



G-Cloud 15:

Service Definitions

Invuse Limited
2026



Our values

Inclusive by default

Accessibility built in from day one, ensuring every website visitor can engage.



Evidence-led and user-centred

Decisions driven by data, user research and lived experiences.



Transparent value for money

Clear, fair pricing that delivers measurable impact for our customers.



Secure and resilient technology

Trusted, scalable platforms aligned with public sector security standards.



Experience, trusted partner

Proven track record supporting public sector and partnering organisations with successful digital transformation.



Team of former public sector digital leads who understand your challenges and how to solve them.



Our Accreditations

We uphold the highest standards of quality, security, and excellence. Our accreditations reflect our commitment to delivering superior services and protecting our clients' interests.

ISO 27001



We prioritise information security management, protecting sensitive data and maintaining the integrity of our information systems.

ISO 9001



We are dedicated to quality management, ensuring that our services consistently meet customer and regulatory requirements while enhancing customer satisfaction.

ISO 22301



We adopt best practices in business continuity management, ensuring that we have comprehensive systems in place to identify and manage risks.

ISO 14001



We are committed to minimising our environmental impact and adhering to sustainable practices.

Cyber Essentials & Cyber Essentials Plus



We take a proactive approach to protecting our systems against common cyber threats, ensuring robust data protection for all of our clients.

Trusted by public sector organisations across the UK





Hosting, Support and Maintenance Services

Drupal Website Hosting, Support and Maintenance

Description

We provide managed Drupal website hosting, support and maintenance for public sector organisations. Our service includes secure website hosting, ongoing Drupal support, maintenance and monitoring. We support existing Drupal websites, manage transitions from current suppliers, and keep Drupal websites secure, reliable and up to date.

Features

- Managed Drupal website hosting
- Ongoing Drupal support and maintenance
- Secure UK-based cloud hosting
- Separate development, staging and live environments
- Monitoring and SLA driven incident response
- Automated Drupal and Security module updates
- Web application and DDoS protection
- Daily backups and Disaster Recovery
- Support and migration of existing Drupal websites
- Supplier transition and end-to-end onboarding

Benefits

- Reliable Drupal website hosting
- Reduced operational and security risk
- Improved Drupal website stability and performance
- Secure and compliant hosting approach
- Faster issue identification and resolution
- Lower internal support effort
- Smooth transition from existing suppliers
- Confidence in ongoing Drupal website support
- Extended Drupal website lifespan
- Trusted long-term delivery partner

Drupal Website Hosting and Support

Description

We provide Drupal website hosting and ongoing support for public sector organisations. Our service includes secure website hosting, monitoring and responsive Drupal support. We support existing Drupal websites, manage transitions from current suppliers, and ensure Drupal websites remain secure, reliable and well supported.

Features

- Drupal website hosting and support
- Secure UK-based cloud hosting
- Ongoing Drupal technical support
- Separate development, staging and live environments
- Monitoring and SLA-driven incident response
- Regular Drupal security updates
- Web application and DDoS protection
- Daily backups and recovery
- Support for existing Drupal websites
- Supplier transition and onboarding

Benefits

- Reliable Drupal website hosting
- Responsive ongoing Drupal support
- Reduced operational and security risk
- Improved Drupal website stability
- Faster issue identification and resolution
- Lower internal support effort
- Smooth transition from existing suppliers
- Confidence in website support arrangements
- Extended Drupal website lifespan
- Trusted long-term support partner

Managed Drupal Website Hosting

Description

We provide managed Drupal website hosting for public sector organisations. Our service includes secure website hosting, monitoring and ongoing platform management. We support existing Drupal websites, manage transitions from current suppliers, and ensure Drupal websites remain secure, stable and reliably hosted.

Features

- Managed Drupal website hosting
- Secure UK-based cloud hosting
- Ongoing platform management
- Separate development, staging and live environments
- Monitoring and incident response
- Regular Drupal security updates
- Web application and DDoS protection
- Daily backups and recovery
- Support for existing Drupal websites
- Supplier transition and onboarding

Benefits

- Fully managed Drupal website hosting
- Reduced operational overhead
- Improved website reliability and stability
- Secure and well-managed hosting environment
- Faster identification of hosting issues
- Lower internal technical burden
- Smooth transition from existing suppliers
- Confidence in ongoing platform management
- Extended Drupal website lifespan
- Trusted managed hosting partner

Website Hosting, Support and Maintenance

Description

We provide managed website hosting, support and maintenance for public sector organisations. Our service includes secure website hosting, ongoing support, maintenance and monitoring. We support existing websites, manage transitions from current suppliers, and keep digital platforms secure, reliable and well maintained.

Features

- Managed website hosting and maintenance
- Secure UK-based cloud hosting
- Ongoing website support
- Separate development, staging and live environments
- Monitoring and incident response
- Regular security updates
- Web application and DDoS protection
- Daily backups and recovery
- Support for existing websites
- Supplier transition and onboarding

Benefits

- Reliable website hosting
- Reduced operational and security risk
- Improved website stability and performance
- Secure and compliant hosting approach
- Faster issue identification and resolution
- Lower internal support effort
- Smooth transition from existing suppliers
- Confidence in ongoing website support
- Extended website lifespan
- Trusted long-term hosting partner



Drupal and LocalGov Drupal (LGD) Services

Drupal Website Design and Development

Description

We design and develop intuitive, accessible Drupal digital services for public sector organisations. Our GDS-aligned, agile approach combines user research, co-design and iterative delivery to create scalable Drupal platforms that improve user experience and support efficient, connected digital operations.

