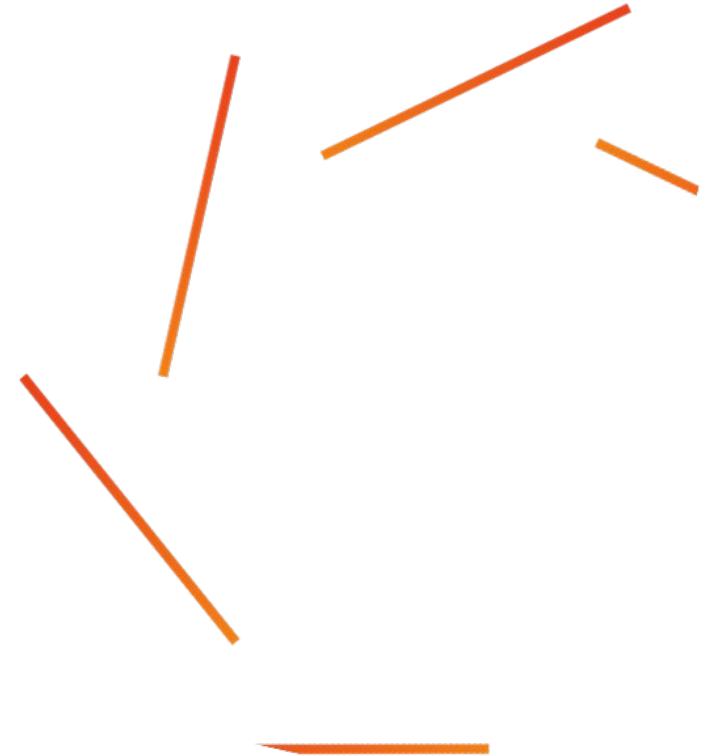


Strategic Design Service Offerings

User-Centred Service 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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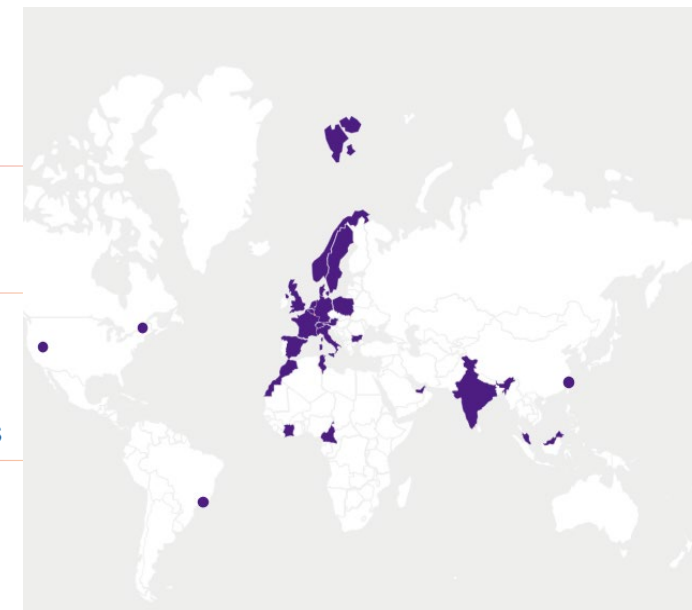
Top 5

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."

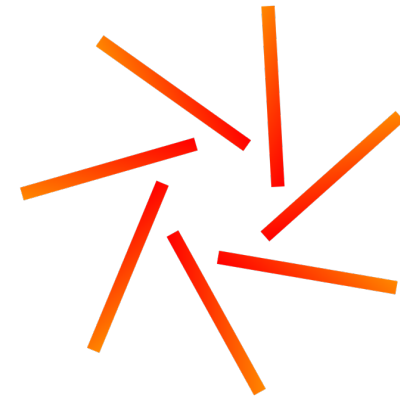
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

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.

User-Centred Service Design

Putting users at the centre of your Cloud solution and service design

Services often fail when they are designed around organisational structures rather than user needs.

We help organisations design connected services by understanding user needs across digital and non-digital touchpoints. Our user-centred design approach creates coherent, usable services that align with service standards and support effective delivery from Discovery through Live.



