

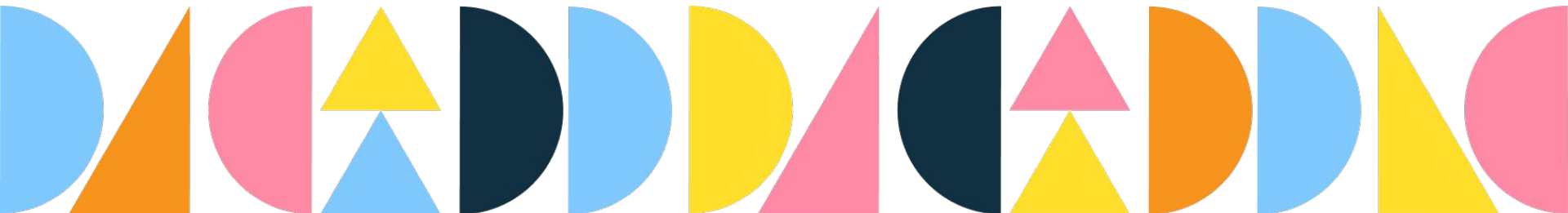
# PUBLIC | G-CLOUD 15

Agentic Qualitative Research and  
Horizon Scanning

PUBLIC



# About PUBLIC



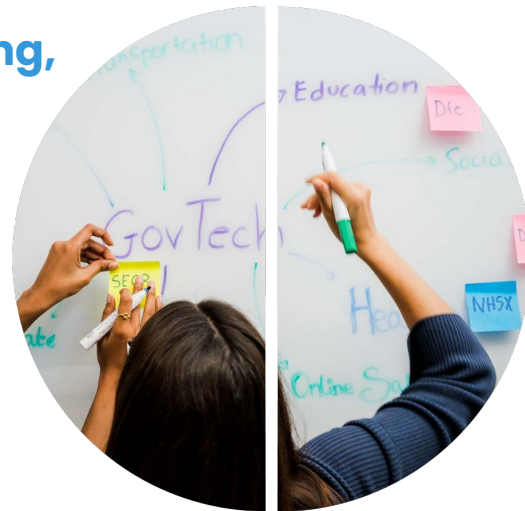
# Our Mission | Why do we exist?

PUBLIC is a **digital transformation partner committed to helping the public sector turn innovative ideas into practical solutions.**

Our mission is to **help the public sector deliver outstanding, digitally-enabled services for citizens.**

We exist to help build a public sector that:

- Leverages **new technology to deliver better societal outcomes**
- Activates an **empowered, digitally-equipped workforce**
- Thrives on its own as an **innovation powerhouse** in its own right

