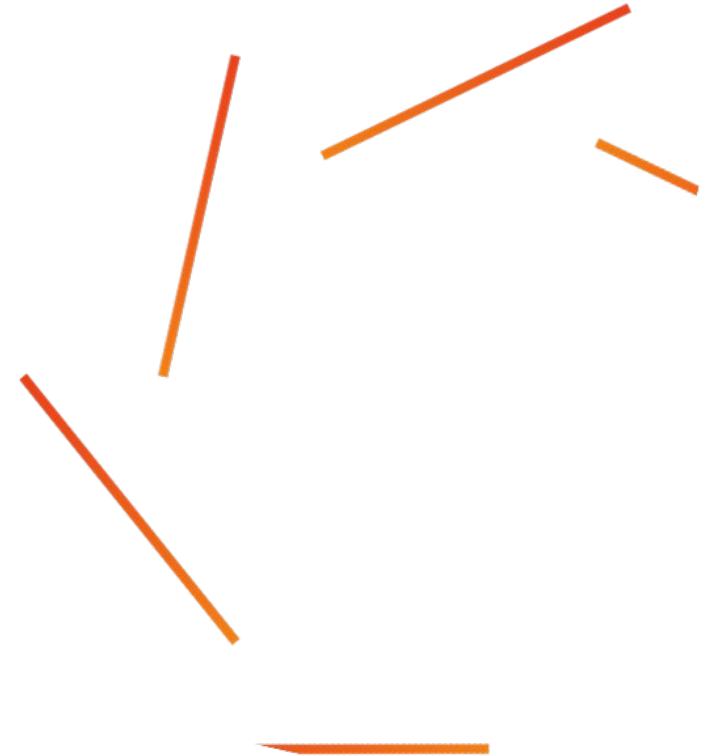


Strategic Design Service Offerings

Agile Phase (Agile Delivery)
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

€5.8bn

2024 revenue

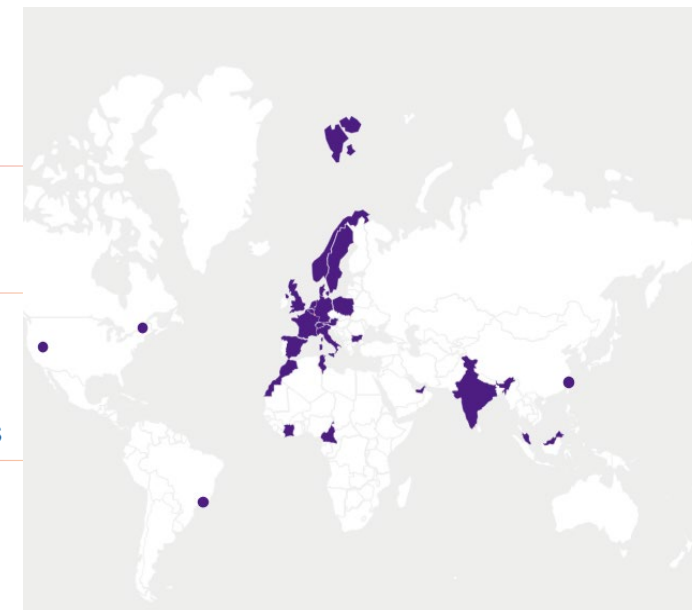
Top 5

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."

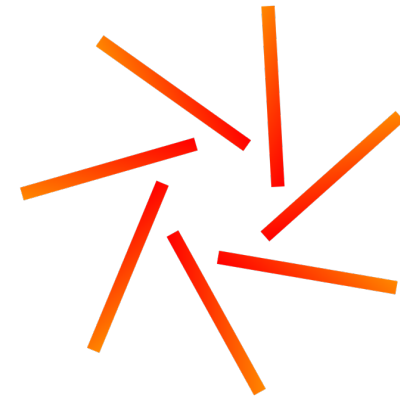
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

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.

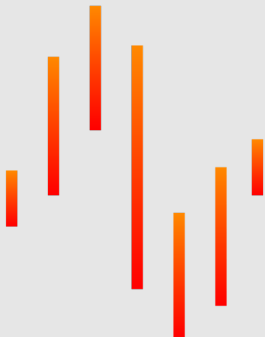
Please refer to the Pricing Document for this Service.

