G-Cloud 15 - Service Definition

Customer Intelligence Platform for Public Services

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Contents

Sagacity Overview

Founded in 2005 Sagacity is a customer centric business, supporting our clients and partners, helping them make informed decisions powered by the intelligent use of data. Sagacity believes that responsible data should be at the heart of every organisation, transforming their customer data, enabling them to identify and support their business and customer needs, underpinning operational efficiencies and the resultant cost savings.

As proud pioneers and early adopters of leading technologies, Sagacity utilises a number of platforms and programmes to continuously enhance and operate its solutions. Sagacity's appetite for continuous improvement has enabled us to deliver highly responsive, scalable, and flexible solutions for clients as well as providing your technical teams with invaluable support to embrace a more cloud-based infrastructure approach and adopt the rapidly evolving new technologies.

Sagacity helps organisations combine customer information with individual and property intelligence, turning insights into outcomes. Resulting in a hyper personalised and holistic view of customers, across the customer lifecycle:

On Boarding and Early Life:	• Building the **foundation** for **successful customer relationships** • Understanding **customer affluence** and **vulnerability** to tailor appropriate tariffs, discounts payment options and service levels • Ensuring you have full and **valid customer contact details** • Creating **customer linkage** through data across disparate systems to **locate existing/duplicate accounts** and **verify customer identity**
In-Life Management:	• **Maximising value** and **engagement throughout the relationship** • Understanding how to engage customers with **personalised communication preferences** and **channel optimisation** • Eligibility & Appropriateness, • Identifying **individuals or households** that are eligible for **discount due to their vulnerability**. • Optimising **customer experience** by understanding **household composition** and **decision-making dynamics**
Debt and Collections:	• Delivering **intelligent intervention** that **preserves relationships** • Understanding **propensity to pay** enabling **appropriate collection strategies before debt escalates** • Identifying **vulnerability markers** ensuring **compliant** and **empathetic debt management** • Optimising **payment arrangements** based on **customer financial capacity** and **historical behaviour patterns** • **Recovering revenue** while **maintaining customer relationships** through **intelligence-driven approaches**

Sagacity is a purpose-led company and believes that purpose comes before profit. If the purpose is achieved, then everything else will follow. From a client perspective this means Sagacity engages to deliver successful client outcomes rather than limiting delivery to purely contracted outputs. Delivering outputs delivers the contract. Joining the dots delivers the outcome.

Value Proposition

"Using data well is essential for a cheaper, more efficient government and better services for citizens," the National Audit Office concluded in 2022

Despite the National Audit Office conclusion on data usage, most public sector organisations work around poor-quality data rather than with it. When data is fixed, cleansed, integrated, and trusted, organisations recover millions in lost revenue, eliminate operational waste, prove regulatory compliance through process rather than manual effort, and identify vulnerable people before situations become critical.

Public sector organisations commit to delivering value for money, achieving financial sustainability, meeting regulatory standards, and safeguarding vulnerable people. But fragmented, unreliable data makes these commitments impossible to deliver systematically.

Bodies within the public sector also face the challenge of disparate data sources, with each entity having its own set of records, sources & databases. Inter-departmental collaboration is then stifled by these technical constraints, as there is no single source of the truth to align one’s goals against.

Data Management and Customer Segmentation capabilities are designed to address the root causes of these challenges by improving the accuracy, completeness, and usability of individual and property data.

What the Service Provides

Whether it's a council's commitment to "safeguard people from harm" and deliver "value for money services," a water company's obligation to support customers in vulnerable circumstances whilst ensuring "financial resilience," or a housing association's mission to provide "decent homes" and achieve "financial sustainability", poor data prevents delivery.

A cloud-hosted, enterprise-grade Customer Intelligence Platform providing comprehensive data transformation, analytics, and activation capabilities for utilities, local government, and housing organisations. The Platform provides end-to-end data intelligence capabilities organised around the complete customer and citizen lifecycle. Each module addresses a specific stage of customer understanding and engagement, from identifying who your customers are, through understanding their needs and behaviours, to engaging them effectively whilst protecting revenue and ensuring compliance.

The platform enables organisations to:

- **Access comprehensive UK data** – Leverage permissioned and proprietary data on addresses, individuals, households, and properties through platform APIs and batch processes.
- **Transform data quality** – Use platform data transformation capabilities (cleansing, matching, normalising, deduplicating, enriching, validating) to eliminate duplicate records, resolve conflicting information, and establish single customer views across siloed systems.
- **Generate predictive insights** – Access lifecycle intelligence and analytics capabilities identifying payment risks, service demands, and vulnerability indicators before they materialise. Turn reactive firefighting into proactive intervention.

- **Activate intelligence** – Use visualisation and dashboarding, reporting and analytics, segmentation and targeting, alerts and notifications, performance monitoring, and campaign management capabilities to act on insight.
- **Integrate seamlessly** – Connect platform capabilities to existing systems via APIs, webhooks, batch processes, and real-time data pipelines. Works with CRM, billing, data warehouse, and BI tools.
- **Scale operations** – Cloud infrastructure processes data at enterprise scale with real-time and batch capabilities. No infrastructure investment required.

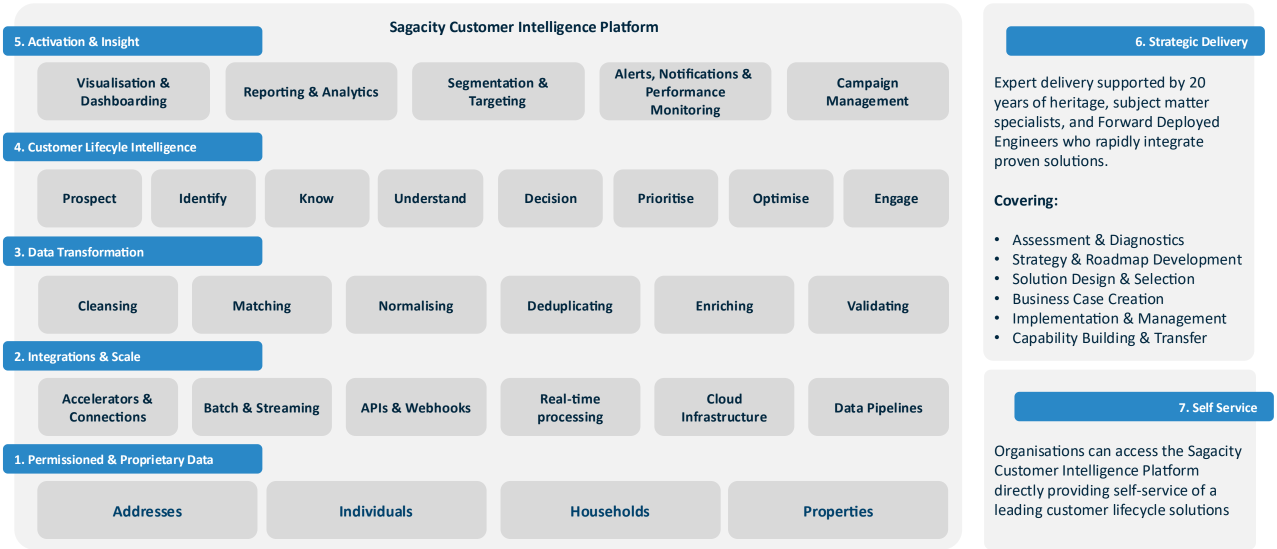
Typical outcomes: Millions recovered in protected revenue, operational capacity freed from manual data work, regulatory compliance achieved systematically, vulnerable customers identified and supported proactively.