Features

- Drupal website design and development
- GDS-aligned agile delivery using iterative sprints
- User-centred design informed by research and insight
- Co-design and co-production with stakeholders
- Open source Drupal development specialists
- Modern PHP-based Drupal architectures
- Drupal 9, 10 and 11 development
- Drupal upgrades and platform improvements
- Custom Drupal module development
- Knowledge sharing with internal technical teams

Benefits

- Intuitive and accessible Drupal digital services
- Improved user experience across digital journeys
- Reduced delivery and technical risk
- Scalable, maintainable Drupal platforms
- Services aligned to real user needs
- Better integration across digital estates
- Improved operational efficiency for internal teams
- Future-proof open source solutions
- Smooth upgrades between Drupal versions
- Confidence in specialist Drupal delivery

Drupal Development

Description

We provide specialist Drupal development for public sector organisations. Our services are user-centred and designed to meet the needs of both customers and internal teams. Using GDS-aligned, agile delivery, we build secure, maintainable Drupal platforms that integrate with wider digital services.

Features

- Specialist Drupal development services
- Custom Drupal module and feature development
- Open source Drupal architecture specialists
- Drupal 9, 10 and 11 development
- Drupal upgrades and platform enhancements
- Integration with public sector backend systems
- GDS-aligned agile delivery using sprints
- Accessibility-led Drupal development
- Performance, security and code quality improvements
- Knowledge sharing with internal technical teams

Benefits

- High-quality, robust Drupal solutions
- User-centred services for customers and staff
- Reduced technical debt and delivery risk
- Maintainable and scalable Drupal platforms
- Improved performance and security
- Better integration across digital services
- Faster delivery through agile development
- Accessible and compliant Drupal implementations
- Smooth progression between Drupal versions
- Confidence in specialist Drupal delivery

Drupal Upgrade and Modernisation

Description

We deliver Drupal upgrade and modernisation services for public sector organisations. Our service supports the safe upgrade of existing Drupal websites to current supported versions, improving security, performance and maintainability. We modernise Drupal platforms using user-centred, GDS-aligned delivery.

Features

- Drupal upgrade and modernisation services
- Upgrades to supported Drupal versions
- Assessment of existing Drupal platforms
- Modernisation of themes, content and components
- Accessibility-led platform improvements
- GDS-aligned agile delivery using sprints
- Performance, security and code quality improvements
- Integration review and remediation
- Support for legacy Drupal estates
- Knowledge transfer to internal teams

Benefits

- Secure, supported Drupal platforms
- Reduced security and compliance risk
- Improved performance and reliability
- Modern, maintainable Drupal codebases
- Improved accessibility and usability end-to-end
- Extended lifespan of existing websites
- Reduced technical debt
- Smoother future upgrades
- Confidence in upgrade approach led by specialists
- Trusted Drupal modernisation partner

LocalGov Drupal Development

Description

We deliver specialist LocalGov Drupal development for councils and local authorities. Our discovery-led, user-centred approach combines co-production, accessibility and GDS-aligned agile delivery to build intuitive LGD websites that meet resident needs and support efficient, connected council operations.

Features

- Specialist LocalGov Drupal development services
- Discovery-led, user-centred service design
- Co-design and co-production with councils
- GDS-aligned agile delivery using sprints
- LocalGov Drupal UX and component leadership
- Implementation of LGD content types and patterns
- Integration with council backend systems and platforms
- Integration with analytics and compliance tools
- Experience delivering SEND Local Offer and Family Hub digital services
- Optional AI-assisted content and service improvements

Benefits

- Intuitive LGD websites for residents and council communities
- Improved accessibility and usability
- Services aligned to real resident needs
- Reduced delivery and transformation risk
- Consistent, reusable LGD user experiences that
- Better content governance for council teams
- Improved operational efficiency for staff
- Connected digital services across council estates
- Scalable platforms aligned to LGD roadmap
- Confidence in specialist LGD delivery partner

LocalGov Drupal Implementation

Description

We deliver end-to-end LocalGov Drupal implementations for councils. Our service includes discovery, co-production, configuration and rollout of LGD websites and microsites. Using GDS-aligned, agile delivery, we help councils adopt LGD effectively and sustainably for a future proof service.

Features

- End-to-end LocalGov Drupal implementation services
- Discovery-led LGD delivery and planning
- Co-design and co-production with council teams
- GDS-aligned agile delivery using sprints
- Configuration of LGD content types and patterns
- Implementation of LGD microsites and multi-site setups
- Migration from existing council websites
- Integration with council systems and services
- Accessibility-led LGD rollout
- Evidence-led future roadmap and recommendations

Benefits

- Smooth adoption of LocalGov Drupal
- Reduced implementation and migration risk
- Consistent user experience across council websites
- Improved accessibility and usability
- Faster delivery using proven LGD patterns
- Better governance across council digital estates
- Scalable platforms supporting future growth
- Improved efficiency for council teams
- Clear post-launch improvement roadmap
- Confidence in LGD implementation partner

LocalGov Drupal Discovery

Description

We deliver LocalGov Drupal discovery to help public sector organisations understand whether LGD is the right fit, and how to use it effectively. Our service assesses current platforms, content, services and user needs, identifying gaps, opportunities and priorities to support confident decisions about LGD adoption, migration or optimisation.

