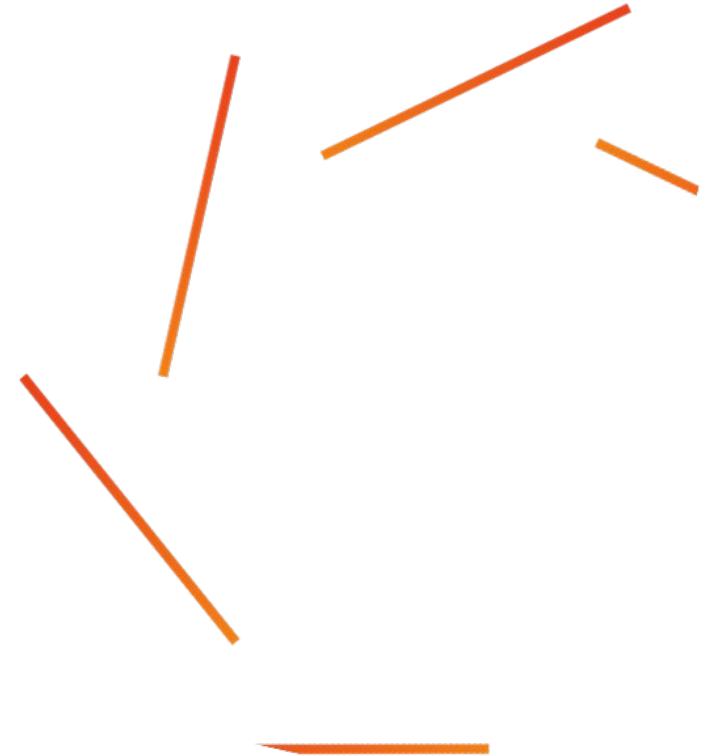


Strategic Design Service Offerings

Service Strategy and Vision
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

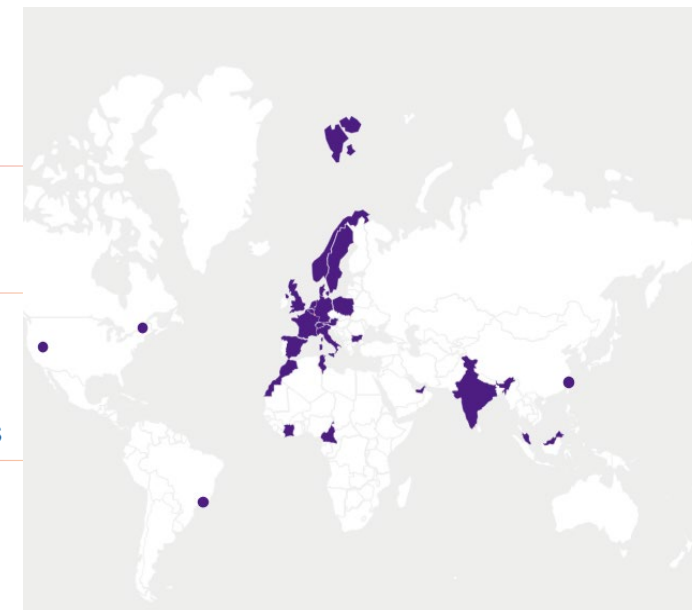
Top 5

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."

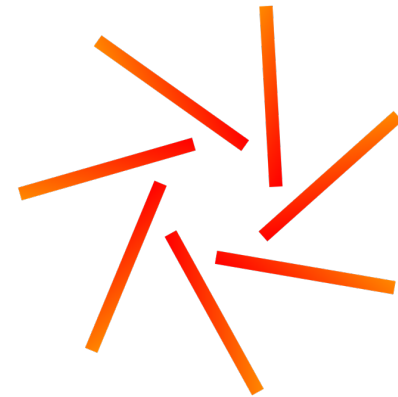
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

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.

Service Strategy and Vision

Establishing a clear strategy and vision for your Cloud implementation

Organisations often struggle to align people around a clear, shared direction for their services.

We help teams develop user-centred service strategies grounded in research, organisational context, and delivery realities. This creates a collective vision that is credible, ethical, and actionable, with clear structures to support change over time.



Service features

- Critical evaluation of current service position, culture, and constraints
- Collaborative mapping of existing systems, influences, and dependencies
- Qualitative research to understand services from user and delivery perspectives
- Creative exploration of possible and preferable futures
- Articulation of a shared service vision and strategic direction
- Development of principles and values to guide decision-making
- Identification of organisational structures required to support the strategy
- Co-design of practical tools to enable strategy in day-to-day delivery
- Support to implement and embed new structures and ways-of-working
- Ongoing support from experienced service and strategic designers.

Service benefits

- A shared, user-centred vision understood across the organisation
- Clear strategic direction grounded in evidence, not assumptions
- Practical tools that help teams apply strategy in delivery
- Greater alignment between culture, structure, and service goals
- Opportunity for new thinking/behaviours to flourish in your organisation
- Framework to interrogate, understand and reflect on your organisational culture
- Collaborative, evidence-based approach to defining your service vision
- Bespoke tools to guide change and enable strategy
- Alignment with GDS / Scottish Approach to Service Design (SAatSD)
- Foster an active design mind-set and a shared language.

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.