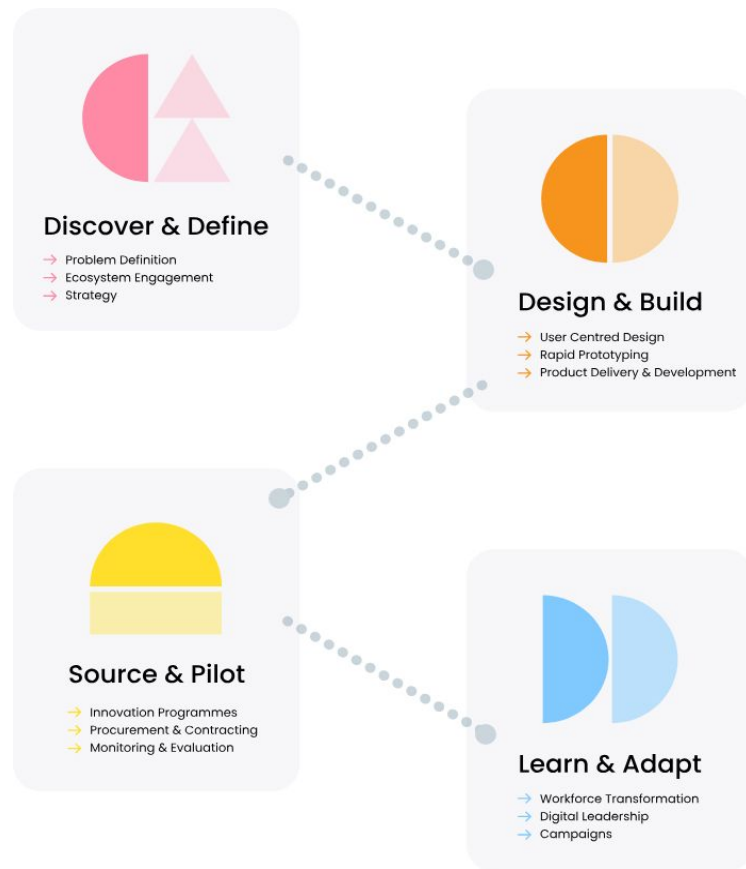


# Our Approach | The transformation life cycle

We categorise the **digital transformation life cycle** into four distinct stages and we work with our clients to provide them with the specialist support, expertise and solutions they need at each stage.

This allows us to get our clients from **'What problems do we have?'** ...

...all the way to **'We have the technology, skills and organisational approach to solve existing and emerging problems in innovative ways'**.



# Our Expertise | Where do we focus our work?

Our 6 Areas of Expertise built by deep experience, proprietary methodologies and proven success



## Local Government

- Digital & Data Strategies
- Training for Officers & Members
- Leadership & Technical Advisory
- Spend Analysis & Benchmarking



## Security & Online Safety

- Digital Policy Advisory
- Regulatory Design & Implementation
- Digital Product Design
- National Security Solutions



## Digital, Data & Technology

- DDaT Strategy & Transformation
- Application & Platform Development
- Data Science & Engineering
- Responsible AI Advisory



## Commercial, Spend & Impact

- Procurement & Commercial
- Finance & FinTech
- Monitoring & Evaluation
- Sustainability & Social Value



## Open Innovation Programmes

- Challenge Programmes
- Startup Accelerators & Boot Camps
- Innovation Grant Management
- Startup Events & Engagement



## Learning & Workforce Transformation

- Learning-Oriented Discovery
- Transformation Learning Programmes
- Targeted Digital Upskilling
- Executive Coaching & Placements

# Our Team | Leadership

A team with unrivalled experience & expertise



**Ryan Shea**

**Co-Managing Director**

- 15 years of technology, strategy, and public sector expertise across both the US and UK
- Ex- Monitor Deloitte, London Business School MBA.



**Johnny Hugill**

**Co-Managing Director**

- 10+ years delivering digital transformation in the public sector
- Leader in public procurement and finance reform
- UK Government Procurement Expert Group - Member



**Richard Llewellyn**

**Chief Technology Officer**

- 10+ years of technical leadership, assurance, and advisory across the public sector
- Leader in scaling product teams in both startup and enterprise contexts