Features

- LocalGov Drupal discovery for public sector organisations
- Assessment of current CMS against LGD capabilities
- Suitability analysis for adopting LocalGov Drupal
- Review of existing LGD implementations
- Content type, component and template comparison
- Feature and functionality gap analysis
- Content structure and information architecture review
- Assessment of staff and user experience
- Migration and implementation considerations
- Clear recommendations and prioritised next steps

Benefits

- Confidence that LocalGov Drupal is the right choice
- Clear understanding of LGD strengths and limitations
- Improved use of existing LGD implementations
- Better alignment to user and staff needs
- Reduced risk before committing to migration
- Clear priorities for improvement and optimisation
- Strong foundation for LGD implementation or enhancement
- More effective content and service structures
- Improved consistency across council digital services
- Evidence-led decisions about next investment



User Experience Services

User Research for Public Sector Digital Services

Description

We deliver user research for public sector digital services to support evidence-led, user-centred decision-making. Our work enables co-production with residents, staff and stakeholders, combining qualitative and quantitative research to inform service design, improve usability and support effective digital transformation.

Features

- Public sector user research and service discovery
- User interviews with residents, staff and stakeholders
- Moderated and unmoderated research methods
- Workshops, roadshows and co-production sessions
- Heuristic reviews and expert UX analysis
- Platform and website discovery assessments
- Market and comparative research
- Data analytics review and insight generation
- Research synthesis and evidence-based recommendations
- Definition of measurable UX and service KPIs

Benefits

- Evidence-led decision making
- Services shaped by real user needs
- Improved co-production with communities and staff
- Reduced risk of ineffective digital delivery
- Clear insight to inform design and investment
- Better prioritisation of digital improvements
- Inclusive research covering diverse user groups
- Stronger alignment with GDS expectations
- Measurable outcomes and success metrics
- Confidence in research-driven service direction

User Testing for Websites and Digital Services

Description

We deliver user testing for public sector websites and digital services to validate usability, accessibility and performance. Our service supports evidence-led decision-making through moderated and unmoderated testing with residents, staff and assistive technology users, ensuring services meet real user needs before and after launch.

Features

- User testing for websites and digital services
- Moderated usability testing with real users
- Unmoderated remote usability testing
- Testing with assistive technology users
- Accessibility experience testing against WCAG
- Task-based testing of key user journeys
- Iterative testing across design and delivery stages
- Testing with residents, staff and stakeholders
- Insight synthesis and prioritised recommendations
- Validation of changes before and after launch

Benefits

- Improved usability of digital services
- Reduced risk of launching ineffective services
- More accessible experiences for all users
- Evidence to support design and delivery decisions
- Early identification of usability issues
- Better outcomes for residents and staff
- Increased confidence in digital service quality
- Faster iteration through focused user insight
- Stronger alignment with GDS expectations
- Measurable improvements to user journeys

Usability Testing for Websites and Online Services

Description

We deliver user testing for public sector websites and digital services to validate usability, accessibility and performance. Our service supports evidence-led decision-making through moderated and unmoderated testing with residents, staff and assistive technology users, ensuring services meet real user needs before and after launch.

Features

- Usability testing for websites and online services
- Task-based testing of priority user journeys
- Moderated usability testing sessions
- Unmoderated remote usability testing
- Testing with assistive technology users
- Accessibility-focused usability evaluation
- Testing with residents, staff and stakeholders
- Observation and analysis of user behaviour
- Synthesis of findings and usability issues
- Clear, prioritised usability recommendations

Benefits

- Easier and faster task completion for users
- Reduced friction in key user journeys
- Improved accessibility and inclusion
- Clear evidence of usability issues
- Better digital service performance
- Increased user satisfaction and confidence
- Reduced support calls and enquiries
- Stronger alignment with GDS and WCAG guidance
- Focused improvements based on real behaviour
- Confidence in service usability decisions

UX Research and Evaluation for Existing Digital Platforms

Description

We deliver UX research and evaluation for existing public sector digital platforms. Our service combines expert review, user research and data analysis to assess usability, accessibility and performance, helping organisations understand what is working, what needs improvement and where to focus investment.

Features

- UX research and evaluation for digital platforms
- Expert heuristic analysis of websites and services
- Review of existing user journeys and flows
- Platform and website discovery assessments
- Data and analytics review
- Accessibility and usability evaluation
- User research with residents and staff
- Synthesis of qualitative and quantitative insight
- Clear, prioritised findings and recommendations
- Definition of UX and service performance KPIs

Benefits

- Clear understanding of current platform performance
- Evidence to support digital investment decisions
- Identification of usability and accessibility issues
- Reduced risk of ineffective platform changes
- Better prioritisation of improvements
- Improved user experience for residents and staff
- Stronger alignment with GDS guidance
- Measurable outcomes and success metrics
- Confidence in platform improvement roadmap
- Insight to inform rebuild, replacement or optimisation

Digital Discovery for Public Sector Services

Description

We deliver digital discovery for public sector services to help organisations understand users, services and systems before committing to change. Our discovery work identifies problems, constraints and opportunities, providing clear evidence, options and recommendations to support confident decisions about digital improvement, platforms, automation or service transformation.

