perago

Communications and Engagement

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1. Introduction

This is a service definition document for our Delivery Management service. Below you will find information about how to use this document and what the document

contains. It is important you read this introduction section to get the best experience from this document and ensure you find the information you need quickly and easily.

1.1 Introduction

This document has the following sections:

Section 1 - Service Information contains essential information about our service, its functionality, security, and brief aspects of pricing.

Section 2 - G-Cloud Alignment Information details how our service and company align with the G-Cloud buying process and provides typical information to help you understand how to buy, configure and consume our services, and how to leave our services should the need arise.

Section 3 - About Our Company and Our Services provides information specific

1.2. Introduction

This service definition document is an active document which means you can click on the links we provide to move around the document viewing only those specific sections you are interested in during the different phases of your G-Cloud buying process. There are also links to enable you to return to this section to speed up the reviewing process.

2. Service Information

2.1 Section Introduction



Our name is based in Latin and means: To Finish. Accomplish. Complete.
For us it means to deliver - and we are your transformation and change delivery partner. Perago is a powerhouse of talent, passion, and dedication. With diverse skills and a shared commitment to excellence, we collaborate seamlessly to deliver exceptional results. We have expertise in user centered design, delivery and communications and experience to deliver projects across a variety of sectors.By combining our team with yours we deliver outcomes rooted in business and user need. Design thinking, service design and creatives are core to our approach. We can help with redesigning services based on user need, branding, web and creative design and more.

2.2 Communications and Engagement: Overview and Assurance

Perago's Communication and Engagement service helps organisations navigate change initiatives through effective communication and digital engagement strategies.

Our team delivers strategic reviews of:
- Communications capability
- Communications strategies
- Campaigns
- Content

We work alongside change teams to deliver internal and external communication to support change deliver

◆ After all, it's people that transform, not the technology!

2.2.1 Key Features

- **Communication Strategy Development:** we work alongside inhouse teams to create communications strategies that outline the overall purpose, objectives, and approach of communication activities in relation to business objectives, change programmes and initiatives.

- **Communications Campaign Development and Delivery:** we use the Government Communications Service OASIS framework to identify, design and deliver communications campaigns that support business outcomes and priorities
- **Targeted Audience Engagement:** We analyse user engagement and conduct detailed user behaviour to help identify and segment your audience and assist in selecting the right channels to reach them effectively.



- **Content Creation and Delivery:** Perago handles the development, management, and quality assurance of all communication materials. We use project management software e.g. MS Planner, Trello, Smartsheet, MS Project to track creation, delivery and feedback of all content created.

- **Culture Change Management:** Perago can support culture change through their experience in communications combined with the four pillars of engagement; Forming a strategic narrative, Audience voice, Engaging Leaders, and organisational integrity. We also support the process of building a case for change, creating a vision and ability to provide senior leadership coaching. These are all essential elements of successful Culture change.

- **Engagement Workshops:** Perago are experienced in designing workshops around the needs of the audience and objectives, making sure the outcomes fit and add value to the overall direction or strategy. Combining skills from across the team, each session will be facilitated by a director, supported by a range of tools to work online, offline or a hybrid of both. All our workshops are bespoke to meet your needs, working with you we'll design each workshop to ensure that we have a clear set of outcomes and that activities within the workshop are aligned to ensure that those outcomes are achieved

- **Critical friend assurance:** Perago will work with you to identify and implement digital improvement across your organisational landscape. Our knowledge of delivery and change processes will help you to build trusted relationships across your workforce, supporting you in setting up and delivering organisational transformation.

2.2.2 Functionality

By combining communication expertise with digital engagement strategies for a holistic approach to change management, we can support you to ensure:

- Successful change implementation with improved staff, user understanding and engagement.

- Enhanced organisational reputation through effective communication.

- Facilitate cultural change by fostering understanding and buy-in from employees.

- Effective communication through ensuring all stakeholders understand the reasons for the change, the benefits it will bring, the role they will play in that change and how it will be implemented.

- Digital engagement by utilising digital tools and platforms to facilitate two-way communication, gather feedback, and keep everyone updated on the progress of the change.

- Our holistic approach addresses all aspects of the change, from the technical details to the human elements, ensuring that no area is overlooked.

- Our change management support provides guidance and support throughout the change process, helping to manage resistance, build commitment, and ensure a smooth transition.