# Our Clients & Partners | Who do we work with?

## Central Government



Ministry  
of Defence



Ministry  
of Justice



Crown  
Commercial  
Service



Foreign &  
Commonwealth  
Office



Department for  
Business & Trade



Cabinet Office



Ministry of Housing,  
Communities &  
Local Government



Department for  
Science, Innovation,  
& Technology



Department  
for Transport



Department  
for Culture  
Media & Sport



Department  
for Education



**NHS**  
England

## Local Authorities



GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



Llywodraeth Cymru  
Welsh Government



City of  
Westminster



**TRANSPORT  
FOR LONDON**



## Public Agencies



Information Commissioner's Office



Office for Product  
Safety & Standards



Geospatial  
Commission



Health  
Innovation  
Manchester



The  
Health  
Foundation

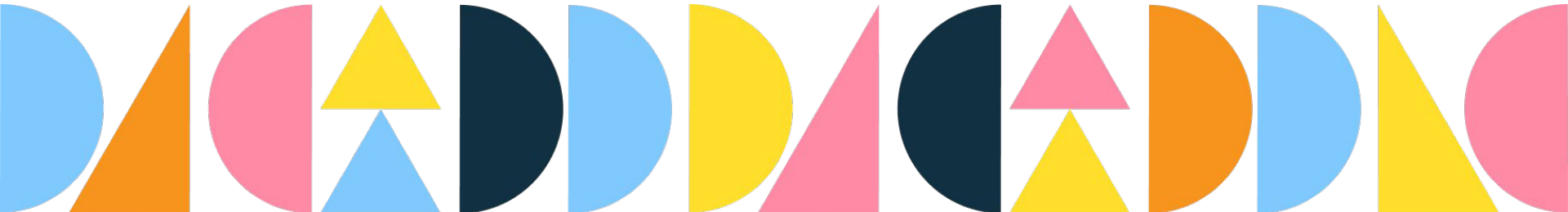


Equality and  
Human Rights  
Commission

## Private Sector



# **Agentic Qualitative Research and Horizon Scanning**



# Agentic Qual Research and Horizon Scanning

PUBLIC, in partnership with the platform Salomo, have created a tailored offering for government to allow rapid, scalable, enriched qualitative research



**What:** Leveraging the Salomo platform, PUBLIC has tailored an offer for HMG that allows scaled research with the depth of discursive, in-person user research.



**How:** PUBLIC uses the Salomo platform, an agentic qualitative research capability, to conduct in-depth user research at scale. PUBLIC first scopes the research and objectives. We develop an interview script, which is then fed into the Salomo platform. The platform uses an agentic workflow to reach interview participants, ask them questions to answer using natural language, converts the natural language to grouped codes, and provides analysed, summarised information back to the researcher to inform a final report.



**Why:** Researchers are often faced with an expensive tradeoff: perform rich user research that generates deep insights, but is expensive to administer at scale, or rely on surveys that give breadth and statistical rigour, but lack the nuance and context of discursive, qualitative research. This approach enables high quality qualitative research at scale. In addition, the Salomo platform enabled Generative AI enhanced analysis of the research, meaning that users can query additional questions and insights from the overall corpus of interview data.



**Potential Customers:** Policy Teams, Product teams, User Research functions, Horizon Scanning functions

# Agentic Qual Research and Horizon Scanning

## Features

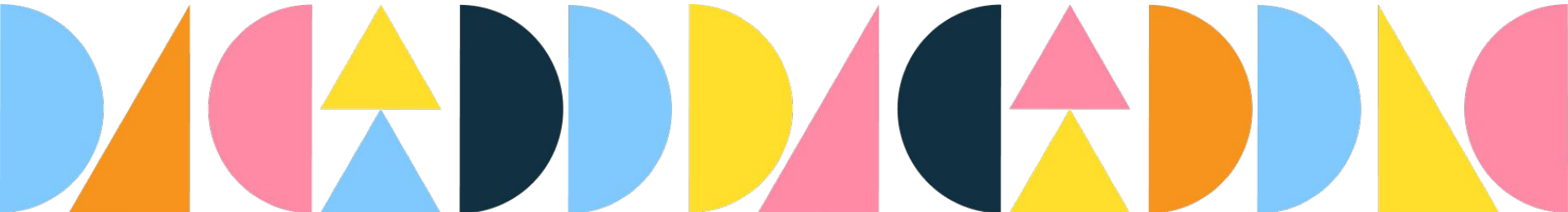
- Bespoke research scoping and interview script development with client
- Agentic interview execution, with the ability to ask follow up questions automatically based on the specific areas of interest identified in the scoping
- Natural language detection and processing of interview recordings into text
- Coding and clustering of findings from the interview text
- Agentic findings and analysis summary based on the corpus of interview data
- Ability to query the corpus of interview data to answer additional questions