This SaaS platform provides cloud-hosted customer intelligence capabilities that organisations access directly through self-service interfaces, APIs, and pre-built integrations. The platform operates on a modular basis, organisations subscribe to the specific capabilities they need rather than implementing everything at once.

The platform provides five integrated layers:

- **Permissioned and Proprietary Data** Permissioned UK-wide data on addresses, individuals, households, and properties providing the foundation for enrichment, validation, and insight. Accessed via platform APIs and batch processes.
- **Integration and Scale** Batch and streaming capabilities, RESTful APIs and webhooks, real-time processing, cloud infrastructure, and data pipelines enabling seamless integration with existing technology estates.
- **Data Transformation** Cleansing, matching, normalising, deduplicating, enriching, and validating capabilities that transform fragmented records into trusted, usable information. Self-service and automated options available.
- **Customer Lifecycle Intelligence** Capabilities supporting the complete customer journey from prospecting through identification, knowledge building, understanding, decision support, prioritisation, optimisation, to engagement.
- **Activation and Insight** Visualisation and dashboarding, reporting and analytics, segmentation and targeting, alerts and notifications, performance monitoring, and campaign management enabling teams to act on insight.

The Sagacity Customer Intelligence Platform



Organisations access platform capabilities modularly based on their priorities, such as:

*A council struggling with duplicate resident records would for example subscribe to **Data Transformation** capabilities plus **Activation** and **Insight** dashboards*

*A water company improving Priority Services Register coverage would for example access **Permissioned Data**, **Customer Lifecycle Intelligence**, and **Activation** capabilities*

*A housing association reducing arrears uses the complete stack including all 5 of the integrated layers from **Permissioned** and **Proprietary Data** through to **Activation** and **Insight***

Access Models:

The platform is accessible as a fully self-service platform and can be incremented with API integration to support the sharing of data.

- **Self-Service Platform Access** – Web-based interface for direct platform access. Users configure jobs, process data, run analytics, generate reports, and extract insights independently. No installation required.
- **API Integration** – RESTful APIs enabling platform capabilities to be embedded into existing applications and workflows. Real-time and batch processing options.

How the Modules Support Customer and Citizen Outcomes:

Our platform transforms how public sector organisations understand and serve their customers and citizens by providing:

- **Better identification** of who they serve - eliminating duplicates, linking fragmented records, and establishing true single customer views

- **Deeper knowledge** through data quality - cleansing, validating, and enriching records to create trusted foundations for decision-making
- **Smarter segmentation** to allocate resources where impact is greatest - understanding vulnerability, affluence, and need
- **Intelligent prioritisation** to protect revenue whilst supporting those in need - identifying payment risks before they escalate
- **Predictive insights** to act proactively rather than reactively - anticipating churn, eligibility, and service demands
- **Effective engagement** through validated contact channels - reaching the right people, at the right time, through the right channels

This modular approach enables organisations to start with their most pressing challenges and expand capabilities as they mature, building a comprehensive customer intelligence capability over time.

Benefits Delivered

- **At Financial Level** – Platform analytics identify billing errors, unbilled properties, and payment risks early. Predictive models enable targeted debt collection. Organisations recover millions previously lost to data-driven inefficiencies.
- **At Operational Level** – Automated data transformation eliminates manual cleansing and reconciliation. Self-service analytics enable decisions in minutes. Teams redirect capacity from firefighting to service delivery as reliable data flows through processes.
- **At Compliance Level** – Platform reporting meets regulatory obligations systematically with evidence readily available. Auditable decisions tracked via performance monitoring. Proactive risk management using alerts and notifications.
- **At Service Level** – Lifecycle intelligence identifies problems weeks before they materialise. Segmentation capabilities allocate resources where impact is greatest. Vulnerable individuals supported proactively using platform indicators and alerts.
- **At Organisational Level** – Platform transforms data from operational barrier to strategic asset. Leadership gains confidence through visualisation and performance monitoring. Strategic commitments move from aspiration to systematic delivery.

Our Module Breakdown

This modular approach enables organisations to start with their most pressing challenges and expand capabilities as they mature, building a comprehensive customer intelligence capability over time.

The platform is organised into seven customer lifecycle modules plus foundation services, each containing specific data intelligence capabilities:

Module	Capabilities
1. Identify	• Linked Accounts Service • Identity Graph Service (SmartLink) • Occupier Identification Service • Occupier Identification for Business Service • Residency Validation Service • Gap Sites Service • Vulnerability Identification Service • Bereavement Register Access • Gone Away Indication Service
2. Know	• Data Cleansing Service
3. Segment	• Enhance Suite • Intra Segmentation Service • Custom Segmentation Modelling Service
4. Prioritise	• Prioritisation and Targeting Service
5. Propensity	• Propensity Modelling Service
6. Engage	• Contact Validation and Append Service
Platform and Professional Services	

MODULE 1: IDENTIFY

Establishing who your customers are and link fragmented records

This module provides the foundational capabilities to identify individuals, link accounts, validate residency, and understand vulnerability - creating the single customer view essential for effective service delivery.

Linked Accounts Service

Overview: Matches and consolidates accounts across billing platforms to create complete customer financial views. Particularly valuable for local authorities managing council tax accounts and utilities managing multiple billing accounts per customer. Links live accounts with final accounts, identifies account relationships, and enables balance consolidation for accurate customer financial positions.

Use Cases

- Consolidate council tax accounts across multiple properties per household
- Link live utility accounts with final/closed accounts for complete debt position
- Identify customers with multiple accounts requiring consolidated billing
- Support debt recovery by understanding total customer liability across all accounts
- Enable accurate credit control decisions based on complete financial picture
- Link household accounts for family-level debt management
- Support account transfer and succession processes

Additional Insights: Linked Accounts is essential for organisations where customers may hold multiple accounts across different properties, services, or time periods. Particularly critical for council tax where households may have historic liabilities alongside current charges, or utilities where customers have both live supply accounts and final bills from previous addresses.

