



4OC

# G-Cloud 15

Service Design

*Service Definition Document*

January 2026

# Who we are

4OC is a digital change consultancy working across the public sector in the UK and Ireland. We help organisations deliver better public services by combining deep operational experience with practical digital project delivery that we know works. We work closely with organisations and partners to design, deliver and embed technology-centred change that improves outcomes, reduces cost and builds the long-term capability of our clients' teams.

We often support organisations when things feel complex or uncertain, particularly as digital options continue to grow. With new technologies and trends, it's not always obvious what's worth investing in and what can wait. We help teams navigate the current landscape and move forward with confidence.

Using proven change approaches and the right technology, we help teams move from ambition to action and, ultimately, deliver digital change that sticks. Our work covers the full journey from early discovery and strategy through to procurement, implementation and ongoing improvement.

“*4OC have been instrumental in helping TfL to achieve its objectives in the past five years. The team has provided invaluable technical and strategic advice, designed innovative solutions, and delivered a high-quality product that has enabled us to become more efficient and effective. We are delighted with the work 4OC have done for us.*”

Transport for London

# What we do

## Digital delivery and change

We design and lead the delivery of complex digital change with our clients and their supply chains. This includes digital programme and project management, service design, change management and benefits realisation. We work across organisation, cultural and technical boundaries to ensure digital change is adopted, embedded and delivering real outcomes.

## Digital strategy and delivery

We help organisations set clear, deliverable digital direction. From discovery and service mapping through to digital, data and AI strategies, we work with leaders and teams to define what change is needed, why it matters and how it can be achieved. Our strategic work is practical, reflects operational reality and designed to move quickly into delivery.

## Technology selection and implementation

We support organisations to choose, procure and implement the right systems. From business cases and fair procurement through to system implementation, data migration and go-live support, we help clients make confident decisions and get the most from their investment. We stay close through delivery to ensure solutions work for users and can be sustained in the long term.

# How we do it

**Our work starts and ends with people.** We deliver digital change by working closely with the people who deliver and use public services, and we believe lasting change happens when technology, ways of working and people move in the same direction.

We shape and deliver digital change through collaboration and co-design, working closely with leadership teams, frontline staff, partners and service users to develop solutions that are practical and inclusive.

We stay close through delivery, building trust, confidence and capability along the way. By sharing knowledge and working transparently, we help teams take ownership of change, leaving them equipped to sustain and improve it going forward.



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# Service Overview



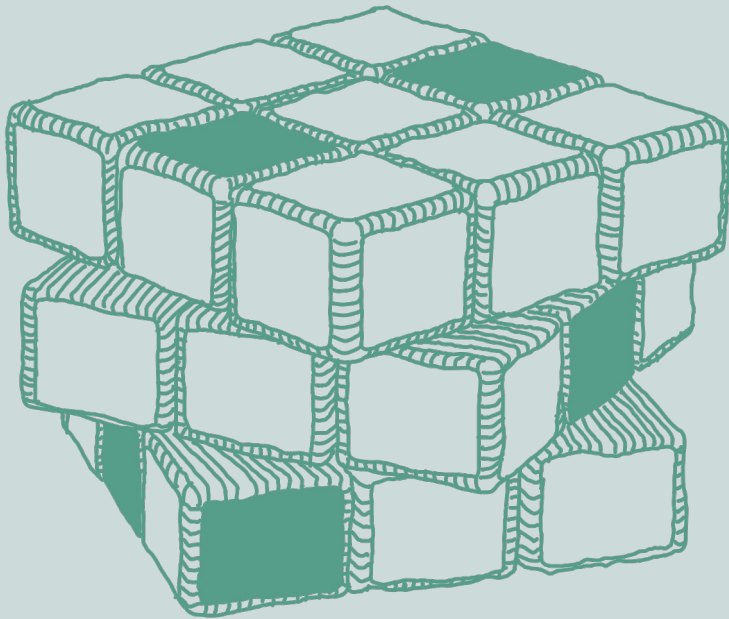
Our Service Design service designs user-centred services that meet organisational objectives. We apply structured design methods to understand users, processes and systems, ensuring services are usable, deliverable and aligned to digital transformation goals.

