



Customer Journey Mapping & Service Design

G-Cloud Service Definition Document

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About NextGenCX



NextGenCX is a specialist customer experience consultancy supporting local government and public sector organisations to improve contact centre performance and citizen access to services.

Our Expertise

We bring years of experience in:

- Cloud contact centre optimisation
- Customer journey mapping and service design
- IVR and voice channel optimisation
- Digital self service optimisation
- Voice of the Customer analysis and insight

We are vendor agnostic and provide independent advice using our tried and tested CX Framework.

Our services are designed to complement internal capability and avoid unnecessary complexity or duplication.

We work collaboratively with in-house teams and stakeholders to ensure recommendations are practical, achievable, and sustainable.

Our CX Framework process includes:

- Discovery and performance assessment
- Demand and contact analysis
- Stakeholder and frontline engagement
- Insight-led findings
- Prioritised CX improvement recommendations
- Knowledge transfer
- Implementation support

Customer Journey Mapping & Service Design



Service features

- End-to-end customer and citizen journey mapping
- Current journey analysis
- Future-state journey design
- Multi-channel journey mapping (voice, digital, assisted)
- Pain point, failure demand, and friction analysis
- Service blueprint creation
- Stakeholder and frontline staff workshops
- Integration with contact centre and operational processes
- Evidence-led design using data insights
- Clear prioritised improvement recommendations

Service benefits

- Improves customer experience
- Reduces avoidable contact and failure demand
- Identifies root causes of poor service performance
- Aligns services to real user needs
- Improves first contact resolution
- Supports digital and service transformation initiatives
- Creates clear, shared understanding across teams
- Informs investment and prioritisation decisions
- Improves operational efficiency and staff experience
- Reduces complaints and customer frustration

Aligned Services



CX Health Check for CCaaS

This service delivers a structured health check of cloud-based contact centres (CCaaS), assessing customer experience, performance, operations, and supporting technology.

It identifies risks, gaps, and improvement opportunities through evidence-based analysis and stakeholder engagement.

This produces clear, prioritised recommendations that support service improvement, and preparation for future CX or contact centre change.

Customer Experience Strategy

Our CX Strategy service provides a comprehensive, multi-year roadmap that aligns your operational goals and the evolving expectations of citizens.

We bridge the gap between high-level objectives and technical execution, defining a cohesive omni-channel vision that integrates people, processes, and technology.

The result is a future-proof strategy that supports digital transformation, improves stakeholder alignment, and ensures that service delivery is both resilient and citizen-centric.

Aligned Services



Cloud Contact Centre Optimisation

This service is designed for organisations that have migrated to a CCaaS platform but are yet to realise its full operational potential.

We conduct an in-depth audit of your CCaaS environment, including current processes, refining IVR routing, and unlocking underutilised features like advanced analytics.

Our focus is on maximising First Contact Resolution (FCR) and reducing agent effort, ensuring your CCaaS investment provides measurable performance improvements and reduced operational overheads.

AI Readiness Audit

Before deploying AI or automation, our AI Readiness Audit assesses your contact centre's data integrity, process maturity, and compliance frameworks.

We identify high-impact use cases such as conversational AI for self-service or agent assist tools and provide an implementation roadmap.

This audit ensures your organisation is prepared for AI from a security and governance perspective, preventing costly implementation errors and ensuring that automation enhances, rather than complicates, the citizen experience.

Haringey LONDON Case Study



The Issue

The Haringey Council CCaaS IVR system was complicated and confusing for customers, who had to navigate through numerous menus and sub menu options for each department.

Call volumes and queue times were increasing month on month leading to falling customer service levels.

The Results

The new IVR system provided instant results; on the day of primary school place notifications 80% of calls were deflected online to the primary schools portal, where they successfully completed their enquiry.

Council Tax bill enquiries have been reduced by 50% , and whilst over the past 12 months call volumes have increased, the number of calls requiring a live agent to answer them has reduced by 22%

The Solution

Through several workshops with stakeholders, agents and back-office staff, we designed new IVR call flows from scratch, along with new voice message scripting.

We took advantage of system features such as queue call back and, most importantly, SMS text integration to encourage channel shift where relevant.

Return on Investment

- Operational savings of £200,000
- 80% of school enquiries deflected online
- 27% reduction in email contact
- 10% increase in service level
- 22% reduction in answered calls
- 50% reduction in Council Tax enquiries

“My experience of working with NextGenCX has been brilliant. Superbly professional, they really focussed on the vision and understood our problems. It’s like we’re all one team.” Samantha Larner, Senior Manager

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Who we've worked with



***Your logo would
look great here!***

What our clients say



"The customer journey mapping workshop was really insightful and way more fun than I thought it would be.

We now have a clear view of the customer journey and pain points that need to be resolved."

"Thanks for your ideas and input assisting with the launch of our new IVR system"

"My experience of working with NextGenCX has been brilliant. Superbly professional, really focused on the vision and understood our problems.

It's like we're all one team. I would recommend any organisation to work with them to fix their customer experience."

"I don't make wholehearted recommendations lightly, but they seem to have a genuine interest in what we do and improving that for us.

The ability for us to bounce ideas off each other and get to the right result has been absolutely critical."

"The CX Health check highlighted several operational issues that we are now working to fix."

"Working with NextGenCX has transformed the way we communicate with our customers.

We have reduced complaints and Customer Satisfaction scores have improved. "

Get in touch



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Our Approach

Our consultancy approach is practical, collaborative and shaped around the realities of modern contact centres.

- We embed ourselves into your operation so we can understand your processes, challenges and customer reality first hand.
- We collaborate closely with your people so improvements feel natural, achievable and aligned to your culture.
- We focus on practical, measurable improvements that strengthen performance, simplify journeys and support sustainable change.
- We communicate clearly and without jargon so everyone can understand what needs to happen and why it matters.

Our Commitment to the Public Sector

We are driven to assist in making public services better for everyone. Whether we are conducting a rapid CX Health Check or designing a comprehensive CX improvement roadmap, our focus remains on delivering operational efficiency and measurable improvements in the citizen experience along with social value.

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