Minimum Batch Size: No minimum - flexible matching across billing systems

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per account record matched

Identity Graph Service (SmartLink)

Overview: Identifying and recognising individuals across various channels with different levels of contact information can be incredibly difficult. Linking datasets together for a unified view is extremely complicated, time-consuming, and can easily impact marketing effectiveness.

With over 450m data points, SmartLink allows you to easily connect different data sources, allowing for a single customer view that enables 360° marketing, from postal to digital. Built from the most comprehensive consumer data universe in the UK, SmartLink contains over 400m raw records with various contact details consolidated into 90m individuals.

Use Cases

- Give confidence in understanding whether a customer is who they say they are from various touchpoints
- Link between data sources, whether they are disparate types and levels of contact information
- Identify the same customer coming from different channels to support consistent and timely marketing throughout the customer journey
- Determine different spellings and levels of contact details at the same/multiple addresses
- Where only postal data is available, link to compliant channels for digital marketing
- Improve match rates by using more than just name and address for customer insight appends
- Create single customer views across billing, CRM, and operational systems

Additional Insights: SmartLink can be used alongside all our products offered. We usually suggest it's the best place to start before performing any Suppressions, Appends or Enhancements. If the data being matched to isn't in the best possible state, then the efficacy of all products are affected. It is crucial to have a single source of truth as your starting point - let SmartLink create yours.

Minimum Batch Size: No minimum - flexible matching across any dataset size

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per record matched

Occupier Identification Service

Overview: Identifies current occupiers at residential addresses, validates whether individuals reside at supplied addresses. Essential for utilities, local authorities, and housing organisations to understand who is responsible for services at each property.

Use Cases

- Identify unbilled properties and recover lost revenue
- Validate account holder details against current occupiers
- Support debt recovery by identifying correct liable parties
- Update customer records with current occupancy information
- Prevent revenue leakage from incorrect billing
- Support Priority Services Register by identifying vulnerable occupiers
- Assist with council tax, water rates, and utility billing accuracy

Additional Insights: Occupier ID works most effectively when combined with Gap Sites analysis to identify unbilled properties, and with Vulnerability Identification to understand support needs. Can be enhanced with property intelligence data to understand property characteristics and household composition.

Minimum Batch Size: 5,000 records per batch

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per record matched

Occupier Identification for Business Service

Overview: Identifies current business occupiers at commercial addresses, validates company details, and links businesses to properties. Enables commercial utilities, local authorities, and business rate departments to understand which businesses occupy which premises.

Use Cases

- Identify unbilled commercial properties
- Validate business account holder details
- Support business rates collection
- Update commercial customer records
- Prevent revenue leakage from business premises
- Identify business succession and changes of occupancy
- Support economic development and business engagement strategies

Additional Insights: Business Occupier ID includes company name, trading name, business type, and key contact information where available. Can be enhanced with business intelligence data including turnover bands, employee numbers, and sector classifications.

Minimum Batch Size: 5,000 records per batch

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per record matched

Residency Validation Service

Overview: Validates whether named occupiers are still resident at supplied addresses. Where occupiers have moved, traces them to their new address and identifies the new resident at the original address. Provides comprehensive occupancy intelligence supporting accurate billing, fraud prevention, and debt recovery. Particularly effective for identifying subletting and tenancy fraud scenarios.

The service provides three core allocation types with optional contact append enhancement:

- **Occupier Status Validation**: Confirms whether the named person still resides at the address (Yes or No)
- **Traced Resident Identification**: For customers who have moved, provides their new forwarding address
- **New Resident Identification**: Identifies the new occupier now residing at the original address

Contact information (email, mobile, landline) can be appended across any of the three allocation types, enabling immediate engagement with both traced customers and new residents.

Use Cases

- Validate whether named customers still reside at registered addresses
- Trace customers who have moved to their new addresses for continued service or debt recovery
- Identify new residents at addresses where previous occupiers have moved
- Detect subletting fraud in social housing and private rentals
- Prevent tenancy fraud through residency verification
- Support Priority Services Register by confirming vulnerable customers at addresses
- Validate addresses for right-to-buy applications
- Support debt recovery with forwarding addresses and new occupier details

Additional Insights: Residency Validation provides three critical pieces of intelligence: confirmation whether the named person still lives there, their new address if they've moved, and who now occupies the property. This makes it invaluable for both debt recovery (tracing customers) and revenue protection (identifying new liable parties).

Minimum Batch Size: 5,000 records per batch

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per record matched

Gap Sites Service

Overview: Identifies all properties within a geographic area that should be receiving services but are not currently billed. Analyses property databases against billing systems to locate unbilled premises across entire service territories, enabling comprehensive revenue recovery and ensuring universal service coverage.

Use Cases

- Identify all unbilled properties within council boundaries for council tax
- Locate properties not registered for water or utility services across supply areas
- Find new builds not yet in billing systems across development zones
- Identify properties missed during system migrations across entire territories
- Support universal service obligations through complete geographic coverage
- Enable comprehensive revenue protection programmes
- Identify properties for Priority Services Register outreach across all served areas
- Support geographic service coverage planning and gap analysis

Additional Insights: Gap Sites analysis covers complete geographic territories - postcodes, wards, local authority areas, or utility supply zones - ensuring no properties are missed. Analysis can be enhanced with property intelligence showing property type, likely occupancy, and estimated consumption to prioritise recovery efforts. Combine with Occupier ID to immediately identify who should be billed at each gap site.

Minimum Batch Size: Analysis typically covers entire service territories - no minimum

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per geographic area processed

Vulnerability Identification Service

Overview: Identifies customers and citizens in vulnerable circumstances through financial vulnerability scoring, health vulnerability indicators, and general vulnerability assessment. Enables organisations to fulfil Priority Services Register obligations, provide appropriate support, and ensure compliant, empathetic service delivery.

Use Cases

- Identify customers eligible for Priority Services Register
- Prioritise debt recovery approaches based on vulnerability
- Provide appropriate support for customers in vulnerable circumstances
- Ensure compliance with Ofgem, Ofwat, and regulatory requirements
- Segment customers for targeted support programmes
- Identify households at risk during severe weather or service interruptions
- Support social tariff and discount scheme eligibility assessment
- Enable proactive outreach before vulnerability escalates

Additional Insights: Vulnerability indicators include financial stress markers, health conditions, age-related vulnerability, and household circumstances. Models trained on public sector data ensure relevance for utilities, local government, and housing contexts. Can be combined with Propensity to Pay models to balance revenue protection with appropriate support.

Minimum Batch Size: 5,000 records per batch

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per record matched

Bereavement Register Access

Overview: Real-time validation against the national bereavement register to identify deceased individuals, enabling respectful, compliant handling of bereaved families whilst preventing distressing communications. The most efficient, accurate, and trusted way to remove anyone who has passed away from your databases.