Features

- Digital discovery for public sector services
- Understanding user needs and service challenges
- Review of existing services, systems and processes
- Discovery workshops with staff and stakeholders
- Analysis of policy, legislation and constraints
- Service and journey mapping
- Evidence-led problem definition
- Options appraisal and prioritisation
- Clear discovery findings and recommendations
- Practical and measurable next steps for delivery

Benefits

- Clear understanding of service problems
- Reduced risk before investing in technology
- Better decisions based on evidence
- Shared understanding across teams
- Clear priorities for improvement
- Avoids unnecessary or premature solutions
- Strong foundation for digital delivery
- Faster progress once delivery begins
- Improved outcomes for users and staff
- Confidence to move forward with change



Digital Accessibility Services

Accessibility Audit for Public Sector Websites

Description

We deliver accessibility audits for public sector websites to assess compliance with WCAG 2.2 AA. Our audits are led by experienced accessibility specialists and combine automated testing, manual expert review, assistive technology testing and document assessment to identify barriers, reduce risk and support inclusive digital services.

Features

- Accessibility audits for public sector websites
- WCAG 2.2 AA compliance assessment
- Manual expert accessibility testing
- Automated accessibility testing tools
- Testing with assistive technologies including screen readers
- Accessibility experience testing with users with disabilities
- Review of key user journeys and templates
- Accessibility assessment of PDFs and documents
- Clear, prioritised accessibility issues
- Practical remediation recommendations and reporting

Benefits

- Improved compliance with WCAG 2.2 AA
- Reduced legal and reputational risk
- Truly inclusive digital experiences
- Clear understanding of accessibility barriers
- Practical guidance to fix accessibility issues
- Improved usability for all users
- Knowledge sharing with your internal teams
- Confidence in expert-led accessibility audits
- Evidence to inform remediation planning
- Accessible services for diverse user needs

Accessibility Testing for Websites and Digital Services

Description

We deliver accessibility testing for public sector websites and digital services, including portals, applications and platforms. Our service combines expert testing, assistive technology testing and ongoing accessibility support, helping organisations manage risk, build internal capability and maintain WCAG 2.2 AA compliance over time.

Features

- Accessibility testing for websites and digital services
- WCAG 2.2 AA accessibility testing
- Manual and automated accessibility testing
- Testing with assistive technologies
- Accessibility experience testing with users with disabilities
- Accessibility statement and roadmap creation
- Retesting to validate resolved accessibility issues
- Ongoing monthly accessibility testing support
- Automated accessibility reporting and dashboards
- Technical accessibility fixing guidance and support

Benefits

- Improved accessibility across digital services
- Reduced accessibility risk over time
- Ongoing confidence in WCAG compliance
- Clear evidence of issue resolution
- More inclusive experiences for all users
- Clear visibility of accessibility performance
- Upskilled teams with better accessibility knowledge
- Reduced reliance on one-off audits
- Sustainable approach to accessibility compliance
- Continuous improvement of digital accessibility

WCAG 2.2 AA Accessibility Audit

Description

We deliver WCAG 2.2 AA accessibility audits for public sector websites and digital services. Our audits are led by experienced accessibility specialists and combine manual expert review, automated testing, assistive technology testing and document assessment to identify non-compliance, reduce risk and support statutory accessibility duties.

Features

- WCAG 2.2 AA accessibility audits
- Manual expert WCAG conformance testing
- Automated accessibility testing tools
- Testing with assistive technologies
- Accessibility experience testing with users with disabilities
- Review of key user journeys and templates
- Accessibility assessment of PDFs and documents
- Clear mapping of issues to WCAG criteria
- Prioritised compliance and risk reporting
- Accessibility statement and roadmap creation

Benefits

- Clear evidence of WCAG 2.2 AA compliance
- Reduced legal and regulatory risk
- Support for public sector accessibility obligations
- Clear understanding of compliance gaps
- Actionable guidance to meet WCAG requirements
- Improved accessibility for disabled users
- Confidence in expert-led audit outcomes
- Evidence to support governance and assurance
- Clear roadmap to achieve compliance
- Safer, more inclusive digital services

Accessibility Training for Public Sector Teams

Description

Accessibility training for public sector teams covering content, design, development and governance. We deliver practical, role-specific training aligned to WCAG 2.2 AA, GDS standards and the Public Sector Bodies Accessibility Regulations, enabling teams to create, publish and maintain accessible digital services confidently.

