

G-Cloud 15

AI-Assisted Service Optimisation - Service Definition Document
V1.0 | January 2025

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*We help established businesses **unlock their full potential and regain market leadership** by modernising legacy environments through digital customer experience (CX) capabilities and our proven EtchElevate™ process. This approach increases client win rates, strengthens customer relationships, drives revenue growth, and reduces costs to serve.*

Introducing Etch

About Etch

Your end-to-end partner for digital growth

■ Strategy & business change

We develop our client's digital strategy and then help them deliver it end-to-end

■ Digital engineering

We build market leading app / web / IoT, ecommerce & omni-channel platform solutions

■ Experience design

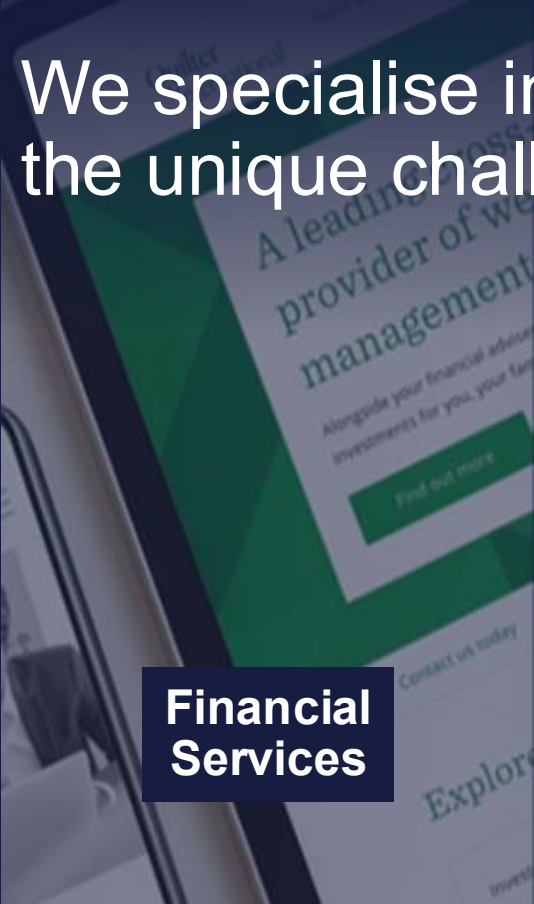
We design market leading digital customer and employee experiences

■ Growth marketing

We grow client market share through data-driven insights and channel experimentation strategies

Helping clients **thrive** in a competitive landscape

We specialise in transforming businesses by understanding the unique challenges in each sector...

A close-up of a tablet displaying a green and white website for financial services. The text on the screen includes "A leading provider of wealth management", "Alongside your financial adviser", "Investments for you, your family", "Find out more", "Contact us today", and "Explore".

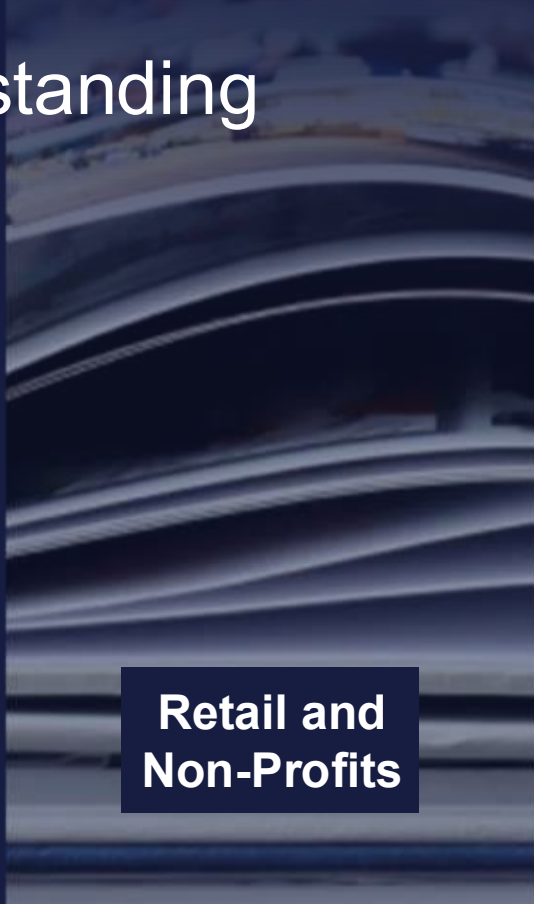
Financial Services

A photograph of a large, multi-story stone building with a classical portico and columns, surrounded by greenery.