- Through continuous improvement practices, we establish mechanisms for ongoing evaluation and improvement, ensuring that the change delivers the desired benefits, and any issues are quickly identified and addressed.

The service can be delivered on-site or remotely, depending on your needs

Customer Orientation:

Perago understands the importance of tailoring their services to your specific needs:

Communication: We maintain open communication channels throughout the project lifecycle. By assigning a communications lead to each project, this keeps internal and external stakeholders engaged and up to date.

Initial consultation: This allows Perago to understand your project needs and goals to recommend the most suitable approach.

Packages: We can offer customised packages that perfectly fits your project's scope and budget.

2.3 Security

Security is a priority throughout Perago's design progress. As a company, we are currently a Cyber Essentials certified organisation, and all employees undergo BPSS background checks prior to joining.

We aim to comply with our legal obligations under the Data Protection Act 2018 (the '2018 Act'), the EU General Data Protection Regulation ('GDPR') and by various other data privacy laws and regulations. Any codes of practice or advisory notes issued by the Information Commissioner (ICO) should also be noted.

Perago takes confidentiality and data protection very seriously, hence why we ensure all our staff members sign confidentiality clauses to safeguard sensitive information, which not only protects our business but also guarantees the privacy



and security of our clients' data. This commitment to confidentiality is a testament to our dedication to maintaining the highest standards of professional conduct and responsibility.

We have robust Information Security and Data Protection policies in place that apply to all employees, contractors, and third-party vendors of Perago, when handing company data or data of our clients.

As an organisation we rarely hold data of our clients, and where we do hold such data, it is generally business-related contact information such as work email addresses, work telephone numbers etc. The data is never shared with third parties.

Any client data that we hold at the end of an engagement will be securely transferred back to the client if requested or destroyed within a specified time period as agreed with the client.

We always remain fully open and transparent with clients, and work with them to ensure that data is handled as agreed with them.

2.4 Service Pricing

Perago provide flexible pricing models depending on the requirements of each client. Our services can be purchased as T&M or fixed price. Pricing is tailored to client requirements; therefore, we do not define specific pricing in advance. We work with our clients to understand their needs and agree the resources required appropriate to their situation, timescale, and the outcomes.
All our work is overseen by both a delivery lead and client assurance lead (from Perago leadership team).

Please refer to our Standard Pricing document further information.

3. Service Delivery and Management

3.1 On-Boarding and Off-Boarding Processes

3.1.1 On-Boarding

At Perago, we believe that the key to a successful delivery is clear communication, setting realistic expectations, and delivering on our commitments. We begin each engagement with an on-boarding session, led by the Account Manager and Delivery Lead, the session will typically be scheduled at your earliest convenience and be around 2-3 hours. The format in which this engagement session is dependant completely on client preference, i.e. if this is in person, onsite, or online. We pride ourselves on being completely client-focused throughout the process.



This session aims to bring together all key stakeholders to officially start the project, setting the tone for the collaboration. Working through our on-boarding pack we will agree the scope, objectives, ways of working and overall delivery timeline. The aim of the session will be to align everyone on the objectives and the plan. During the session we'll clarify our understanding of your specific challenges and goals and the role that Perago will play in achieve them. We'll work with you to develop the plan, outlining the tasks, deliverables and timeline, and how these will support you in delivering the expected outcomes.

3.1.2 Off-Boarding

At Perago, we aim to leave our clients in a better position than when we started. As we approach the end of any engagement, we arrange a final client handover meeting. This meeting serves as a platform to answer any lingering questions and to confirm that we've delivered the agreed outcomes of the work.
The focus of our handover meetings is on the next steps. We prepare a comprehensive presentation detailing the outcomes of the service. If there are any changes to the outcomes, we highlight the reasons behind these changes, ensuring there's an audit trail for transparency and accountability.
Our offboarding process culminates in the delivery of a Contract Completion report. This report highlights the work undertaken during the service, and how it aligns with the original agreed scope of works. This systematic and transparent approach ensures a smooth transition and sets the stage for potential future collaborations.

3.2 Backup/Restore and Disaster Recovery Provision

Perago is a cloud first organisation.
All of the software services that are utilised in the delivery of our services are provided via software as a service vendors. We generally do not tend to hold client data ourselves. If we do, this falls under Microsoft policies and protection. We utilise Microsoft's built-in backup and recovery features, regularly backing up all data to the cloud.