Alpha Phase (Agile Delivery)

Agile Phase for Cloud delivery programmes

Organisations need confidence before committing to Beta delivery. We help reduce risk during Alpha by testing the riskiest assumptions through user research, prototyping, and technical validation.

Our teams shape viable service options, deepen understanding of user needs, and prepare services to pass formal assessments with clear evidence for further investment.



Service features

- Alpha readiness and risk review to confirm scope, assess delivery risks, and agree success measures
- Inclusive, accessible user research with end users and internal stakeholders
- Definition and prioritisation of user needs and user stories
- Prototyping, testing, iterating of user journeys in GOV.UK design system
- Building prototypes, exploring and validating technology options including integration
- End-to-end service design; solving the whole problem for users, organisations
- Creating future state 'to be' artefacts service maps and blueprints
- Leading successful service standard assessments aligned to (GOV/GDS/CDDO/DSSS/NHS/MOD) standards
- Creating Beta business case, prioritising Beta backlog and roadmap
- Multidisciplinary teams: content design, interaction design, service design, user research.

Service benefits

- Increased confidence in investment with reduced risks
- Clarity and direction for future Beta roadmap
- Evidence-based insights from service users and stakeholders
- Shared alignment on outcomes, scope, and success measures
- Capability building, knowledge transfer in user research, service design, prototyping
- Validate technical constraints and integration requirements to ensure functionality
- Ensure alignment across stakeholder groups and C-Suite
- Evidence-based recommendations aligned to GOV.UK / DSSS Service Standards
- Alignment with GDS Service Manual/Scottish Approach to Service Design (SAAtSD)
- Faster and more focused transition into Beta.

GambleAware

Improving access to support for gambling harms

GambleAware commission a network of organisations who provide support for people experiencing harm from gambling. But they didn't know what it was like for people to find and receive support through this network.

Through sensitive research with people who have experienced gambling harms, we mapped this experience. We identified problems and created a roadmap of improvements.

We created a page about the network on GambleAware's site. This explained what the network does, to people looking for support.

And then we created online guidelines for providers, helping people to choose and access the right service.

“

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, reliability and just being super on top of everything! It's been a pleasure working with you all.

Emily Moimoi, Commissioning Support Offer

We created a map of the experience of finding and receiving support through the NGSN. This was based on research with people who had experienced gambling harms, and people affected by others' gambling (like partners). This included people from minority communities, and people who speak English as a second language.

We worked with advisory groups to shape our approach and checked our safeguarding practices with GambleAware.

We ran multiple rounds of prototyping and research.

We spoke to people before research sessions – checking they really understood what they were taking part in, and finding out how else we could make them comfortable.

After the research, we invited them to sessions where we shared our findings and asked for feedback.

Our goal was to give research participants more control over what was said about them.

Our research helped GambleAware:

- Understand the support network experience, from the perspective of the people using it.
- See what needed to be improved, and our roadmap showed them how.
- Improve clarity and support. Our GambleAware web page clarified the support path for potential service users, helping them feel more comfortable about getting treatment.
- Better support journeys. Our online guidelines help support providers create more consistent journeys, and make it easier for people to find appropriate services.

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.

“

What was a particularly painful process for both clients and Helpdesk agents, is now a clean and simple journey that will lead to better conversations, greatly reduced call times and improved colleague NPS.

HL Pensions helpdesk team leader

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 introduced the concept of 'positive friction' to slow people down at key moments so they would consider the consequences of their choices.

We added "just-in-time" educational snippets. These included calculations to show the impact of decisions.

We helped clients understand the impact of their choices. People could use calculators to see their retirement income and how taking less tax-free cash now could mean more later, before committing.

Outcomes:

- Compared to the existing paper-form, 83% more people decided against withdrawing all their tax-free money in one go. Instead they are taking it in smaller chunks, leaving more money to grow in their pension pot.
- People were using the supporting online tools to increase their understanding.
- Online applications are 60% higher than paper based applications, reducing workload for the helpdesk.

There was a 62% reduction in error rates, also reducing helpdesk workload.