Use Cases

- Prevent distressing communications to bereaved families
- Ensure GDPR compliance in deceased data handling
- Support respectful, appropriate contact during bereavement
- Identify accounts requiring closure or transfer
- Reduce reputational risk from inappropriate contact
- Support debt write-off and account closure processes
- Enable early identification of succession and estate matters

Additional Insights: The Bereavement Register is updated daily, providing the most current information available. Can be integrated into automated workflows to suppress records immediately upon identification. Combine with Gone Away Indication Service for comprehensive data quality.

Minimum Batch Size: No minimum - suitable for real-time checking or batch processing

Pricing Mechanism

- Platform capability: Included with Platform Foundation Subscription
- Data Processing: Per record matched

Gone Away Indication Service

Overview: The market-leading data suppression product designed to optimise accuracy of your data and performance of your customer campaigns and operational contact strategies. Proven to be the most accurate and up-to-date solution for identifying people who have relocated.

Essential for marketing teams managing campaign quality and local authorities proactively managing move-outs for council tax, housing, and social services. GAS enables both prevention of wasted communications and proactive management of customer transitions. Optional reactive component (GAS-R) provides verified forwarding addresses and new occupier details.

Use Cases - For Local Authority and Operational Applications:

- Proactively manage council tax move-outs and account transitions
- Identify tenants who have vacated social housing
- Update housing benefit and council tax support records
- Support electoral register maintenance
- Enable early intervention for abandoned properties
- Manage service cessation and new occupier identification
- Support debt recovery with forwarding addresses

Additional Insights: GAS combines multiple data sources to provide the highest accuracy in the market. GAS-R (Reactive) service provides forwarding addresses where available, enabling continued contact for both marketing and operational purposes. Particularly valuable for local authorities managing high volumes of move-outs where early identification enables proactive account management and prevents revenue leakage.

Minimum Batch Size: No minimum - suitable for regular data hygiene or large operational screening

Pricing Mechanism

- GAS (Indication only): Per record checked (tiered volume discounts apply)
- GAS-R (with forwarding address): Per record with forwarding address provided

MODULE 2: KNOW

Building trusted data foundations through quality and cleansing

This module provides comprehensive data quality capabilities to cleanse, validate, standardise, and deduplicate records - creating the trusted data foundations essential for effective decision-making.

Data Cleansing Service

Overview: Comprehensive data quality service that validates and corrects customer records across critical data fields - names, dates of birth, and addresses - creating trusted data foundations essential for effective decision-making.

The service operates through two tiers: **Foundation Service** cleanses addresses using proprietary data and identifies potential data quality issues in names and dates of birth. **Bureau Matching Service** validates and fixes names and dates of birth using external credit bureau data sources.

Foundation Service: Leverages proprietary technology and reference datasets:

- **Programmatic Cleansing Rules**: Thousands of configurable rules identify formatting inconsistencies, statistical anomalies, duplicated accounts, merged records, and structural errors
- **Proprietary Reference Datasets**: Name popularity rankings, common misspellings, gender and ethnicity indicators, and historical address databases

Foundation Service Capabilities:

Address Cleansing:

- Standardises to your preferred format Royal Mail PAF or Address Base Premium format
- Corrects postcode errors and formatting issues
- Appends UDPRN for precise property identification
- Provides address status (active/inactive/demolished)
- Identifies property splits/merges
- Highlights unmatched addresses (plots, non-delivery points, communal supply)

Name & Date of Birth Analysis (Issue Identification):

- Identifies potential misspellings in titles, forenames, and surnames
- Flags formatting inconsistencies and transpositions
- Detects statistically improbable dates (future dates, ages over 120)
- Highlights date transposition errors (day/month/year confusion)
- Standardises formatting where patterns are clear
- Provides confidence scoring on identified issues

Bureau Matching Service Capabilities:

Validates and corrects names and dates of birth using authoritative external data sources:

- **Validates and fixes name errors** including titles, forenames, and surnames against credit bureau records
- **Corrects date of birth inconsistencies** through external validation
- Provides confidence scoring for all corrections
- Offers bill payer information for billing strategies

Bureau Matching applies to records where Foundation Service has identified potential issues requiring external validation. Organisations can choose to apply Bureau Matching to all flagged records or to specific customer segments based on value or risk.

Use Cases

- Establish trusted data foundations before enrichment, segmentation, or predictive modelling
- Reduce returned mail and failed communications through address validation
- Improve customer satisfaction through correct names and titles
- Enable accurate age-based targeting and eligibility determination
- Support GDPR compliance through accurate customer records
- Improve match rates for downstream data services
- Enhance billing accuracy through validated details

Additional Insights: Data Cleansing is typically the essential first step before other platform services. Clean data ensures maximum match rates for Enhance Suite, accurate Propensity models, and effective Engage services.

Foundation Service handles all address cleansing and identifies name/DOB issues using proprietary rules and reference data. Bureau Matching Service is required to actually correct identified name and DOB issues through external validation against authoritative data sources.

Comprehensive reporting details all changes made, confidence scores, and recommendations for ongoing improvement. Exclusion rules prevent changes that could cause customer complaints. Data can be cleansed as an ongoing activity with regular health checks enabling continuous improvement.

Minimum Batch Size: 5,000 records per batch

Pricing Mechanism

Foundation Service	• Platform capability: Included with Platform Foundation Subscription • Data Processing: Per record processed
Bureau Matching Service	• Platform capability: Included with Platform Foundation Subscription • Data Processing: Per record processed

MODULE 4: SEGMENT

Understanding customers through demographics, behaviour, and segmentation

This module enables sophisticated customer understanding through demographic enrichment and socio-geodemographic segmentation, supporting targeted strategies and personalised engagement.

Enhance Suite

Overview: Our Enhance suite is a set of data products built at varying levels, which can be matched to existing customer data and used for predictive modelling, gaining insights, and appending key information which helps to inform marketing, customer segmentation, and strategy. Our data products offer information at an individual, property, and geographical level (postcode, sector, regional, or output area level).

Use Cases

- Understand people and their behaviour to support operational decisions and ensure individuals are managed appropriately
- Enable effective communication through demographics, lifestyles, and channel preferences
- Generate detailed insights, analysis, and predictive models to support outreach strategy
- More effective engagement with improved segmentation, enhanced personalisation, targeted communications, and supporting KPI milestones
- Communicate with individuals at the relevant point during key life events
- Append affluence indicators to prioritise high-value customers
- Understand household composition for family-oriented services
- Identify channel preferences to optimise communication strategies

Additional Insights: Enhance includes over 300 attributes across individual, household, property, and geographic levels. Can be appended to any customer base or used to enrich Prospect, Propensity, and Segmentation services. Essential for improving accuracy of predictive models.

Minimum Batch Size: No minimum - flexible enhancement across any dataset size

Pricing Mechanism

- Data Processing: Per record enhanced, tiered by data depth

Intra Segmentation Service

Overview

Intra is a socio-geodemographic segmentation, classifying consumers into groups according to demographic, behavioural, and geographical factors. This enables the detection of subtle yet important differences between customer segments, therefore allowing you to improve the relevancy and accuracy of your marketing efforts.