3.3 Service Management Details

3.3.1 Service Levels and Support

When customers contact our team via email to request our Professional Services, we strive to provide a response within a 24-hour window. Our dedicated team monitor our email communications throughout our standard working hours. Our goal is to ensure that we respond to our customers as swiftly as possible, providing them with the information and assistance they need by addressing enquiries and issues within 24 hours.



At Perago, we pride ourselves on offering a highly personalised level of support to our clients. Each client is unique, and so are their needs. Therefore, we tailor our support levels to match these individual requirements, ensuring that every client receives the exact assistance they need. Furthermore, we understand the importance of time in business. As such, we work closely with our clients to agree on timescales that align with their objectives and deadlines. This collaborative approach allows us to deliver a bespoke service that not only meets but often exceeds our clients' expectations.
During the kick-off meeting you will be introduced to your account manager. You will have regular meetings with the account manager who will act as your point of call to discuss service performance.

3.3.2 Service Constraints

Our operating hours are 9 to 5 (UK time) Monday to Friday, which means that we currently do not offer 24-hour support. However, our service is completely client-focused and, as mentioned above, we aim to prioritise any client issues within our service levels to ensure service runs smoothly.

3.4 Training

Perago delivery is rooted in the principals of user centred service design and agile delivery methods. As such, at the outset of each engagement we offer an introductory session to user centred service design and agile delivery practice for those clients who are not familiar with the associated ways of working. Our training is co-ordinated by our senior directors, and this session is usually half a day to ensure that clients fully understand the processes and have the space to address any concerns before our service begins.

3.5 Invoicing Process

Our formal invoicing process is detailed within our Terms and Conditions, where customers are reminded of their responsibilities when engaging with Perago.

To summarise:

Payment: The customer is required to pay each invoice within 30 days of the invoice date or as per any credit terms agreed upon and confirmed in writing by Perago. The payment should be made in full to a bank account nominated by



Perago. Timely payment is crucial.

Value Added Tax (VAT): All amounts payable by the customer are exclusive of VAT. If any taxable supply for VAT purposes is made under the contract, the customer will pay additional amounts in respect of VAT, chargeable on the supply of services, upon receipt of a valid VAT invoice from Perago.

Late Payment: If the customer fails to make a payment by the due date, they are required to pay interest on the overdue sum from the due date until the payment of the overdue sum, whether before or after judgment.

Full Payment: All amounts due under the contract should be paid in full without any set-off, counterclaim, deduction, or withholding, except for any deduction or withholding of tax as required by law.

- We agree upfront with our customers exactly how the invoicing process will work, which is all dependent on the nature of the service and the client preferences. We offer flexible options tailored to the client, one option being 50% upfront, 50% upon delivery. Like the rest of our business model, we adapt our services to our clients.

3.6 Termination Terms

Our termination terms can be viewed in full detail within our Terms and Conditions, where customers are reminded of their responsibilities when engaging with Perago. To summarise, when a client's contract comes to an end, the customer needs to settle any outstanding bills with Perago right away. This includes payments for any services that have been provided but haven't been billed yet. We will send over an invoice for these, and the customer should pay it as soon as they get it. Even after the contract ends, all the rights, responsibilities, and legal obligations that were in place up until the termination date still apply.
Finally, any parts of the contract that were meant to stay in effect after it ends will continue too. So, even though the contract has ended, some of its terms might still be in play.

3.7 Customer Responsibilities

As laid out in Section 4 of our Terms and Conditions, customers are reminded of the following responsibilities when engaging Perago:

Proposal Verification: Upon receipt of the proposal, the customer must ensure that all details are complete and accurate.

Cooperation: The customer is required to cooperate with Perago in all matters relating to the services, including ensuring the reasonable availability of key personnel.

Information Accuracy: The customer must ensure that any information provided



to Perago is complete and accurate.

Information Provision: The customer must provide Perago with any information that we may reasonably require to supply the services, ensuring that such information is complete and accurate in all material respects.

Compliance: The customer must comply with any additional obligations as set out in the proposal.

- To put it simply, all we require from our customers is access to the people, the teams, the resources we need to fulfil our service. Our full pre-requisites are discussed as part of our onboarding process.

4. About Our Company and Our Services

In this section you will find details about our company and what we do.