Features

- WCAG 2.2 AA training aligned to public sector legal requirements
- Role-based training for content authors, designers and developers
- Writing for the web and accessible content design training
- PDF and document accessibility best practice training
- Assistive technology awareness including screen readers and speech software
- GDS-aligned accessibility guidance and practical examples
- Hands-on workshops using real council content and services
- Training tailored for websites, intranets, portals and digital services
- In-person or remote delivery across the UK
- Supporting materials, templates and accessibility checklists provided

Benefits

- Improves accessibility capability across content, design and development teams
- Reduces risk of non-compliance with accessibility legislation
- Embeds accessibility into day-to-day publishing workflows
- Increases confidence of staff creating digital content
- Improves quality and consistency of public-facing content
- Reduces reliance on repeated external accessibility audits
- Supports sustainable, long-term accessibility improvements
- Improves outcomes for disabled users and citizens
- Aligns teams to GDS and WCAG best practice
- Enables inclusive digital services by default

Accessibility Testing with Assistive Technology Users

Description

We deliver accessibility testing with real assistive technology users, including people with visual, hearing, motor and neurological impairments. Our service tests digital services with the people who rely on them, providing authentic insight, improving trust, and ensuring public sector services work in practice, not just in theory.

Features

- Accessibility testing with real assistive technology users
- Testing with users with visual, hearing and neurological impairments
- Screen reader, keyboard and voice control testing
- Testing using real-world assistive technology setups
- Moderated testing of key user journeys
- Testing across websites, portals and digital services
- Combined qualitative and accessibility issue reporting
- Insight-led recommendations informed by lived experience
- Evidence to support accessibility assurance
- Optional retesting following issue resolution

Benefits

- Real-world validation of accessibility compliance
- Greater confidence digital services work for disabled users
- Improved trust with disabled communities
- Identification of issues automated tools miss
- More inclusive and usable digital services
- Strong evidence for accessibility governance
- Better prioritisation of accessibility fixes
- Reduced risk of inaccessible user journeys
- Improved adoption of digital services
- Accessible services shaped by lived experience



Content Design Services

Content Design for Public Sector Digital Services

Description

We provide content design for public sector digital services, creating clear, accessible and user-centred content aligned to GDS standards. Our service covers traditional content design and conversational design, ensuring content works across websites, services and AI-enabled journeys, improving understanding, trust and task completion.

Features

- GDS-aligned content design for public sector digital services
- User-centred content design informed by research and insight
- Content design for websites, services and online journeys
- Conversational content design for digital and AI interfaces
- Content structured for accessibility and inclusion
- Plain English content for complex public sector services
- Content optimisation for search and discoverability
- AEO and GEO-ready content design principles
- Content patterns, templates and reusable guidance
- Collaborative content design with internal teams

Benefits

- Clearer content that users understand first time
- Improved task completion and reduced user effort
- Accessible content meeting WCAG requirements
- Consistent content across digital services
- Better outcomes for diverse user needs
- Content ready for AI and conversational interfaces
- Improved discoverability through search and AI tools
- Reduced content rework and duplication
- Increased confidence in public-facing content
- Content designed for long-term sustainability

Content Audit and Improvement for Websites

Description

We deliver content audits and improvement programmes for public sector websites. Our service reviews content quality, accessibility and performance using expert analysis and AI-assisted insight, helping organisations identify what to keep, improve, retire or redesign, and prepare content for improved user journeys, new platforms or service transformation.

Features

- Content audits for public sector websites
- Review of content quality, clarity and usability
- Accessibility and readability content assessment
- AI-assisted content analysis and pattern identification
- Utterance and user-intent mapping across content
- Content performance and analytics review
- Mapping content to improved user journeys
- Recommendations to improve, retire or merge content
- Content preparation for platform changes or migrations
- Clear audit reporting and prioritised improvement actions

Benefits

- Clear understanding of content quality and gaps
- Reduced duplication and outdated content
- Improved clarity for users and citizens
- Content aligned to user needs and intent
- Better accessibility and readability outcomes
- Faster, more confident content decisions
- Improved performance of existing websites
- Strong foundation for redesign or migration
- Content ready for AI and conversational services
- Sustainable approach to ongoing content improvement

Content Training for Public Sector Teams

Description

We provide content training for public sector teams, covering GDS-aligned content design, accessibility and AI-ready content practices. Our training equips content authors, designers and digital teams to create clear, inclusive content that works across websites, services and conversational interfaces, supporting confident publishing and sustainable content governance.

Features

- Content training for public sector teams
- GDS-aligned content design and writing for the web
- Role-based training for content authors and editors
- Accessibility-focused content training aligned to WCAG
- AI-ready content design training and principles
- Training on conversational and chatbot content
- Information architecture and content structuring guidance
- Responsible AI use and content governance training
- Practical workshops using real service content
- Supporting templates, guidance and reusable resources

Benefits

- Improved quality and clarity of public-facing content
- Increased confidence of content teams
- Reduced accessibility and content compliance risk
- Content ready for AI and conversational services
- More consistent content across digital platforms
- Improved user understanding and task completion
- Stronger internal content governance
- Reduced rework and content churn
- Sustainable content capability within teams
- Better outcomes for citizens and users



Intelligent Automation Services

User Journey Automation for Public Sector Services

Description

We design and deliver user journey automation for public sector services, improving end-to-end experiences for citizens while reducing operational effort for staff. Our service connects systems, automates processes and applies intelligent validation and triage, reducing user effort, processing time and avoidable contact across digital services.