Due to the unique nature of the behavioural, lifestyle, and demographic data we have compiled at different strata, our solution is available at 3 different levels: individual, household, and postcode.

This allows you to work at the level that suits your business and enables you to match an Intra code to your full customer base.

Utilising the full breadth of our individual-level data, we have created the socio-geodemographic segmentation Intra from over 300 attributes. Each segment has between 1% and 3% of the resident adults we have within our base, which have been numbered from 1 to 55 in order of average age of individuals in the segment, with 1 being the youngest and 55 the oldest. There is a suffix from A to E which indicates Affluence. Band A represents individuals who are, on average, in the top 20% in terms of Affluence and Band E represents individuals who are, on average, in the bottom 20%.

Use Cases

- Append Intra to your customer base to promote a deeper understanding of their behaviours
- Understand customers, or groups of customers against a given base through profiling - see the similarities and differences between different segments
- Intra can be used as independent variables in modelling predictive outcomes, such as buying another product, churning, or responding to a campaign
- Group the Intra Segments to create your own custom segmentation for your marketing and reporting
- Target campaigns based on demographic and behavioural profiles
- Analyse geographic areas for service planning and resource allocation
- Support Priority Services Register by identifying vulnerable segment profiles

Additional Insights: As Intra is a socio-geodemographic segmentation, it can be overlayed with any of our other products for added benefits, such as SmartLink for better matching, Enhance for extended insights, or our suppressions to effectively target your base once it's been cleaned. Intra can be appended at any level (Individual, Household, Postcode) so can be easily combined with any of our product offerings.

Minimum Batch Size: No minimum - append to any dataset size

Pricing Mechanism

- Intra Append: Per record classified, varying by level (Individual/Household/Postcode)

Custom Segmentation Modelling Service

Overview: Segmentation models developed based on your organisation's data combined with our proprietary data to address your specific organisational needs and business objectives. Unlike off-the-shelf segmentations, custom models use your actual customer data combined with our extensive data assets to create segments that directly address your strategic priorities.

Use Cases

- Develop segmentations specific to utilities, local government, or housing contexts
- Create service-specific segments (e.g., vulnerable customers, high debt risk, digital engagement)
- Build predictive segments that anticipate future behaviours
- Segment based on service usage patterns and operational data
- Support strategic planning with forward-looking customer groups
- Enable resource allocation based on segment characteristics
- Create reporting frameworks aligned to organisational structure

Additional Insights: Custom Segmentation typically uses your historical customer data plus our Enhance suite to create 8-25 segments with distinct characteristics. Models can be refreshed quarterly or annually to reflect changing customer behaviours. Can be integrated with Propensity models for predictive power.

Minimum Batch Size: Typically requires minimum of 50,000 customer records for robust segmentation

Pricing Mechanism

- Per model: flat fee
- Model Refresh: Percentage of development charge for annual updates
- Enhance data: Additional charge per record if required for model accuracy

MODULE 5: PRIORITISE

Optimising resource allocation and targeting the right customers

This module uses Enhance data in combination with Identify services to prioritise and segment records, enabling organisations to allocate resources where they will have the greatest impact whilst managing competing priorities.

Product Prioritisation Capability

Overview: Platform capability that enables organisations to prioritise accounts based on Enhance data attributes, vulnerability scores, payment history, and debt characteristics to suit specific business objectives. The configurable rules engine allows users to combine multiple data attributes - such as affluence, vulnerability, household composition, property characteristics, payment propensity scores, and debt values - to create prioritised account lists that balance competing priorities and focus resources where they will have greatest impact.

Use Cases

- **Prioritise debt recovery efforts** based on ability to pay and vulnerability to maximise recovery whilst protecting vulnerable customers
- **Allocate field resources** to highest-value opportunities using property values, affluence indicators, and debt amounts
- **Balance collection activity** with appropriate customer support through combined vulnerability and debt scoring
- **Sequence collection campaigns** by payment propensity, customer value, and channel preferences
- Optimise limited budgets by **focusing resources on highest-impact customers**
- **Support regulatory compliance** by ensuring vulnerable customers identified and treated appropriately before escalation
- **Design differentiated treatment paths** allocating customers to appropriate collection strategies
- **Prioritise legal action** based on debt value, recovery probability, and enforcement cost-benefit analysis
- **Focus preventative intervention** on customers showing early indicators of payment difficulty
- **Improve DCA allocation**, utilising debt characteristics, customer profiles, and agency specialisations

Additional Insights: For debt collection, Prioritisation transforms resource allocation from "first in, first out" or simple debt value ranking to sophisticated allocation based on recovery potential, vulnerability considerations, and strategic objectives.

Minimum Batch Size: n/a functionality can be turned on for the following modules, Linked Accounts, Occupier ID, Gap Sites, Data Cleansing, Contact Validation & Append, Residency Validation, Vulnerability Identify Service,

Pricing Mechanism

- Per module: flat fee

MODULE 6: PROPENSITY

Predicting customer behaviour to enable proactive intervention

This module provides predictive models that anticipate customer behaviours before they occur, enabling proactive strategies rather than reactive responses.

Propensity Modelling Service

Overview: Predictive models that score customers on their likelihood to exhibit specific behaviours - enabling organisations to act proactively rather than reactively. Models include Propensity to Pay, Propensity to Churn, Propensity to Buy, Propensity to be Eligible for Priority Services or schemes, and custom propensity scores for organisation-specific outcomes.

Use Cases

- **Propensity to Pay**: Identify customers at risk of non-payment before debt escalates, enabling early intervention and appropriate support
- **Propensity to Churn**: Predict customers likely to switch suppliers, enabling retention campaigns and service improvements
- **Propensity to Buy**: Score customers most likely to purchase additional services, tariffs, or upgrades
- **Propensity for Priority Services eligibility**: Identify customers likely to qualify for PSR based on characteristics
- **Propensity for Scheme eligibility**: Score customers for warm home discount, social tariffs, hardship funds etc
- **Custom propensity models**: Develop models for organisation-specific outcomes (e.g., propensity to self-serve, propensity to engage digitally)

Additional Insights: Propensity models are trained on public sector data with demonstrated accuracy rates of 75-85% depending on use case. Models can be refreshed quarterly to reflect changing circumstances. Enhanced with Enhance data improves model accuracy by 10-15%. Can be combined with Vulnerability identification to balance revenue protection with appropriate support.

Minimum Batch Size: Typically requires minimum of 50,000 customer records for robust segmentation

Pricing Mechanism

- Per model: flat fee
- Model Refresh: Percentage of development charge for annual updates
- Enhance data: Additional charge per record if required for model accuracy

MODULE 7: ENGAGE

Connecting with customers through validated, compliant channels

This module ensures organisations can reach customers effectively through accurate, validated contact channels whilst maintaining compliance with marketing preferences and regulations.

