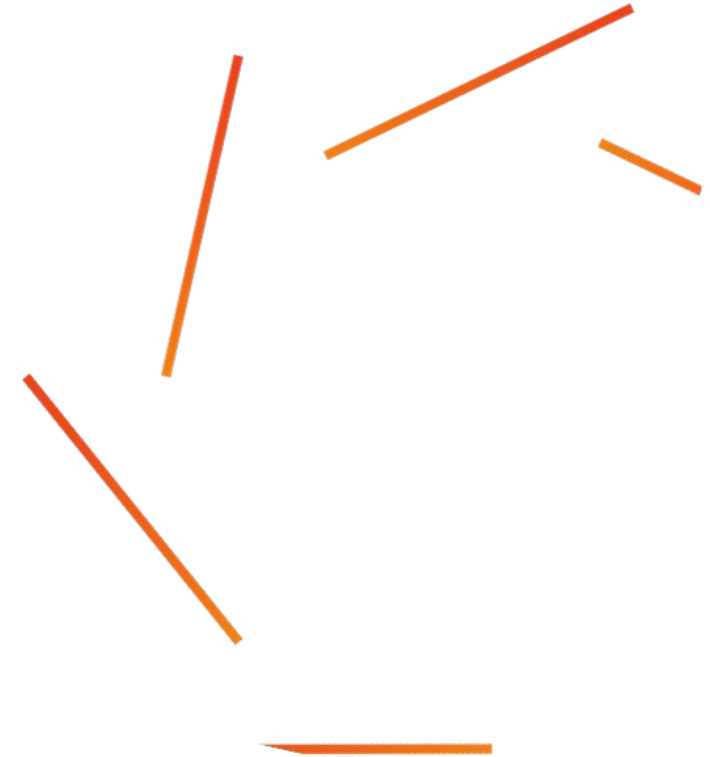


Business Transformation Service Offerings

Communications and Engagement Management
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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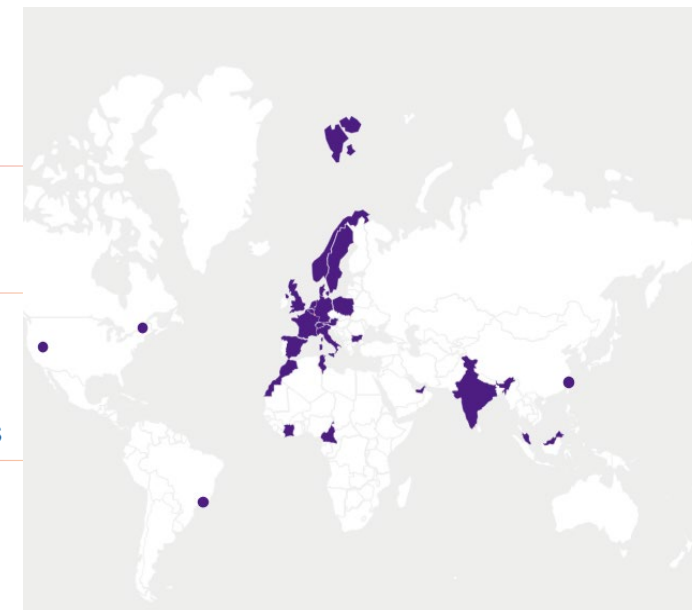
Top 5

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.

“Sopra Steria not only partnered with us to deliver the technology but also used a human-centric business change approach ensuring those utilising the service were prepared, trained and ready to realise the benefits.”

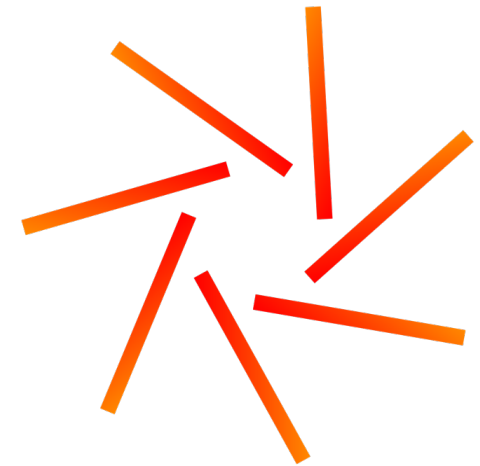
Blaine Pritchard
I-LEAP Programme Manager
Home Office Digital – PPPT

About Business Transformation Consulting

Helping to drive positive change and make public sector services better for our citizens is at the core of everything we do. Whilst technology is a key enabler to making this happen, taking a human-centric approach to transformation delivers far more successful transformation outcomes.