# Features



- User-centred service design, discovery activities
- User research, journey mapping
- Service blueprinting, process design, service review and mapping
- Digital service design, multi-channel services
- Alignment to organisational priorities
- PMPR, Project Management Progress Review meetings, assurance, governance
- Local/ Central Government, Transport, Housing, Higher/ Further Education, Third Sector
- Benefits realisation alignment, service outcomes
- Delivery feasibility assessment
- Fixed-price design delivery, defined outputs

# Benefits



- Improved user experience, service usability
- Services aligned to user needs
- Reduced delivery risk
- Improved service adoption
- Clear service requirements
- Stakeholder alignment
- Improved service outcomes
- Improved assurance confidence
- Better value for money services
- Sustainable service design outcomes, ongoing support

# Some of our work

## 01



### **Transport for London** Programme Management

TfL and 4OC partnered on a major programme to enhance safety across the network through the integration of security, control and data systems. The programme focused on managing a complex supply chain of technology and delivery partners to design and implement new digital capabilities that connected existing assets and platforms. This enabled improved incident management, more effective operational control during emergencies, and better coordination between control centres and responders.

## 02



### **Notting Hill Genesis** Developing Skills

4OC was commissioned to support the Contract Management team to develop skills and capabilities across the organisation to ensure outsourced contract delivery would have a direct impact on a positive customer experience. 4OC and NHG worked together to co-design/develop a system-wide view of intelligence in Morphologic, an intelligent, cutting edge, no-code platform. Using this intelligence, the team then co-developed prioritised training modules for delivery for NHG to reuse, with 4OC supporting NHG team members to develop their training skills. The first stage of evaluation showed a 40% increase in skills and competencies.

# Some of our work

## 03



### HSE

#### Power App Development

4OC developed a Power Platform app to enhance bed utilisation by opening up more effective lines of communication between staff and care providers. Through a collaborative process involving HSE staff, we created an intuitive app using Power Apps, Automate, and Power BI. The app has improved bed tracking across 80 hospitals, resulting in a 27% increase in occupancy within three months. With word-of-mouth driving demand, it is now being rolled out across more locations. This innovative solution has gone on to win a prestigious HSE Excellence Award.

## 04



### LGMA

#### Digital Strategy Development

4OC's digital expertise and understanding of the operational everyday responsibilities of local authorities meant that the LGMA's Digital and ICT strategy, along with a comprehensive five-year implementation plan, was a smooth process and has created something that can be used and understood, by the entire organisation. This initiative supports local authorities in significantly advancing local government services by 2030, in line with national and EU targets. 4OC is privileged to support the LGMA in commencing the implementation of the plan.

# Some of our work

## 05



### **Cambridgeshire County Council** Digital Transformation Partner

4OC has been a transformation partner to Cambridgeshire County Council since 2019, delivering end-to-end technical, strategic and change support across multiple services including Highways & Transport, Corporate IT, Customer Services and Education. We have led the full transformation lifecycle, from architecture and operating model design through procurement, system implementation, data migration and governance, alongside programme management and cultural change.

## 06

## LSBU

### **London South Bank University** Digital Partner

4OC has partnered with London South Bank University (LSBU) to modernise critical services, reduce operational risk and improve staff and student experience. Facing manual workflows, legacy integrations and fragmented data, LSBU engaged 4OC to deliver rapid, user-centred digital solutions and resilient data and integration capabilities. Using the Microsoft Power Platform and cloud data services, we simplified processes, improved oversight of student attendance and engagement, strengthened compliance assurance, and reduced reliance on unsupported systems—creating a stronger digital foundation for future transformation.

# Contact us

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# 4OC

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