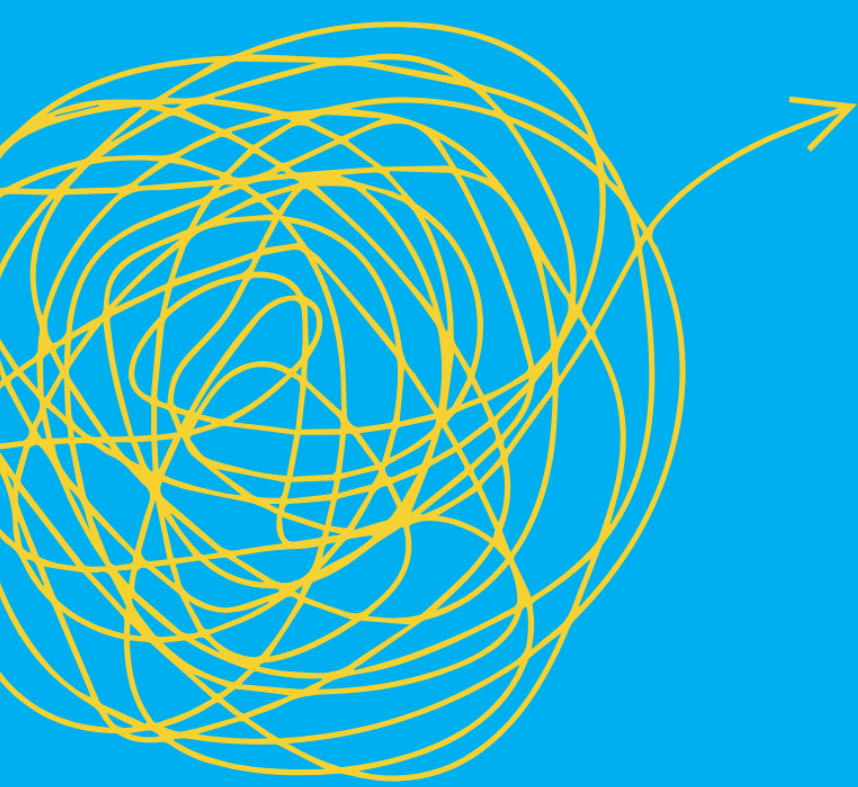


Customer Insight for Cloud Transition

G-Cloud 15



We help public services
make progress on messy
problems using agile
approaches that improve
services quickly



Basis.
changing the change

Service Description

Designing services that deliver positive outcomes for citizens requires an in-depth understanding of customer needs. Our team has led transformation and cloud transition projects across most if not all aspects of local government. We have in-depth experience of gathering customer insight from an equally broad range of services users.

We use a range of techniques drawn from the field of Service Design including:

- Customer journey mapping
- Service safari
- Interviews
- Focus groups
- Ethnographic research
- Direct observation

Our emphasis is on working with staff and service users to validate and build upon our findings to develop a clear understanding of what service users want and need. Steve Jobs famously quoted: “people don't know what they want until you show it to them”. As part of our customer insight work, we produce low-fidelity prototypes of potential solutions to address needs and test them with service users. In doing so we develop a richer insight into which cloud-based solutions are likely to have an impact once implemented.

Through our Service Transformation Programme, accredited by the Public Services Transformation Academy and endorsed by the Cabinet Office we also teach public servants how to use a range of tools and techniques to gather customer insight beyond our support. Our aim is to give staff the skills and confidence needed to embed customer insight at the heart of every transformation project.

This support is particularly helpful for customers who are planning a transition to cloud based services. Our team can work with your staff and your service users to ensure their needs are fully understood and to help you design solutions that meet these needs, improve outcomes, and reduce cost.

Features

- Customer journey mapping
- Service safari
- Service user interviews
- Focus groups
- Ethnographic research

- Direct observation
- Prototyping to deepen insight
- Available fully online. Not a virtual webinar, but engaging workshops

Benefits

- Rapid approach to gathering customer insight
- Insights validated with service users
- Broad experience across public services and cloud-transition
- Front line delivery experience to complement understanding
- Designed to identify opportunities for cloud transition
- Adapt to and improve online working

Brief description

We use a range of tools and approaches from the field of service design and service transformation to help organisations planning to transition to the cloud understand their service user's needs and design solutions that meet those needs. This is delivered 'online in-person', in an interactive manner, not static webinar.

Introduction to Basis Ltd

We help public services tackle messy problems. We pioneered the use of Agile as a means of transforming services in the public sector. In the last 10 years, we've helped hundreds of services to improve outcomes for real people, quickly. Our peers and clients have recognised our approach and results. For seven years running (2019-2025) we have been identified as a leading management consultancy working in the Public and Social Sector by the Financial Times.

Our services have a wide range of applications for cloud-based services. We help our customers to understand service user needs, to design services that meet those needs using an Agile approach, and to support teams and leaders to embed those services beyond our intervention. We recognise that many public services, particularly in health and social care, continue to require relational interactions, as not all service needs can be met through digital solutions. We help customers to design coherent, end-to-end services that encompass both the relational and digital components.

Effective 'click and mortar' public services meet the needs of the many and not just the few. These public services promote the adoption of cloud-based services; a small amount of support during early interactions can empower service users to transact online in the future.

Online delivery and facilitation

All of our services can be provided in person, or online; we are experts in virtual facilitation. Working online we have:

- Facilitated over 10 online Impact Sprints with social impact organisations and local authorities to understand the impact of COVID-19 on their communities and coordinate their response quickly
- Supported people and organisations to turn their events and training into online engagement ranging from – REN21 a Think Tank focussed on global renewable energy policy, Stockholm School of Economics EMBA programme, a coaching programme in Virginia (US), and youth engagement for Generations for Peace (Amman, Jordan)
- Designed and facilitated a global conference for the Alliance for Child Protection in Humanitarian Action attended by over 500 delegates
- Built the capacity of teams in local government, UNESCO, Unicef and the UN Disarmament Directorate to run virtual events with international participation



Get in touch

All of this is probably best talked through and we are keen to do so. Let us know when works for you, and we'll book in a call.

E-mail: comms@basis.co.uk

Call: 0203 239 2407