Features

- User journey automation for public sector services
- End-to-end service and journey mapping
- Automation of forms, applications and requests
- Integration of existing systems and platforms
- Intelligent validation before submission
- Automated triage and prioritisation of requests
- Workflow automation and task routing for teams
- Notifications and communications automation
- AI-assisted analysis and decision support
- Live dashboards to measure time, cost and effort savings

Benefits

- Faster, simpler journeys for citizens
- Reduced time to complete and triage applications
- Fewer errors and incomplete submissions
- Reduced calls and emails to contact centres
- Improved staff efficiency and productivity
- Faster triage and response times
- Improved citizen satisfaction and trust
- Reduced operational and processing costs
- Services designed around real customer and staff needs
- Sustainable, scalable service transformation

Service Automation for Public Sector Digital Services

Description

We deliver service automation for public sector digital services, helping organisations redesign and automate end-to-end services across multiple systems. Our approach reduces manual processing, improves data flow, and applies intelligent automation and AI to streamline operations, improve service performance and reduce cost across digital service portfolios.

Features

- Service automation for public sector digital services
- End-to-end service and process design
- Automation across multiple systems and platforms
- Integration of forms, case management and back-office systems
- Intelligent automation for validation and routing
- AI-assisted triage and decision support
- Automation of service communications and notifications
- Service-level performance and efficiency measurement
- Blueprinting future automated service models
- Governance and assurance for automated services

Benefits

- Reduced manual processing across services
- Faster, more consistent service delivery
- Reduced operational and administrative costs
- Improved service performance and throughput
- Better use of staff time and skills
- Reduced errors and rework
- Improved experiences for service users
- Scalable automation across service portfolios
- Clear evidence of efficiency improvements
- Services designed for long-term sustainability

Process Automation and Integration for Public Sector Teams

Description

We deliver process automation and system integration for public sector teams, designing automated workflows that align with legislation, policy and operational procedures. Our service connects systems, applies intelligent automation and AI, and ensures processes are compliant, auditable and efficient, reducing manual effort while maintaining public sector governance.

Features

- Process automation for public sector teams
- Mapping processes against policy, legislation and procedures
- Automation of operational and administrative workflows
- Integration between case management, CRM and line-of-business systems
- Intelligent automation for validation and compliance checks
- AI-assisted triage and classification of requests
- Rules-based routing aligned to policy frameworks
- Audit trails and process transparency by design
- Notifications and task automation for operational teams
- Measurement of efficiency, compliance and performance

Benefits

- Reduced manual administrative workload
- Faster and more consistent process execution
- Improved compliance with policy and legislation
- Reduced risk of procedural errors
- Clear audit trails for assurance and governance
- Better use of staff time and expertise
- Improved handoffs between teams and systems
- Faster response times for service users
- Scalable automation across operational teams
- Processes designed for long-term sustainability

Conversational Interfaces and Automation for Public Sector Services

Description

We design and deliver conversational interfaces for public sector services, providing a unified, user-friendly way for citizens to access information and services. Our approach combines conversational design, intelligent automation and system integration, helping organisations simplify journeys, reduce contact and connect services through a single conversational experience.

Features

- Conversational interfaces for public sector services
- User-centred conversational and dialogue design
- AI-assisted conversational journeys and responses
- Integration with existing systems and data sources
- Conversational access to multiple services and information
- Validation and guidance before form submission
- Automation of enquiries and service requests
- AI-assisted search and information retrieval
- Governance, controls and assurance for conversational services
- Continuous improvement through analytics and insight

Benefits

- Simpler, faster access to public services
- Reduced calls and emails to contact centres
- Improved citizen satisfaction and trust
- Fewer incomplete or incorrect submissions
- More consistent information across services
- Reduced staff time handling routine enquiries
- Better use of existing systems and data
- Inclusive, accessible conversational experiences
- Scalable approach to digital service access
- Services connected through a single interface

Service Design for Public Sector Services

Description

We deliver service design for public sector organisations to improve end-to-end services across people, process, policy and technology. Our service helps organisations understand how services operate today, identify where effort and demand are created, and redesign services to be simpler, compliant and ready for digital, automation or platform change.

Features

- End-to-end public service design
- GDS-aligned service design approach
- Mapping services across people, process and technology
- Identification of failure demand and inefficiencies
- Policy, legislation and compliance analysis
- Co-design with staff and service users
- Service blueprints and journey mapping
- Integration with digital, content and platform services
- Evidence-led options appraisal and prioritisation
- Clear recommendations for next delivery phases

Benefits

- Clear understanding of how services really operate
- Reduced failure demand and unnecessary contact
- Services designed around real user needs
- Improved compliance with statutory requirements
- Better coordination across teams and systems
- Clear foundations for digital and automation delivery
- Reduced risk before investing in technology
- Improved staff efficiency and confidence
- Better outcomes for citizens and communities
- Services designed for long-term sustainability

AI and Automation Discovery for Public Sector Services

Description

We deliver AI and automation discovery for public sector services, helping organisations understand where automation or AI can deliver real value. Our service identifies practical, low-risk opportunities to simplify services, reduce manual effort and improve outcomes, providing a clear, evidence-based starting point before committing to tools or long-term platforms.