4.1 About Us [Perago]

Founded from a desire to support delivery of better public services, we've been growing year on year. We work in partnership with organisations, supporting the whole organisation to benefit from the opportunities created by great design. We blend design and technology with context and insight to deliver outcomes and products centred on the needs of the people who use them.

We have expertise in user centred design, delivery, and communications. By combining our team with yours, we provide opportunities to learn by doing, delivering your change in a way that works for you and your users.

Everything we do is based around user need, and our approach to our services supports outcomes that really work for people. As with any change, it's not just about process, technology or procedure – it's about people, the part they play and how they engage.

We're passionate about sharing good practice and bringing people together to collaborate for better outcomes. Digital change is so much more than technology; it's about the whole organisation, its users, and its people.
We'll work with you to deliver better services and make digital really work for you and your users – all while developing and growing your in-house capability.



4.2 Why Choose Us?

Perago is a powerhouse of talent, passion, and dedication. With diverse skills and a shared commitment to excellence, we collaborate seamlessly to deliver exceptional results.

We have expertise in user centred design, delivery and communications and experience to deliver projects across a variety of sectors. By combining our team with yours we deliver outcomes rooted in business and user need.

How we work, both as a team and with our partners are guided by these principles:

Know Your Stuff - Use your full knowledge and experience to excel in your role. Take responsibility for your own professional development and seek out opportunities to improve.

Put Others first - Demonstrate energy and enthusiasm about your work and encourage others to do the same.

Keep the customer (internal and external) at the forefront of your mind at all times.

Speak Openly - Actively seek feedback from others to improve self-awareness.

Focus on Delivery - Actively seek feedback from others to improve self-awareness.

Be part of the team - Look out for the rest of the team, be supportive and share knowledge and experience whenever you can.

4.2.1 Case Study: One

We were asked to support Dŵr Cymru Welsh Water in their journey and lead the delivery of their digital transformation programme. It was important to make sure customers remained at the heart of decision making throughout the process and there was a clear link between the things the team did on a day-to-day basis and the outcomes the change need to deliver. Our team led the programme providing hands on delivery support alongside strategic advice and knowledge transfer, delivering:

- 97% customer satisfaction feedback for online services
- Automation of over 60% of all online transactions and around 50% of all contact being received digitally
- Over 20% of customer registered for online billing, growing by around 15,000 new registrations a month.
- Significant efficiency savings enabled to support the reduction in operating costs from the 2019/20 baseline.

4.2.2 Case Study: Two

As part of the Scottish Government's Digital Planning Programme, (an initiative designed to help planners access information and guidance digitally) the Royal Town Planning Institute (RTPI) and the Scottish Government recognised the need to improve the confidence of digital skills amongst planners in their everyday roles. We supported them to take a user centred approach to designing a "one-stop shop," that would equip planners with the necessary digital skills that seamlessly integrate these skills into their daily work and processes and maintain the high service standards their clients and stakeholders expected.

> — "I'm really pleased that we have launched the portal – it's an important resource for planners on digital planning tools and techniques. I'd like to thank the team at Perago for their support with this project – it was quite a complex brief with multiple work strands. The application of a user-centred approach mean that the needs of town planners and future users were the guiding principles for the delivery of the portal – and I'm really pleased at the way things have come together." – Dr. Caroline Brown, Director of Scotland, Ireland & English Regions.

4.3 Why Choose Our Services?

Choosing our services at Perago offers a unique and personalised experience tailored to meet your specific needs. We understand that every delivery is unique, and we work closely with you from the outset to comprehend your requirements. Our approach to every engagement is bespoke, ensuring that our services are customised to each client. We prioritise our clients, focusing on delivering services that align with their needs and expectations. Furthermore, our pricing model is simple and transparent, based on delivering agreed outcomes rather than complex calculations. This client-centric approach, coupled with our commitment to providing tailored services, makes us an ideal choice for your needs.

4.4 How to buy our services

At Perago, we understand that every organisation and every delivery has its own unique context. Our services can be procured on either a time and materials (T&M) or fixed-price basis. For fixed-price engagements, we work with you to understand your needs and agree the desired outcomes upfront. Through regular reviews during delivery, we ensure we are meeting your needs and can adapt our approach as circumstances change. Get in touch with our team to discuss your delivery. We will work with you to understand the outcomes you want to achieve and prepare a proposal that ensures your requirements are met.

