

Digital Performance and Analytics Support

Service Definition

1. Service overview

Digital Performance and Analytics Support provide ongoing support to monitor, analyse and improve the performance of live digital services. The service supports public sector organisations that need structured insight into service usage, performance and outcomes to inform evidence-based decisions and prioritised improvements.

2. How the service works

The service is delivered as an ongoing, support-led engagement focused on performance monitoring and analytics-driven insight.

Typical activities include:

- Review of service objectives, performance measures and constraints
- Configuration review of analytics and performance monitoring tools
- Ongoing monitoring of usage, behaviour and performance indicators
- Data quality checks and validation
- Analysis of trends, issues and opportunities
- Definition and refinement of KPIs and metrics
- Regular performance reporting and insight summaries
- Identification of improvement opportunities
- Recommendations to inform prioritisation and optimisation

Delivery is typically remote. Buyers are expected to provide access to analytics tools, dashboards, data sources and relevant stakeholders.



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3. Skills and experience

The service is delivered by practitioners with experience in digital analytics, performance monitoring and service optimisation for public sector environments.

Roles involved may include:

- Digital or data analyst
- Digital marketing (SEO, PPC)
- Performance or service analyst
- UX or service specialist
- Service or delivery lead

The team applies evidence-led analysis approaches and public sector-appropriate analytics practices.

4. Relevant experience

The supplier has provided digital performance and analytics support for public sector and regulated organisations.

Relevant experience includes:

- Analysing live service data to understand user behaviour and outcomes
- Supporting performance reporting for public-facing digital services
- Identifying issues and opportunities to inform service improvement

This work has helped organisations improve visibility of service performance and make informed decisions based on reliable data.



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5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm scope, objectives, metrics, reporting cadence and access requirements. Buyers provide access to analytics platforms, service data and existing documentation.

Offboarding

At service end, all agreed reports, documentation and insight outputs are provided to the buyer. A close-out process confirms completed activities, outstanding recommendations and handover arrangements.

6. Service constraints

The service provides analytics and performance support only. It does not include full service redesign, major development work or replacement of analytics platforms unless otherwise agreed. Delivery depends on access to buyer-provided analytics tools, data sources and systems. Analysis and reporting are limited to the agreed scope, metrics and service arrangement. Work is typically delivered remotely.

7. Service management and support

A named service or delivery lead manages the service and acts as the primary point of contact. Progress is managed through regular check-ins, reporting cycles and review meetings. Issues, risks and emerging insights are communicated to the buyer as they arise. Support is limited to the agreed scope.

8. Technical and operational requirements (if applicable)

Buyer-provided access to analytics platforms, dashboards, data sources and reporting tools is required. The buyer must approve any third-party tools used as part of analytics activities.

9. Hosting, data and security

The service does not include hosting. Any access to service data is used solely for analytics and performance support and handled in line with agreed confidentiality and

data protection requirements. No long-term data storage is required as part of the service.

10. Exit, data return and deletion

On exit, buyer-owned reports, documentation and materials are returned. Any copies held by the supplier are deleted in accordance with agreed retention and confidentiality arrangements. No ongoing support is provided beyond the agreed offboarding activities.



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