Contact Validation and Append Service

Overview: Whether it's for marketing campaigns or service messaging, communicate with your customers more efficiently by ensuring that their contact information is accurate and complete. Inaccurate contact data leads to failed deliveries, wasted spend, and missed opportunities to engage with your customers effectively.

Our Contact Validation and Append solution identifies and fixes errors in your existing customer database whilst appending missing information including email addresses and telephone numbers. This comprehensive approach allows you to provide excellent customer service, obtain accurate billing information, and achieve high collection rates across all your communications.

The full process involves: Data Cleansing (identification and removal of duplicate, outdated, or incorrect contact records), Validation (real-time verification of email addresses and telephone numbers to ensure deliverability), Correction (automatic fixing of common formatting errors and standardisation of contact data), and Appending (enhancement of incomplete records with missing email addresses and telephone numbers from our comprehensive database).

Use Cases

- Deliver more messaging to the right customers - ensure your communications reach their intended recipients by maintaining accurate contact details
- Less wastage for your messaging and marketing - reduce bounce rates and failed delivery attempts, maximising your marketing budget efficiency
- Increase delivery success and engagement propensity - clean, validated contact data leads to higher open rates, click-through rates, and overall campaign performance
- Improve customer service delivery - reach customers through their preferred contact methods with confidence in data accuracy
- Enhance billing and collection processes - accurate contact information supports successful payment reminders and collection activities
- Maintain GDPR compliance - keep your contact database current and accurate in line with data protection requirements
- Enable multi-channel engagement strategies
- Support digital transformation by building email and mobile databases

Additional Insights: This solution works best when combined with our Enhance dataset, allowing you to segment your customer base with over 300 variables across individual, household, and postcode levels. This enables you to create highly targeted and personalised communications that drive superior engagement and results. Can be integrated with Marketing Permission Provisions for fully compliant communication strategies.

Minimum Batch Size: 5,000 records per batch for validation; no minimum for append

Pricing Mechanism

- Contact Validation: per contact detail validated
- Contact Append: per contact detail appended

PLATFORM FOUNDATION and PROFESSIONAL SERVICES

Core Platform Access - Required for All Services

The Customer Intelligence Platform is underpinned by a comprehensive platform foundation subscription that provides the technical infrastructure, user access, and core capabilities required to operate the solution effectively. Additional platform capabilities and professional services enable organisations to extend functionality and access expert support for implementation, strategy development, and capability building.

Platform Foundation Subscription

Overview: Base platform access providing web-based interface for all subscribed services, data transformation tools (cleansing, deduplication, standardisation), SmartLink matching technology, job management and scheduling, data quality reporting, and standard dashboards.

The Foundation Subscription includes access for 5 users: 2 Manager-level users with full administrative capabilities and 3 Agent-level users for operational data processing activities. Additional users can be added through the User Access licensing.

Features Included:

- Web-based platform access for all subscribed services
- Debt visualisation dashboards and analytics
- Campaign management suite with daily export capability
- Data transformation tools (cleansing, deduplication, standardisation)
- Job management and scheduling
- Data quality reporting
- 5 named users (2 managers, 3 agents)
- Standard dashboards and reporting

Product Action Capability

Annual subscription per product module enabling workflow management and agent task allocation within the platform. Allows managers to allocate identified and prioritised records to customer service agents for immediate processing, creating structured workflows that ensure high-priority accounts receive timely attention. The capability provides comprehensive performance tracking enabling managers to monitor agent completion of assigned tasks and measure the opportunity value or debt processed by individual agents and teams.

User Access: Additional user licenses beyond the 5 users included in Platform Foundation Subscription. Licensed in blocks of 10 users to accommodate team growth and broader organisational access to customer intelligence capabilities.

API Access Add-On: RESTful API access for all subscribed services with enhanced rate limits, webhook capability for event-driven integration, comprehensive API documentation, and integration guides. Enables programmatic access to platform capabilities for system-to-system integration.

Forward Deployed Engineers

Overview: On-site or remote technical implementation support from Sagacity's Solutions, IT, and Executive consultants. Forward Deployed Engineers assist with platform configuration, system integration, data pipeline development, and technical troubleshooting during implementation phases or ongoing operations.

Services:

- Solutions/IT Consultant: Technical implementation and integration support
- Executive Consultant: Strategic architecture and senior stakeholder engagement

Access Models:

The platform is accessible as a fully self-service platform and can be incremented with API integration to support the sharing of data.

- **Self-Service Platform Access** – Web-based interface for direct platform access. Users configure jobs, process data, run analytics, generate reports, and extract insights independently. No installation required.
- **API Integration** – RESTful APIs enabling platform capabilities to be embedded into existing applications and workflows. Real-time and batch processing options.

Data Protection

Professional/Trade Bodies:

- ICO, DMA, and BSI

Security accreditations / certifications:

- Security controls designed to align with internationally recognised standards such as ISO/IEC 27001. Under ISO/IEC 27001, we have implemented to over 96 security controls that we are audited on an annual basis to facilitate a robust information security framework. We are ISO27001- 2022 certified- Expiry 04/10/2026.
- We hold Cyber essentials- Expiry 06/02/2026
- We hold Cyber essentials Plus- Expiry 11/03/2026.

Processes and facilities for safely managing information:

- **Access Controls:** Role-based access control (RBAC), least-privilege principles, multi-factor authentication for administrative access
- **Data Protection:** All data in transit uses TLS 1.2 or higher and Data at rest is encrypted to a AES256 Bit standard. Backups are also encrypted to a AES256 Bit standard.
- **Secure Development Practices:** Secure SDLC, code reviews, automated testing, and vulnerability scanning.
- **Vulnerability Management:** Regular vulnerability scanning and security testing. Patch management processes to remediate identified vulnerabilities in a timely manner.
- **Data Segregation** Logical separation of client data across projects and environments. Client data accessed strictly on a need-to-know basis.
- **Data Minimisation** Only data strictly required for delivery of consulting services is accessed or processed. Preference for anonymised, pseudonymised, or masked data where feasible.
- **Clear Screen and Clear Desk policy**

Data Back-Up and Restoration:

- All information deemed valuable by Sagacity must be stored securely to ensure its availability and integrity are preserved. The information should be stored redundantly, thus ensuring that individual systems or media failures do not render it inaccessible whilst also ensuring that its confidentiality requirements are met.
- All critical data and systems must be backed up to provide for recovery of these systems in the event of a business continuity event such as system failure.
- Procedures for the backup, restore, and recovery processes must be documented, and copies stored securely off-site, thus available if normal access is not possible.
- Frequency, method and retention of backups are determined by the value of the content and criticality to business operations. Either a backup, snapshot or version made of the data or service either on an automated daily basis or manually whenever a change is made.
- Backups must be stored redundantly, i.e. in more than one physical location/system other than the original source, aligned with the Encryption Policy.
- Retention of backups must be stored for at least a month for high-critical services or a week for medium and low-critical services unless overwritten by a superseding version. If there are bespoke or exclusions to this policy, then these should be documented.