Features

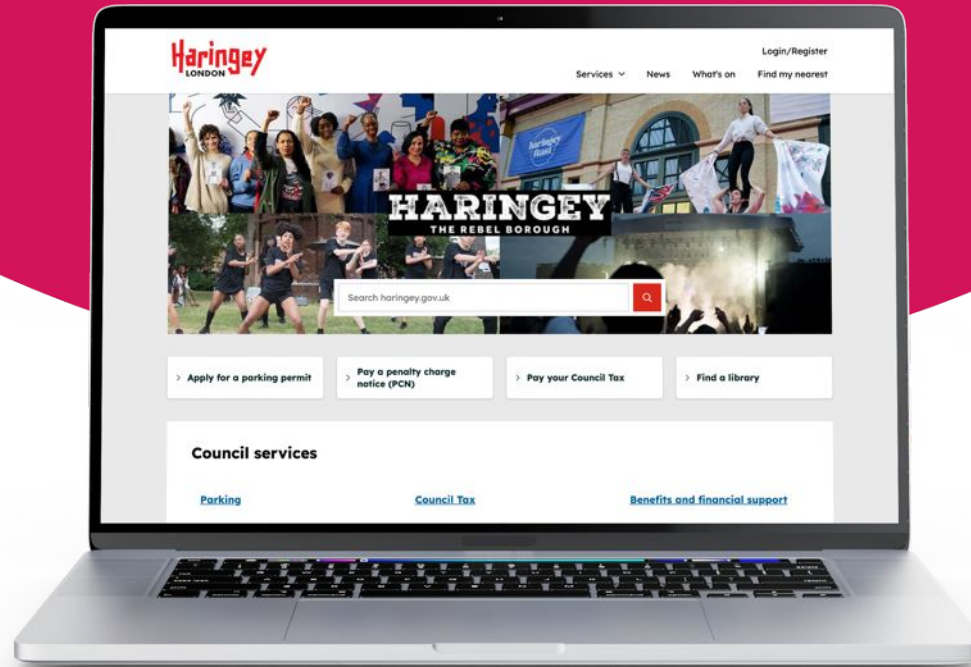
- AI and automation discovery for public sector services
- Identification of service and operational pain points
- Review of existing processes, systems and data
- Prioritisation of automation opportunities
- Identification of safe, low-risk AI use cases
- Focus on simplifying services before applying AI
- Assessment of automation versus AI suitability
- Alignment with policy, governance and compliance
- Clear recommendations and phased roadmap
- Practical and measurable next steps for delivery

Benefits

- Clear and justified starting point for AI and automation
- Avoids AI for AI's sake and/or off-the-shelf platforms
- Focuses investment on real service value
- Reduced risk of costly or unsuitable solutions
- Faster progress through prioritised opportunities
- Improved efficiency for staff and services
- Better experiences for citizens and users
- Confidence to take informed next steps
- Strong foundation for automation delivery
- Scalable approach aligned to organisational readiness



Customer Success Stories



Haringey Borough Council

Service Transformation Design **Results**



Accessibility

WCAG 2.2 AA Accessible website, tested with users of assistive technology, manual and automated testing



Content

Reduced content volume **by 30%**



Usability

Average time taken to complete key user journeys reduced by **2 minutes 5 seconds**



Readability

Reduced average reading age from **17 years old to 11 years old**

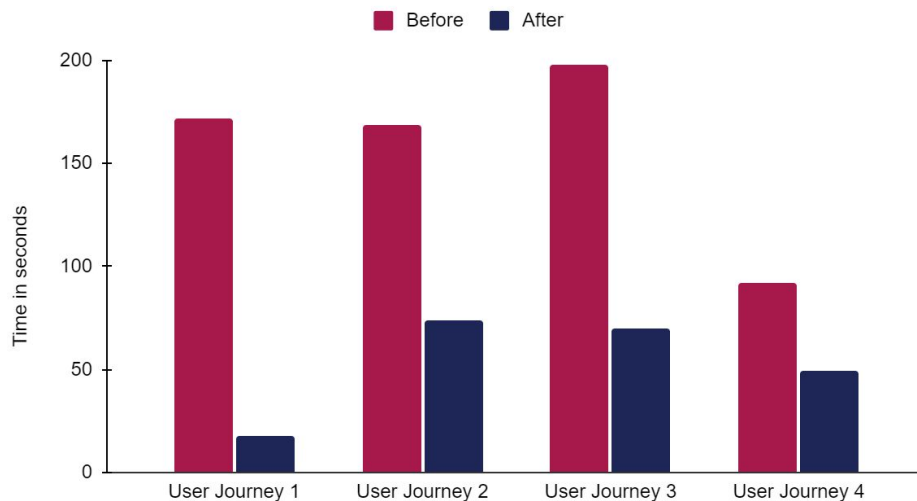
Key user journey times **before & after**

