



Cloud Support Service Definition

CRM Strategy and Implementation

Jadu is on a mission to become the world's
most accessible digital platform.

Our documents are presented in an open format to ensure the content is accessible to everyone.

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Introduction

At Jadu, we understand that successful CRM initiatives go beyond simply implementing the technology. Our approach is built on our extensive implementation experience and combines strategic planning, technology expertise, and change management to deliver comprehensive services and support that aligns with your business goals and customer needs.

Services Offered

- Comprehensive assessment of CRM infrastructure, processes, and data management.
- Identify gaps, challenges, and opportunities for customised CRM roadmap.
- Clear objectives and KPIs aligned with business and customer goals.
- CRM strategy includes customer segmentation, targeting, and personalised communication.
- Evaluate technologies like cloud computing, AI, IoT, and data analytics.
- Recommendations and support for technology selection, customisation, and implementation.
- Establish data governance policies for quality, consistency, and compliance.
- Develop data architecture and automated data pipelines for integration.
- Integrate CRM data with other enterprise applications for unified view.
- Develop change management strategies and training programs for adoption.

Benefits

- Enhance CRM performance by optimising infrastructure, process, and data analysis.
- Improve customer experience by using data insight to personalise interactions.
- Better understanding of customer needs enables proactive service delivery.
- Optimise workflows for improved business processes, services and operational performance.
- Evaluation of cutting-edge technologies for optimised CRM implementation.
- Tailored approach to meet the specific needs of public sector organizations.
- Share best-practice, examples, and recommendations for CRM optimisation.
- Expert guidance for seamless technology adoption and system integration.
- Effective change management and training programmes for successful CRM adoption.
- Tailored roadmap to optimise CRM and improve customer experience.

About Jadu

Jadu helps organisations around the world build the best possible connections to their customers and constituents via our low-code, easy-to-use platform, and multi-award-winning design team. At Jadu, as well as building amazing products, we have a team of highly experienced consultants who collaborate with our customers to design and implement innovative and accessible digital services that transform their organisations.

Our Team

Jadu was founded in 2001 by Suraj Kika, who today serves as Group Chief Executive Officer. He was soon joined by our Vice President of Engineering, Andy Perkins and Head of Brand and Filmmaker, Lee Pilmore. Today, we're a distributed team with people and customers all over the world, providing a wide range of innovative products and transformative services.

We were founded with the ambition to 'Provide the tools to organise information across the enterprise and make it accessible to humans and machines' with accessibility sewn into the fabric of everything we do.

Jadu is now on a mission to become the World's most accessible digital platform.

The Way of Jadu

We believe that the tools we make should be beautiful, accessible to the highest quality and loved by the people that use them. Our services are designed to enable our customers and partners to maximise the value of their investment, transform their organisations and deliver innovative, accessible digital services.

We are committed to our people, our culture and our values. "Conduct honest business" is our first directive. It's policy at Jadu to be honest about our business relationships - our customers are our partners, which means transparency and trust.

Jadu is passionate about everything we do and with innovation and creativity at our centre, we love to delight and amaze each other and our customers.

Some of our customers

Jadu is proud to help Local Government and Higher Education organisations all over the world to deliver outstanding digital experiences.



Working in partnership

At Jadu we work in partnership with our customers with a focus on collaboration, co-production and knowledge transfer. Our work is guided by our Prime Directives, which are our core values.

We bring highly skilled teams and agile delivery models, emphasising continuous learning, accessibility and innovation in digital transformation. Wherever possible we blend customer and consultant teams and prioritise upskilling to avoid dependency.

Our approach ensures effective partnerships, sharing best practice and delivering tangible benefits to our customers.

Accreditations

Jadu is accredited with ISO 27001 for information security and has a robust organisation-wide Information Security Management System. The ISO 27001 accreditation is subject to continuous review and a programme of both internal and external audits to ensure on-going compliance.

Jadu also has Cyber Essentials accreditation which is audited annually which includes our hosting service delivery within the defined scope of this certification.

Jadu is also accredited to ISO 9001 in terms of quality management.

We are always looking to improve adherence to other security standards / certifications and as such standards evolve, so please contact us if any of the standards you are looking for are not mentioned in this listing and we will be able to confirm details with you.

Our List of G-Cloud Services

Lot Number	Listing
Lot 2b – Cloud Software	Jadu Digital Platform
Lot 2b – Cloud Software	Jadu Digital Platform Lite
Lot 2b – Cloud Software	Jadu Central
Lot 2b – Cloud Software	Jadu Central Lite
Lot 2b – Cloud Software	Digital Platform by Jadu (Renewals)
Lot 2b – Cloud Support	Jadu Digital Platform Central and Galaxies Themes
Lot 2b – Cloud Support	Jadu Digital Platform Creative Design Services
Lot 2b – Cloud Support	Jadu Digital Platform Custom Software Development Services
Lot 2b – Cloud Support	Jadu Digital Platform Custom Software Development Services - Rapid Scoping Workshop
Lot 2b – Cloud Support	Jadu Digital Platform - Integration Services
Lot 2b – Cloud Support	Jadu Digital Platform Integration Services - Rapid Scoping Service
Lot 2b – Cloud Support	Jadu Content Design Services
Lot 3 – Cloud Support	Jadu Health Check
Lot 3 – Cloud Support	Jadu Innovation & Solution Design
Lot 3 – Cloud Support	Jadu Discovery, Prioritisation & Planning
Lot 3 – Cloud Support	Jadu Digital Service Design & Delivery
Lot 3 – Cloud Support	Jadu Digital Services Training
Lot 3 – Cloud Support	Jadu Digital Platform Acceleration Services
Lot 3 – Cloud Support	Jadu Sprint Zero
Lot 3 – Cloud Support	Data Analytics and Business Intelligence
Lot 3 – Cloud Support	IT Governance and Compliance

Lot 3 – Cloud Support	Change Management and Training
Lot 3 – Cloud Support	CRM Strategy and Implementation
Lot 3 – Cloud Support	Digital Transformation Consulting
Lot 3 – Cloud Support	Innovation Workshops and Ideation Session
Lot 3 – Cloud Support	Process Automation and Efficiency
Lot 3 – Cloud Support	Service Design
Lot 3 – Cloud Support	Technology Road mapping and Advisory
Lot 3 – Cloud Support	Digital, Data and Technology Services Review
Lot 3 – Cloud Support	Digital Service Improvement Review
Lot 3 – Cloud Support	Digital Transformation Discovery and Roadmap
Lot 3 – Cloud Support	Digital Strategy and Roadmap
Lot 3 – Cloud Support	Digital Operating Model and Roadmap
Lot 3 – Cloud Support	Digital Applications Rationalisation
Lot 3 – Cloud Support	Digital Architecture and Roadmap
Lot 3 – Cloud Support	Digital Transformation Training
Lot 3 – Cloud Support	Digital Services Design and Delivery
Lot 3 – Cloud Support	Digital Strategy Evaluation
Lot 3 – Cloud Support	Digital Transformation Assessment
Lot 3 – Cloud Support	Digital Maturity Assessment
Lot 3 – Cloud Support	Jadu Digital Platform Training
Lot 3 – Cloud Support	Jadu Digital Platform Professional Developer Service Bundle
Lot 3 – Cloud Support	Jadu Accessibility Services
Lot 3 – Cloud Support	Jadu Accessibility Audits
Lot 3 – Cloud Support	Project & Programme Management
Lot 3 & Lot 2b – Cloud Support	Jadu Digital Professional Services

How to Obtain Further Information

For further information, please refer to our website www.jadu.net, email us at info@jadu.net or contact us on 0116 222 7242.



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