Retention:

- All client data is subject to the retention policy as set out in the Client Contract and/or Statements of Works which takes precedence over any other policy. Should the retention periods not be defined by the client, the entirety of personal client data being processed will be properly disposed of **within 30 days** of the project being accepted by the client and deemed as complete and/or closed**.**
- Should an organisation using Sagacity resources request that data be kept for any given reason, the request must be recorded, and that agreement must take precedence over our standard 90-day retention.

Review and Disposal:

- Client data locations are reviewed every quarter by the IT and Security Team as part of the Access Reviews.
- To facilitate the deletion process, a Service Request is raised by the Data Controller or Project Manager.
- A Data Deletion Certificate is then created and shared with relevant people to confirm the data deletion.

To safeguard sensitive information and prevent unauthorised data loss, a Data Loss Prevention (DLP) strategy has been implemented. This strategy includes a variety of controls designed to monitor and protect data flows across different channels. Key controls include:

- Email Monitoring: Scanning all outgoing and incoming emails for sensitive information, ensuring that confidential data is not inadvertently or maliciously transmitted outside the organisation.
- File Transfer Monitoring: Monitoring of file transfers within our network and to external destinations to detect and prevent unauthorised transfers of sensitive files, maintaining the integrity and security of our data.
- Portable Storage Device Tracking: To mitigate risks associated with portable storage devices, we prevent data copied to and from devices such as USB drives and external hard drives.
- Continuous Observation: Our DLP solutions are used to continuously observe data flow and detect potential leakage points, ensuring real-time protection against data loss.
- Access Restrictions: Enforce strict access controls to limit who can view or transfer sensitive data, adhering to the principle of least privilege.
- Encryption: Ensure sensitive data is encrypted both in transit and at rest to prevent unauthorised access and protect data integrity.
- Data Masking: Use data masking techniques mentioned above to obscure sensitive information in non-production environments, preventing exposure during development and testing activities.
- Device Restrictions: Only Sagacity Registered Devices can log in and access resources, mobile devices have additional restrictions in place where copy, screenshot and other functionality is removed.

Business Continuity Statement/Plan

Scope of plan: The purpose of the Business continuity plan is to prepare Sagacity in the event of any unknown incidents that could impact the business, such as quarantines, pandemics, office unavailability, unlawful access, extended service outages, and disruptions caused by external factors beyond its control.

The Business Continuity Policy, along with the adjoining Incident Management Policy & Procedure, clearly defines the steps required to be taken to restore services for our customers to an acceptable level within the shortest timeframe possible and to ensure the safety of our resources in the event of an incident occurring.

All services and products offered by Sagacity are included within the scope of the Business Continuity and Incident Management Policies. Incidents that lead to our Business Continuity Playbook being invoked will usually fall into one of the following categories:

Type Incident	Examples
Premise	A premises incident can include a flood, fire, burglary, or any other disaster that renders any one or more of our offices inaccessible. Premises incidents also cover any issues with Sagacity's building infrastructure where electricity, plumbing, heating, broadband, or any other utility has malfunctioned to such an extent that business cannot be conducted as normal.
Unlawful Access	An unlawful access incident is where a malicious threat has materialised which may lead to the destruction, loss, alteration, or unauthorised disclosure of or access to personal and sensitive information (PII).
System Malfunction	A system malfunction incident will include any incident relating to Sagacity's computer systems (e.g. AWS applications/services), with the exclusion of a malicious attack, that may lead to/has disrupted normal services being carried out.
Human Resources	Any incident affecting employees of Sagacity Solutions, for example, any mass illness that can potentially result in a reduced workforce. An HR incident can include an epidemic, pandemic, or an outbreak of any infectious disease that could affect the daily operations of the offices.

Please see the outlined below the Incident Management Process:

- **Phase 1:** Incident Identification and Reporting – Applicable to all users.
- **Phase 2:** Incident Evaluation and Analysis – Applicable to the Information Security Team
- **Phase 3:** Incident Resolution – Applicable to relevant teams and the Information Security Team. Further details below, along with examples of both short-term containment controls and long-term eradication activities.
- **Phase 4:** Return to BAU – Applicable to relevant teams and the Information Security Team

Using the Service

In order to ascertain the precise configuration of their solution, Sagacity collaborates with clients to establish and verify their application needs. The agreed upon delivery methodology and the particular requirements of the solution will determine the onboarding and offboarding procedure.

Ordering and Invoicing: *Ordering and invoicing in line with the pricing submitted on the portal.*

Getting Started with the Customer Intelligence Platform

Contracting and Configuration

All contracting, statements of work, and commercial arrangements are managed through direct engagement with our team. This includes trial agreements for organisations wishing to demo services, subscription setup, and configuration support for role-based permissions ensuring appropriate access controls for managers and agents within your organisation.

Self-Service Platform Access

Once contracted, the Customer Intelligence Platform is available as a fully self-service SaaS solution with no installation required. Organisations can easily login to the portal and begin processing data immediately through the web-based interface. The platform includes comprehensive guidance for each module, though our experts are always available should you require support.

The modular architecture allows you to select only the intelligence services you need initially. Additional modules can easily be added at any time by contacting our team.

Data Extract and Integration Support

Our teams work with you to support the extract of data to your required specifications, whether through manual file downloads or automated data feeds. For organisations requiring system-to-system connectivity, we provide integration support to embed platform capabilities into existing systems to the required technical specifications.

Advanced Configuration

Advanced configuration activities - such as custom segmentation models, tailored propensity scoring, or complex workflow rules - are developed outside the platform per the pricing schedule, then deployed to the platform for use by your teams. This ensures sophisticated requirements are properly scoped, tested, and implemented to your exact operational needs.

Training

As well as standard training documents, we tailor the information to configure to your systems, process and people ensuring it is relevant and accessible.

Implementation Plan

A detailed implementation plan based on your needs can be provided on request.

Service Management and Constraints

Established self-serve options allow for the set up, completion and return of jobs in hours, meaning you can get the data you need when you need it. Through the platform you can cleanse and suppress data, append data and buy both consumer and business. The platform automatically performs a data quality assessment on any data uploaded before starting a job.