Our Business Transformation consultants at Sopra Steria Next do just that and our human centric approach is more than a theory, it is at the core of how we think, what we do, and how we partner with clients. We build genuine partnerships with organisations, bringing our unique business change, business case and benefits management and target operating model skills and approaches to bear.

We use innovative tools, methodologies and deep experience to help you simplify complexity and drive lasting 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.

Communication and Engagement Management

Cloud programmes introduce significant change which need stakeholders' participation and buy-in

Transformation programmes need to communicate effectively so stakeholders understand and engage with change.

Without a clear strategy, messages are lost and employees become confused and disengaged.

Our service ensures the right messages reach the right audiences at the right time to create buy-in, build confidence, and drive adoption.



Service features

- Audience identification and segmentation to tailor messaging effectively
- Identification and prioritisation of key messages for different audiences
- Development of a comprehensive communication strategy aligned with organisational goals
- Planning of communication channels and mediums for maximum impact
- Creation of a detailed communication calendar with timing and sequencing
- Crafting of clear, consistent, and engaging content
- Coordination of communication delivery across multiple teams and platforms
- Active stakeholder-engagement through forums, feedback loops, and two-way communication mechanisms
- Monitoring and tracking of communication effectiveness and reach
- Continuous refinement of messaging and strategy based on feedback/results

Service benefits

- Clear and consistent messaging that reinforces organisational objectives
- Improved stakeholder engagement through tailored communication approaches
- Enhanced trust and credibility by delivering transparent and timely updates
- Increased alignment across teams with unified key messages
- Reduced confusion and misinformation through structured communication planning
- Greater impact/reach by using the right channels at right time
- Improved decision-making supported by accurate and timely information flow
- Stronger brand reputation through professional and strategic communication delivery
- Higher adoption of initiatives due to effective messaging and timing
- Measurable outcomes with tracking and evaluation of communication effectiveness.

A Large Public Body

Implementing a standardised solution

A large public body needed to replace its ageing HR and Finance systems and in 2022 selected IBM to implement Oracle Fusion (Cloud modules covering HCM, ERP and EPM) across their estate.

Implementation of a standardised solution aligned to Government best practice required significant changes to ways of working, across a complex user landscape; 38 wider customer organisations in addition to the main client.

And devolved responsibility for processes meant that systems across these organisations were highly customised; giving limited visibility of the size of the challenge.

Sopra Steria helped the client act as an intelligent customer throughout this key corporate transformation programme, supporting the people and process change required to successfully implement the new solution.

We provided holistic oversight and governance across the programme and its workstreams to serve both customers and users effectively.

We were able to surface complex customer, stakeholder and user landscapes and establish a programme-wide change network, including change champions, super users, to enable and reinforce ownership, engagement and cascade necessary information to end users.

Using Sopra Steria and PROSCI methodologies, we delivered a Business Change Strategy and change framework to shape Business change activities within the programme plan.

We undertook change impact assessments to identify and mitigate changes arising from new ways of working; and established a communication and user engagement strategy.

We also provided a Business Readiness Assessment tool for the new solution.

We provided dedicated, impartial, experienced Transformational Change professionals to prioritise client interests and deliver best practice and tools for sustained success.

Our team coached senior leaders to support, champion and embed business change approach throughout the programme and into BAU.

We leveraged our experience gained operating the UK's largest shared service platform (through SSCL - Sopra Steria's joint venture with the Cabinet Office), successfully transforming the programme, moving from a technology led to a people focused approach to support strategic objectives.

The new Oracle system and service wrapper are designed to enable streamlined shared corporate services to be rolled out right across the public sector.