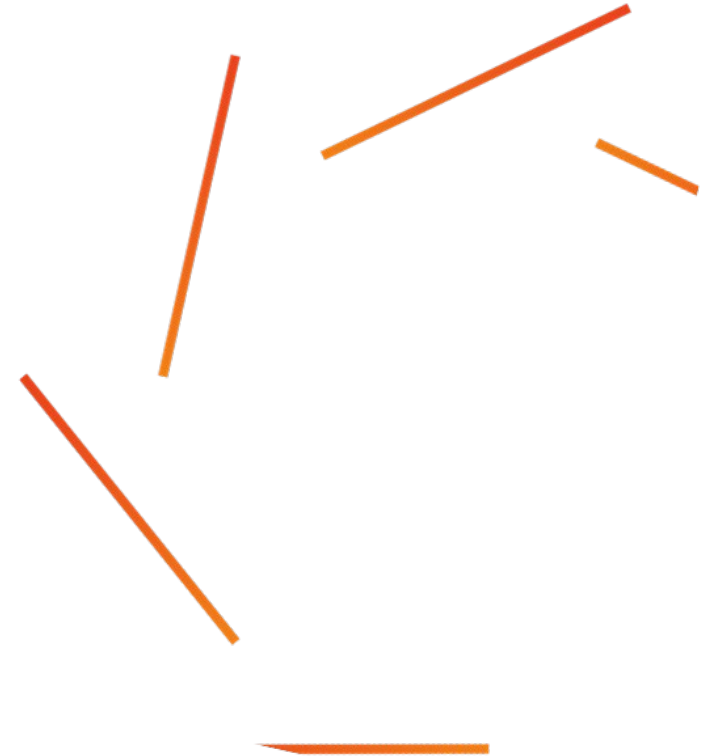


Strategic Design Service Offerings

Building User-Centred Design Teams
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

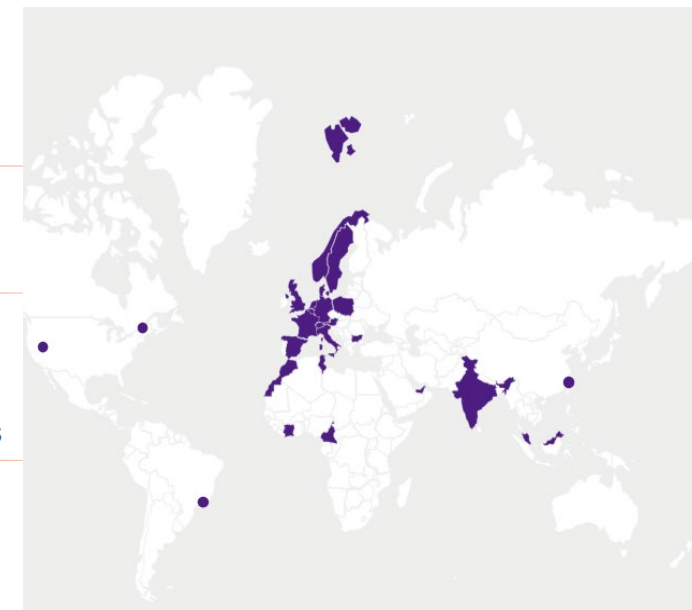
Top 5

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."

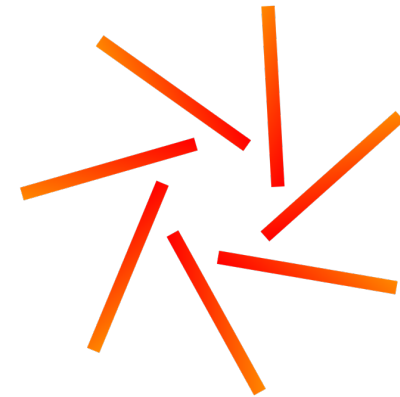
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

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.

Building User-Centred Design Teams

Building internal UCD capability for Cloud implementations and service

Organisations often struggle to deliver consistent, user-centred services due to limited internal capability.

We help teams build practical user research and service design skills, aligned to service standards. Through assessment, coaching, and hands-on delivery, we enable organisations to develop sustainable in-house capability and reduce reliance on external support.



Service features

- Collaborative workshops with stakeholders to define your user-centred design ambitions
- Capability discovery and maturity assessment to understand current priorities
- Report containing findings, recommendations and a roadmap to improve maturity
- Collaborative planning to develop user research and service design abilities
- Interim user research, service design provision to support initial projects
- Creation of practical guidance, templates, and reusable assets
- Recommendations on technology and tools to support your capability
- Guidance and support to build stakeholder buy-in and investment
- Demonstrate and share value and impact of user research
- Coaching and support for team members as the roadmap unfolds.

Service benefits

- Clear actionable plan for developing user-centred design and research capability in your organisation
- Increased confidence in applying user research and service design
- Reduced dependency on external suppliers over time
- Investment case for building a user research capability
- Practical assets teams can reuse and adapt
- Training in concepts and the value of user research and design
- Personalised feedback on existing service design tools
- Personalised recommendations aligned to policy / strategic objectives
- Bespoke training aligned to GDS / DSSS Service Standards
- Bespoke training aligned to Scottish Approach to Service Design (SAAtSD).

SSE

Digital transformation and customer-centred organisation change

cxpartners - the research and design team within Sopra Steria Next UK, worked with SSE Energy Solutions, which supplies gas and electricity to 400,000 businesses across the United Kingdom, to make them a more customer-centric business.

In doing so, we helped them create better digital services for energy quoting, purchasing, and account management.

And we created a research-based strategy, keeping every delivery team working towards solving customer needs.

“

How can we do the best thing for the customers now and evolve the solution as technology improves?

Alan Robb, CIO, SSE

We worked with SSE to design a set of digital services. In parallel, we embedded new processes and structures to help SSE improve customer centricity.

- We formed a design studio within SSE. This team designed a range of new digital services.
- We created a customer-centred process for running projects, from receiving briefs, to holding retrospectives. We coached product managers, solutions architects, and others, in how to use it.
- We built a design system, making design work quicker and more consistent.
- We set up a research panel of SSE customers so it's quicker to recruit people, meaning more frequent research.
- We set up a library of research insights, making it easier for more teams to access research.

- We mapped out existing customer journeys, helping SSE choose specific customer and staff problems to fix.
- We created a set of roadmaps. Each included Objectives and Key Results, for example, increasing online conversion rates.
- We set up a 'customer experience strategy' group of around 60 leaders across the business. We ran show-and-tells for them, encouraging customer-focused decisions.
- We grew the design studio within SSE, shaping the team structure, role descriptions and reasons to work at SSE.

Outcomes:

- Better experiences: Key tasks are completed with 50% fewer page loads.
- Less cost: Our work identified a potential 30% reduction in call centre traffic.
- More efficient delivery: We halved the time it takes to release experiences to customers.