Provision of the service

Customer Responsibilities

To ensure successful delivery, organisations typically provide:

Access and Engagement

- Access to relevant systems, data, and documentation required for assessment and implementation
- Availability of key stakeholders for requirements gathering, workshops, and decision-making
- Designated project sponsor with authority to approve recommendations and allocate resources
- Suitable working environment for consultants (office space for on-site work or remote access as agreed)

Information and Approvals

- Clear objectives and success criteria for the engagement established at outset
- Timely feedback and approval of deliverables at agreed project milestones
- Notification of changes to scope, timelines, priorities, or business context affecting delivery
- Necessary security clearances, compliance approvals, and access permissions for Sagacity personnel

Data and Compliance

- Data extracts in agreed formats and timeframes for analysis and configuration work
- Compliance with data sharing agreements, GDPR, ICO guidelines, and information governance requirements
- Correct use of data in accordance with permissions (contact, analytics and insight, matching and verification)
- Secure environments for handling Personally Identifiable Information during consulting engagements

Post-Implementation

- Commitment to capability building activities including training attendance and knowledge transfer
- Internal resources to operate and maintain deployed platform capabilities after transition
- Ongoing data governance practices to sustain improvements beyond consulting engagement

Resource Requirements

Specific requirements vary by engagement but typically include:

- Project sponsor (senior stakeholder) - 2-4 hours per week
- Subject matter experts (operational staff) - 4-8 hours per week during requirements and testing phases
- Technical resources (IT staff) - 2-4 hours per week for integration and access provisioning
- End users - availability for training and user acceptance testing

Detailed resource requirements are agreed during engagement planning and documented in the Order Form.

Technical Requirements

Platform Access

- Supported Browsers: Internet Explorer 11, Microsoft Edge, Firefox, Chrome, Safari, Opera
- User Support Accessibility: WCAG 2.1 AA or EN 301 549

Data Integration

- Ability to provide data extracts in standard formats (CSV, Excel, SQL extracts, JSON, XML) or secure access to source systems
- Test environments for platform module configuration and validation before production deployment
- Network connectivity enabling platform modules to integrate with existing systems (API access, database connections, SFTP, HTTPS file transfer protocols)

API Capabilities

As a RESTful API, users can submit requests to perform data operations including PAF address validation, deduplication, deceased and goneaway suppression, TPS/CTPS/FPS/MPS flagging, redirection address append, email and telephone validation, data enhancement, and geographic functions.

- Supports single or batch uploads (REST JSON/XML or SOAP)
- Synchronous requests up to 1,000 records; asynchronous for larger volumes
- Ability to retrieve matching statistics before committing to purchase
- Project-based grouping for easier billing identification

Data Export

Data from the platform can be accessed directly by end users with configured limits and access control policies. Data can be exported/imported via APIs, SFTP, HTTPS in standard formats including CSV, JSON, XML.

System Integration

Consultants have experience integrating platform capabilities with:

- CRM systems (Salesforce, Microsoft Dynamics, SAP)
- Billing systems (SAP, Oracle, specialist utility platforms)
- Data warehouses and analytics platforms (SQL Server, Oracle, Snowflake, Azure, AWS)
- Business intelligence tools (Power BI, Tableau, Qlik)
- Standard office tools (Microsoft Office, Google Workspace)

The service is platform-agnostic and adapts to existing technology estates. Where specific technical integrations are required, feasibility and requirements are confirmed during scoping and documented in the Order Form.

Service Levels

A dedicated managed service team provides all support to clients, customers, and associates. Support operates following ITIL best practice guidelines with regular support hours from 09:00-17:00. Escalation pathways are available for urgent matters and those that fall outside regular support hours.

Outage and Maintenance Management

The platform is available 24/7. Should any issues arise, support is available during core business hours as per the service levels.

After-sales Account Management

As a self-service platform, clients often use autonomy to run jobs and select desired services as required with no engagement with Sagacity. Alongside issue resolution and support coordination, the team is always available to support when required, providing performance monitoring and reporting, strategic guidance, and growth opportunities.

Termination Process

The associated service will remain until terminated by either Party on no less than 60 days written notice to the other Party. The Customer will also be able to terminate this Support Maintenance SOW at any time if Sagacity continuously fails to achieve the agreed SLAs, provided that Customer and Supplier cannot agree to a mutually agreeable rectification.

Our experience

***Clients:**A trusted partner for over 350 brands.*

Social Value

Kickstart Economic Growth

At Sagacity, we consistently spend a proportion of our annual revenue on research and development, looking to develop new technology and methodologies which can be shared within the market, to improve service offerings across the industries we operate in.

Each year we also hire a host of interns and graduate students, for their work experience or first jobs respectively, investing in this country's future by providing them with both the technical & soft skills they need to succeed in the world of work. This is also combined with the training opportunities provided to current staff, allowing them to upskill and progress in their careers.

Make Britain a clean energy superpower

In a bid to help Britain achieve net-zero, when we look at our infrastructure providers we heavily take into account those making decarbonisation their priority, as well as supporting our building provider to continue making efficiency improvements within the spaces we work.

Sagacity is a paperless business and requests that emails are only printed if they really need to be. In addition, old and unused IT equipment is recycled and donated to charity instead of being disposed of. We want to help make Britain a clean energy leader, not just a consumer.

Break down barriers to opportunity

Sagacity is committed to promoting equality, diversity and a culture that actively values & recognises the differences between backgrounds, cultures and the valuable experiences and insights that this offers to the workplace.

Sagacity has an Equal Opportunities policy with the aim of managing diversity successfully to help the company nurture creativity and innovation, growth, and improved competitiveness.

Sagacity also help provide vulnerability models – financial, health & general to business to help them ensure they are prioritising those that need to be and making sure that opportunities provided are equally split between those that need it.

Build an NHS fit for the future

Sagacity look to share the health metrics we hold at local levels, free to governmental bodies. Enabling them to make better decisions for their constituents and highlight those that need extra help, again reducing the burden the NHS faces and improving efficiency of council health operations.

Also as an employee benefit, Sagacity offers the Healthshield service which enables all employees access to health treatments and guidance across their tenure. This supports employees being in the best health they can possibly be, reducing both the current & future burden the NHS may experience.

Tackling Economic Inequality

Sagacity provide vulnerability models to help clients better provide and cater for their vulnerable customers, especially those who are marked as economically vulnerable, allowing for fairer services to be provided. Data is available at a local level on health and well-being.

Improving Energy Efficiency

Our property data allows clients to evaluate the carbon footprints of households and businesses whilst also providing advice on how to support energy efficiency.

Sagacity aims to offer an inclusive environment in which diversity is valued and used in a respectful way to create an effective and efficient workplace and recruit and retain a diverse workforce that reflects the community that we serve. Sagacity also aims to ensure that all employees have the opportunity to maximise their potential and enhance their self-development and their contribution to the business.

Contact Details

Please send your requirements **enquiries@sagacitysolutions.co.uk**. Alternatively, if you wish to discuss your requirements in more detail, please call us on 020 7089 6400 or send us the following information and we will be happy to contact you:

1. Your organisation name
2. The name of this service
3. Your name and contact details
4. A brief description of your business situation
5. Your preferred timescales for starting the work