

Digital Service Improvement and Optimisation

Service Definition

1. Service overview

Digital Service Improvement and Optimisation provide ongoing support to improve the performance, usability and reliability of live digital services. The service supports public sector organisations that need structured analysis and prioritised improvements to refine existing services based on evidence, service data and user needs.

2. How the service works

The service is delivered as an ongoing, support-led engagement focused on continuous improvement of live digital services.

Typical activities include:

- Review of service objectives, performance data and constraints
- Analysis of usage data, user behaviour and service issues
- Identification of improvement and optimisation opportunities
- Prioritisation of improvements with the buyer
- Implementation of agreed optimisation actions within scope
- Usability and accessibility improvements
- Performance and reliability improvements
- Measurement of impact and reporting on outcomes
- Documentation of changes and recommendations

Delivery is typically remote. Buyers are expected to provide access to service data, analytics, systems and relevant stakeholders.



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3. Skills and experience

The service is delivered by practitioners with experience improving and optimising live digital services in public sector environments.

Roles involved may include:

- Digital or service analyst
- UX or service designer
- Digital Marketing specialist (SEO, PPC experience)
- Developer or technical specialist
- Service or delivery lead

The team applies evidence-led improvement approaches, usability principles and operational best practice appropriate to live public sector services.

4. Relevant experience

The supplier has supported digital service improvement and optimisation for public sector and regulated organisations.

Relevant experience includes:

- Analysing live service performance to identify improvement opportunities
- Using performance analytics to monitor ongoing improvement
- Implementing usability, accessibility and performance enhancements
- Supporting continuous improvement of public-facing digital services

This work has helped organisations improve service outcomes, reduce issues and extend the effective lifespan of digital services.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm scope, objectives, data sources, access requirements and reporting expectations. Buyers provide access to analytics tools, service environments and relevant documentation.

Offboarding

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

6. Service constraints

The service focuses on improvement and optimisation of existing digital services only. It does not include full-service redesign, major new functionality or platform replacement unless otherwise agreed. Delivery depends on access to service data, analytics and systems. Improvements are prioritised and delivered within the agreed scope and support 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, prioritisation reviews and reporting. Risks, issues and emerging improvement opportunities are communicated to the buyer throughout the engagement. Support is limited to the agreed scope.

8. Technical and operational requirements (if applicable)

Buyer-provided access to live service environments, analytics platforms and reporting tools is required. The buyer must approve any third-party tools used as part of optimisation activities.

9. Hosting, data and security

The service does not include hosting. Any access to systems or service data is used solely to deliver improvement and optimisation activities and handled in line with

agreed confidentiality and data protection requirements. No long-term data storage is required.

10. Exit, data return and deletion

On exit, buyer-owned documentation, reports 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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