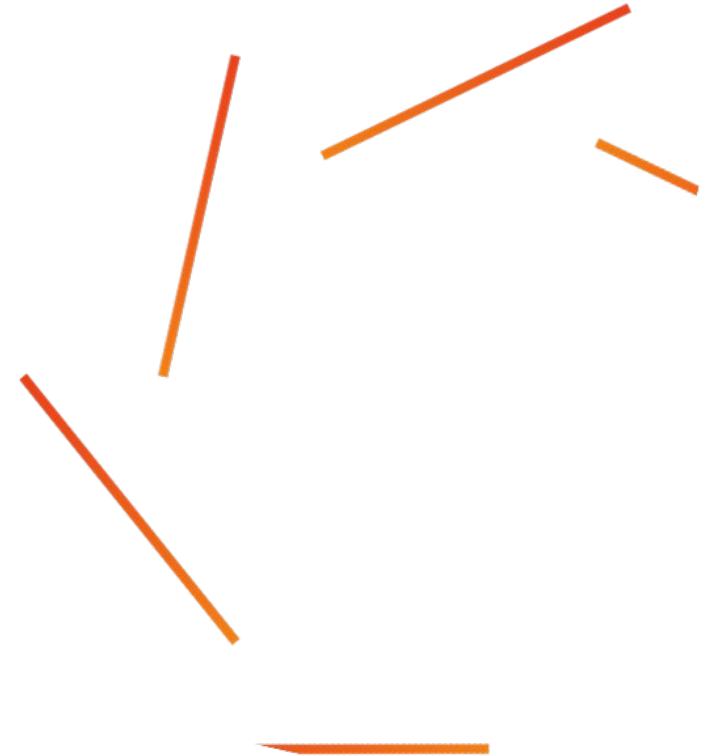


Strategic Design Service Offerings

User Research and Insight
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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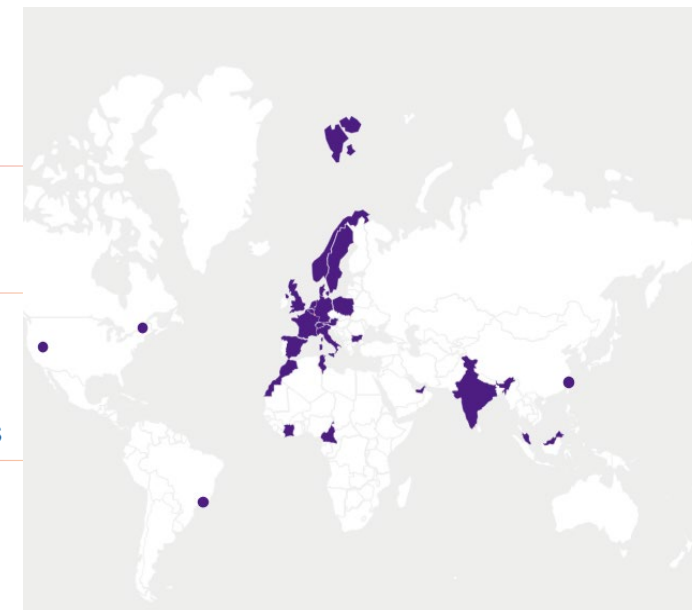
Top 5

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."

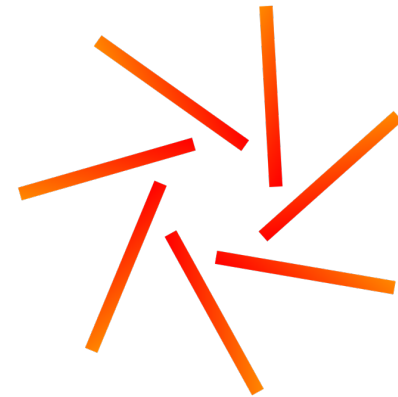
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

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 Research and Insight

User research ensures people are fully included in your Cloud solution

Organisations need reliable evidence to make confident service and policy decisions.

We help teams understand user needs, behaviours, and constraints through ethical, user-centred research. Our approach creates a clear evidence base that reduces risk, informs design and delivery, and supports decisions across the full-service lifecycle.



Service features

- Trauma-informed research with vulnerable and seldom-heard user groups
- Collaborative definition of research objectives, scope, and approach
- Recruitment planning and ethical review of research activities
- End-to-end coordination of research, including logistics and incentives
- In-person and remote research to explore user needs and behaviours
- Analysis of user needs, wants, behaviours including accessibility/assisted digital needs
- Mapping end-to-end user journeys, developing user personas, user stories
- Agile approach allowing for frequent iteration based on user feedback
- Creation of artefacts; service maps, blueprints, empathy maps, backlog, report
- Research support across Discovery, Alpha, Beta, and Live.

Service benefits

- Ethically robust evidence to inform current and future decision-making
- Comprehensive understanding of your challenge and problem space
- Reduced risk through early identification of assumptions and barriers
- Plan, develop and deliver high quality research and insights
- Inclusive consideration of diverse and complex needs
- Better prioritisation of effort and investment
- Clear recommendations grounded in evidence
- Improved confidence in meeting service standards
- Research that directly supports delivery, not just insight
- A reusable evidence base that informs future work.

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.

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.

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.