



Dashboarding, Analytics and Customer Insight



What is the service?

Mediaworks provides dashboarding, analytics, and customer insight services that enable organisations to collect, integrate, and analyse data from multiple systems to improve customer experience, service performance, and decision-making.

We design and implement cloud-based analytics solutions that centralise data into a single source of truth, giving teams visibility of customer journeys, service usage, and operational performance. Our services support organisations to identify friction points, understand customer behaviour, and prioritise improvements based on evidence.

We specialise in attribution and AI-assisted analysis to help organisations interpret large and complex datasets efficiently, enabling timely and informed decisions.



How the service is delivered

We follow a structured, cloud-first delivery approach aligned to public sector best practice.

- Discovery and requirements gathering to define service objectives, users, KPIs, and success measures
- Review of existing data sources, tracking, and data quality
- Design of secure, scalable data architectures
- Integration of multiple data sources into a central analytics environment
- Development of dashboards tailored to different user roles and decision-making needs
- Analysis of customer journeys to identify friction points and performance issues
- Use of attribution and contribution models to understand how interactions influence outcomes
- Application of AI and advanced analytics to identify trends, risks, and opportunities
- Iterative delivery with regular review and refinement
- Documentation, training, and handover to internal teams

Services can be delivered as a one-off engagement or as ongoing support.

Value delivered

- Improves customer experience and service usability
- Reduces manual reporting and duplicated analysis through automation
- Provides reliable, integrated data to support evidence-based decisions
- Highlights improvement opportunities clearly for service and operational teams
- Uses attribution and advanced analytics to show what drives outcomes
- Improves service effectiveness, efficiency and value for money

Outcomes supported

- Understand how customers interact with services across digital and offline channels
- Identify friction, drop-off and inefficiencies within customer journeys

- Measure task completion, service usage and service outcomes
- Assess the impact of experience issues on satisfaction, demand and cost to serve
- Prioritise service improvements using clear, evidence-based insight
- Support informed planning and investment decisions

Platforms and data sources

We design and build dashboards using industry-standard, cloud-based analytics tools, selected to align with client infrastructure and security requirements.

- Looker Studio (Google Data Studio)
- Microsoft Power BI
- Tableau
- Qlik Sense

Solutions are platform-agnostic and designed to scale with data volumes and organisational needs.

We integrate data from a wide range of systems to provide a holistic view of customer experience and service performance, including:

- Google Analytics 4 (GA4)
- Google BigQuery
- Microsoft Dynamics 365
- Salesforce
- HubSpot
- Adobe Analytics
- Customer relationship management (CRM) systems
- Service management and case management platforms
- Contact centre and telephony systems
- Survey and feedback tools
- E-commerce platforms
- Marketing, communications, and engagement platforms
- First-party, offline, and operational data sources

Integrations are implemented securely using approved connectors and APIs.



Deliverables

Typical deliverables include:

- Analytics and reporting requirements documentation
- Secure, cloud-based dashboards
- Integrated data pipelines and reporting layers
- Attribution and contribution models
- Insight summaries and prioritised recommendations
- Training and user guidance
- Ongoing optimisation and support where required

How success is measured

Success is measured against agreed service outcomes and may include:

- Stakeholder sign-off against defined KPIs
- Data accuracy, reliability, and consistency
- Adoption and use of dashboards by internal teams
- Identification and resolution of priority friction points
- Evidence of improved customer experience or service performance



Why Mediaworks?

- Experience delivering analytics and insight services focused on customer experience.
- Strong capability in integrating data across multiple systems and platforms.
- Expertise in attribution and AI-assisted analysis.
- Clear focus on practical insight that supports service improvement .
- Cloud-first, secure delivery aligned with G-Cloud principles.



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