

Citizen Experience Analytics and Service Design Ops

La Fosse Capability

Using evidence and insight to continuously improve citizen services

La Fosse helps organisations embed citizen experience analytics and service design operations to improve live digital services. We implement analytics, feedback and experimentation capabilities that provide continuous insight into service performance and user behaviour. Our approach enables evidence-based decisions, ongoing optimisation and measurable improvements to service outcomes.

User journey analytics

Understanding behaviour across end-to-end service journeys

Feedback and insight capture

Structured collection of qualitative and quantitative user feedback

Experimentation and optimisation

A/B testing and iterative service improvement

Operational dashboards

Real-time visibility of experience and performance metrics

- **Experience analytics and insight frameworks**
- **Service design operations and governance**
- **Feedback, experimentation and optimisation**
- **Performance reporting and dashboards**

1

Baseline experience

Assess current service journeys, metrics and insight gaps

2

Design measurement approach

Define KPIs, analytics tools and feedback mechanisms

3

Implement and integrate

Deploy analytics, dashboards and experimentation tooling

4

Optimise and embed

Support continuous improvement using user evidence

Proven public sector impact

La Fosse enables organisations to improve live services by embedding analytics and design operations. We help teams move beyond delivery to continuous optimisation, using evidence to improve citizen experience and service performance.

Operational insight for high-volume services



Delivered analytics and optimisation support for high-volume citizen interactions.

Outcome: Improved user satisfaction, faster issue resolution and data-driven decision-making.

Live service optimisation for public users



Supported analytics and service improvement across live citizen-facing digital services.

Outcome: Clearer insight into user behaviour and measurable service improvements.

Evidence-led service improvement in regulated environments



Provided experience insight and service improvement capability across regulated services.

Outcome: Better visibility of user journeys, reduced friction and improved service outcomes.

Delivering positive, lasting impact beyond project outcomes

We're an employee-owned business that believes transformation should empower people as much as technology. Every engagement builds confidence, inclusivity, and self-sufficiency within client teams.

Sustainability and climate

Eco-conscious operations, reduced travel, digital-first engagement, social sustainability through charitable partnerships.

Inclusion and opportunity

Diverse delivery teams, fair pay, early-career pathways via La Fosse Academy.

Wellbeing, culture and communities

Consultant communities, prioritising mental and physical wellbeing, transparency and healthy working practices.

A woman with dark hair in a ponytail is seen from behind, looking out of a train window. The background is blurred, suggesting motion. The entire image has a purple overlay.

Thank you