Service features

- Stakeholder and user-research to understand needs, behaviours, and pain points
- Service design support across Discovery, Alpha, Beta, and Live
- Visualisation of services through as-is and to-be service mapping
- Co-design workshops with users and stakeholders to inform decisions
- Design sprints and hypothesis testing to explore service feasibility
- Design of connected services across online and offline channels
- Rapid experience and technical prototyping to support iteration
- Continuous design, testing, and refinement based on user feedback
- Integrated delivery across research, content, interaction design, and development
- Capability building and knowledge transfer in service design skills.

Service benefits

- Consistent user experience across all service touchpoints
- Services designed around user needs rather than organisational silos
- Joined-up consideration of front-stage and back-stage processes
- Reduced delivery risk through evidence-based design decisions
- Improved service uptake through continuous user testing
- Clear, measurable outcomes focused on service performance
- Greater confidence in meeting accessibility and service standards
- More effective collaboration across teams and disciplines
- Increased internal capability in service design methods
- Services that are easier to adapt, scale, and improve over time.

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.

Scottish Government

Delivering digital transformation

For the last three years Sopra Steria has partnered with the Scottish Government Digital Transformation Service, supporting 20 different departments and executive agencies to introduce new and enhanced citizen-centred services.

In response to a growing demand for its services and expertise, the Scottish Government Digital Transformation Service (DTS) named Sopra Steria as its strategic partner in late 2019, to provide additional capacity and capabilities to support digital transformation programmes across public sector bodies in Scotland.

Since then, Sopra Steria has provided expert guidance, as an extension of the DTS team, to around 60 digital transformation projects for a diverse range of organisations, such as NHS Scotland, The Scottish Exchequer and Transport Scotland.

“

With its specialist expertise and broad public sector experience, Sopra Steria has helped us expand the service we provide and support more digital transformation programmes, which has ultimately enhanced the experience of those accessing public services in Scotland.

Liz Craig, Service Owner, Scottish Government Digital Transformation Service

With Sopra Steria embedded as its digital partner, DTS has been able to increase the critical support it provides across the public sector, helping government organisations to identify more efficient ways of working, utilise innovation and evidence-based decision making, and deliver user-centred services in line with the Digital Scotland Service Standard – a set of 14 criteria that all organisations delivering public services should work towards.

‘Discovery’ is the first phase of a digital transformation programme and part of a development lifecycle that ensures an agile and user-centred approach. This includes subsequent phases, defined as ‘alpha’, ‘beta’ and ‘live’. Sopra Steria, alongside DTS, has supported numerous organisations with a variety of these stages, but predominantly at the beginning of their transformation journeys.

This has included work with Marine Scotland to explore how it could provide a new grant application experience as it transitioned out of the European Union; supporting Education Scotland to discover how digital learning will affect the future of education; and helping the Scottish Government to improve access to public services by providing safe and easy ways for citizens to prove their identity.

The partnership between Sopra Steria and DTS also enabled a quick response to urgent and often unplanned cross-public sector needs, for example, COVID-19 and welcoming Ukrainian refugees to Scotland.

All work has adopted the Scottish Approach to Service Design (SAtdS), a framework that encourages the people of Scotland to be active participants in the definition, design and delivery of their public services.

SSE

Digital transformation and customer-centred organisation change

Our relationship with SSE began with their 'Energy Solutions' division, which supplies gas and electricity to 400,000 businesses across the United Kingdom.

They also help businesses reduce their emissions with different services, including installation of smart meters, and on-site energy infrastructure such as solar panels.

But it was hard for business customers to interact with SSE digitally, involving lots of manual processes. Customers would receive quotes by email, or they'd have to phone to get a statement. This also created internal costs.

Additionally, customer research wasn't typically involved when designing new solutions.

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.

“

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

Alan Robb, CIO, SSE

We began by forming a design studio within SSE. This team designed a range of new digital services:

- A new Energy Solutions website – simplifying five existing websites into one.
- An online quote-and-buy journey. Before this, business users would have to work with confusing lists of tariffs or use an intermediary.
- A 'Manage my account' area for businesses, including functionality like sending meter readings.
- Help and support. Our research identified which tasks would work better online (rather than over email or the phone), e.g. checking a bill balance.
- Customer research helped stakeholders make better decisions.

We also:

- 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.
- Built a design system, making design work quicker and more consistent.
- Set up a research panel of SSE customers. It's now quicker to recruit people, meaning more frequent research.
- Set up a library of research insights, making it easier for more teams to access research.
- Created a set of roadmaps. Each included Objectives and Key Results, for example, increasing online conversion rates.

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.