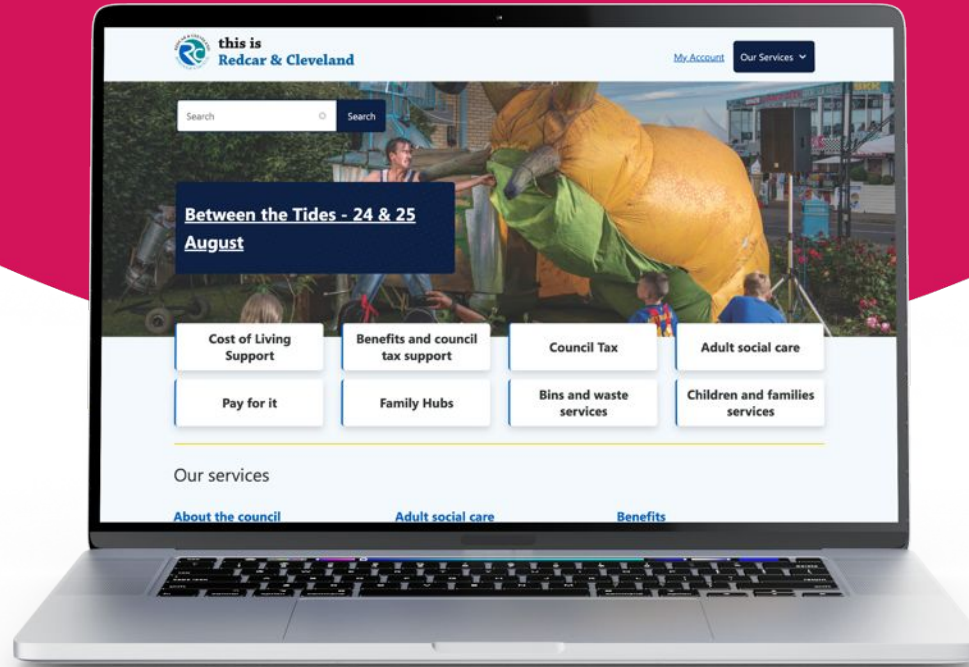
User Journey 1: Reporting a missed bin collection was reduced by **2 minutes and 34 seconds**

User Journey 2: Finding the 'Online Application for Discretionary Housing Payment' was reduced by **1 minute and 35 seconds**

User Journey 3: Finding your Council Tax Band' was reduced by **2 minutes and 8 seconds**

User Journey 4: Finding the price for a visitor parking permit was reduced by **49 seconds**





Redcar & Cleveland Council

Service Transformation Design **Results**



Accessibility

Identified, resolved and tested website to meet **WCAG 2.2 AA**



Content

User-centred design of combined Information Architecture (IA) across adult social care, children and families, and SEND



Usability

Average time taken to complete **key user journeys reduced by 72%**

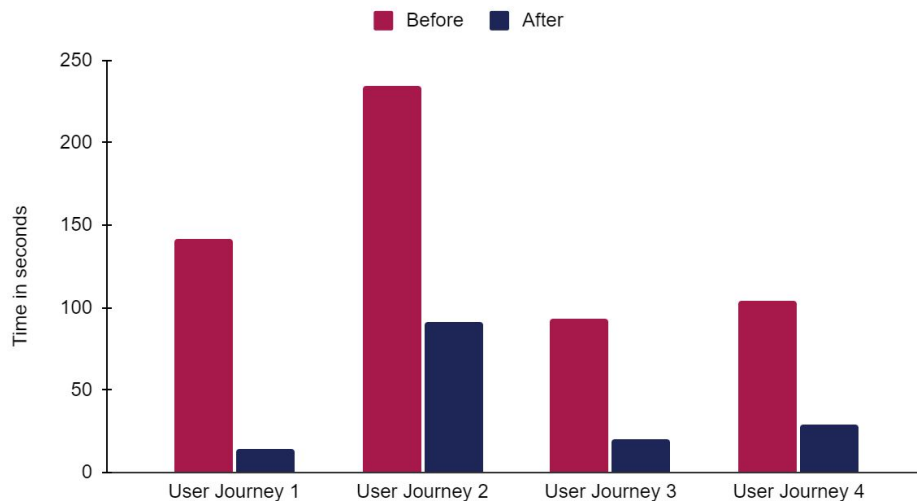


Readability

Reduced the website's overall reading age **by 4 years**

Key user journey times **before & after**

- User Journey 1: Finding information about free childcare for 2-year olds was reduced by **2 minutes and 8 seconds**
- User Journey 2: Finding information on how to apply for EHCPs for a child receiving SEN support was reduced by **2 minutes and 23 seconds**
- User Journey 3: Finding a list of care homes near you to support your elderly mother you was reduced by **1 minute and 13 seconds**
- User Journey 4: Finding summer holiday activities for a 6-year old child with autism was reduced by **1 minute and 15 seconds**





How to engage via G-Cloud 15



Contact Us

Buyers can contact Invuse to discuss requirements, confirm service suitability, or request further information related to services listed on G-Cloud 15.



Request a formal quotation

Pricing is provided in line with the published SFIA rate card and G-Cloud 15 terms. Final costs depend on scope, duration, and required SFIA levels.



Confirm service availability and suitability

Buyers can confirm service availability, applicable SFIA levels, and alignment with their requirements before placing an order via G-Cloud 15.



Place an order via G-Cloud

Contracts are awarded through the G-Cloud 15 framework using the buyer's standard call-off process.

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Book a Call

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