## Benefits

- **Scalable:** This method can be scaled to large populations of interview subjects in a short period of time
- **Cost effective:** This method can be delivered at a fraction of the cost of typical qualitative research for a similar size of interview participants
- **Deep insights:** The conversational nature of the interview means that a greater depth and nuance is captured relative to surveys
- **Queryable:** Research data is structured and accessible via generative AI based queries, meaning that additional and future research questions can be answered using these datasets with relative ease

# **Agentic Qualitative Research and Horizon Scanning**

**How does it work?**

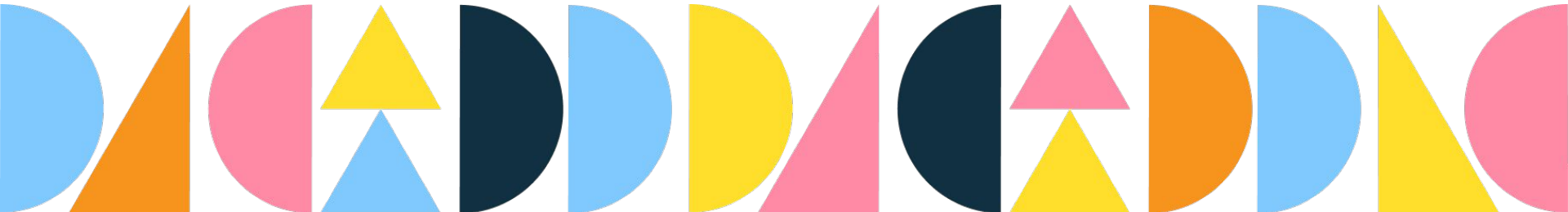


# How does it work

1. PUBLIC works with the client to understand the research objectives, context, and nuances that must be addressed
2. PUBLIC designs a research script with relevant context, which will allow the agentic interviewer to ask questions to subjects in a way that mimics natural human language
3. Leveraging the Salomo platform, the interview script is sent virtually to interview panels, which differ depending on the use case
4. Participants provide voice answers to questions presented to them by the agentic interviewer on the Salomo platform
5. Salomo converts the voice transcript to text, and performs an agentic grouping of themes detected across the transcripts, grouping them into "Codes," just as a social researcher would do
6. A further set of agentic processes are run to convert the corpus of data and Codes into summaries and findings for the researcher. The finds link back to the original corpus of interview data, allowing any researcher to see the underlying interviews and the total number of interviews that roll up into a particular finding
7. The researcher, or PUBLIC, can then perform additional segmentations, which provide findings and insights specific to a segment of the interviewee population
8. Findings are pulled out into a final report, which is tested and developed by PUBLIC
9. This method also allows for additional queries of the research data using a GenAI-based query function, allowing the interview data to be easily searched, as well as for additional research questions to be interrogated against the interview data

## **Relevant Experience**

**Information Commissioner's  
Office: Information Society  
Services Research**



# ICO: Information Society Services Research



## Problem

The Information Commissioner's Office (ICO) is responsible for the regulation of Information Society Services (ISS). An ISS is a business that has a digital relationship with a customer for remuneration. Given the principles-based nature of the ISS definition, there has been no robust estimate of ISSs in UK's digital economy and how many of these services are likely to be accessed by children. The ICO commissioned PUBLIC to provide an evidence base on the scale, profile and characteristics of ISS providers within the scope of the Children's code.

Specifically, the ICO wanted to gather insights on how digital services in the UK approach personal data collection, methods, awareness of data protection regulations, and industry view on data protection law.

## Work

PUBLIC, in partnership with Salomo, worked with the ICO to refine a set of questions that the authority wanted to test with industry, specifically focusing on the views of individuals in product and leadership roles within digital businesses. Through stakeholder interviews, we generated a research script and corresponding context.

We were able, in the course of 2 weeks, to conduct interviews with 114 research participants. This allowed us to develop insights about regulatory understanding, challenges of data protection law adherence, and opportunities for improvement around education for the ICO. Our work is currently being socialised with European data protection colleagues as a best in class, novel way of performing research at scale to define the challenges and opportunities to engage with ISSs.