Hospitality

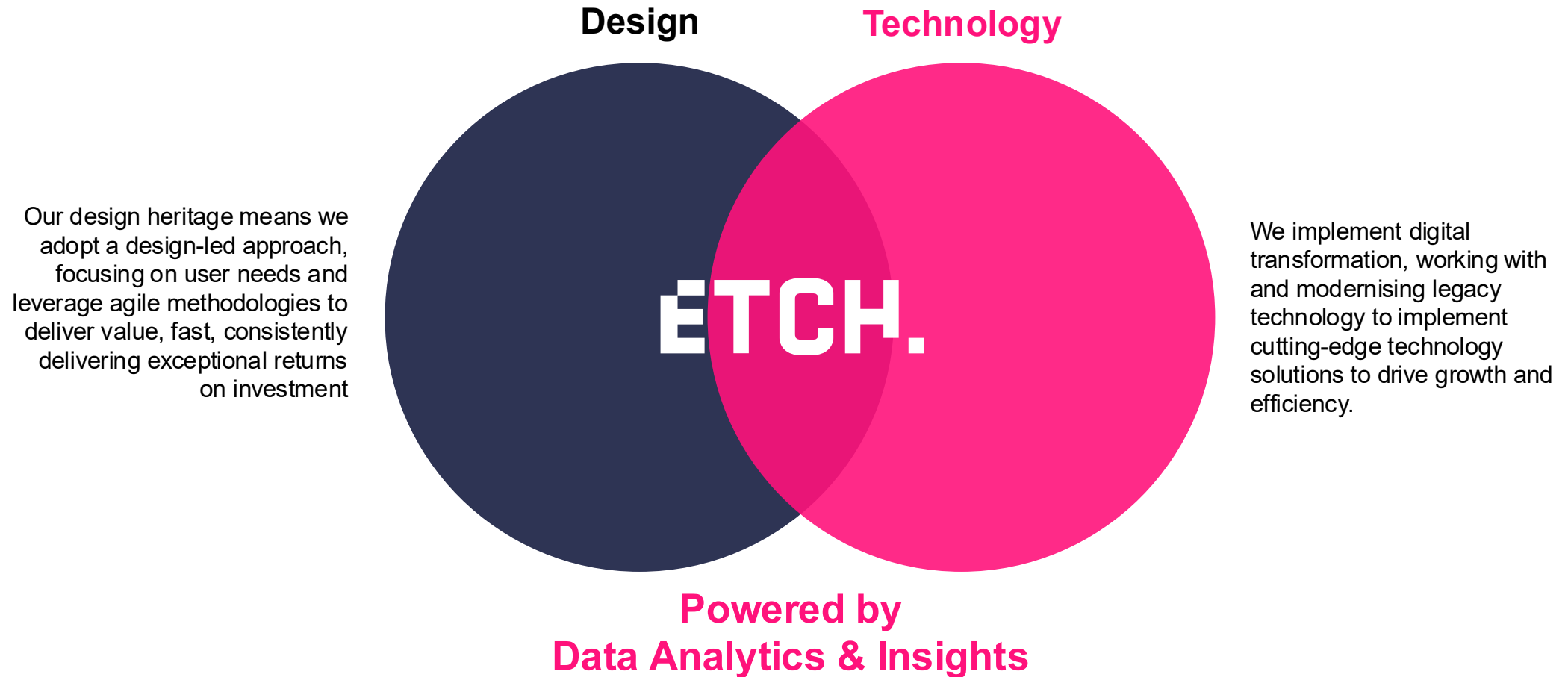
A stylized illustration of a person wearing a red helmet and a backpack, standing in a desert-like landscape with mountains in the background.

Gaming

A photograph of a modern, curved architectural structure, possibly a train or a large public building, with a blue and white color scheme.

Retail and Non-Profits

Where design meets technology



Etch is engaged by leading global brands to help build future ready businesses



AI-Assisted Service Optimisation

AI-Assisted Service Optimisation

Supports organisations to explore and apply AI-assisted approaches to improve the performance and efficiency of digital services. We work with buyers to identify suitable opportunities for AI and automation, assess risks and readiness, and define responsible, transparent optimisation strategies aligned to service outcomes.

Using the Etch Elevate™ approach, this service focuses on advisory support, experimentation, and assurance. We help buyers understand where AI can augment service delivery, analytics, and decision support without introducing unmanaged risk. The service aligns with government expectations on responsible AI adoption and supports buyers preparing for delivery, piloting, or procurement of AI-enabled capabilities.

Service features

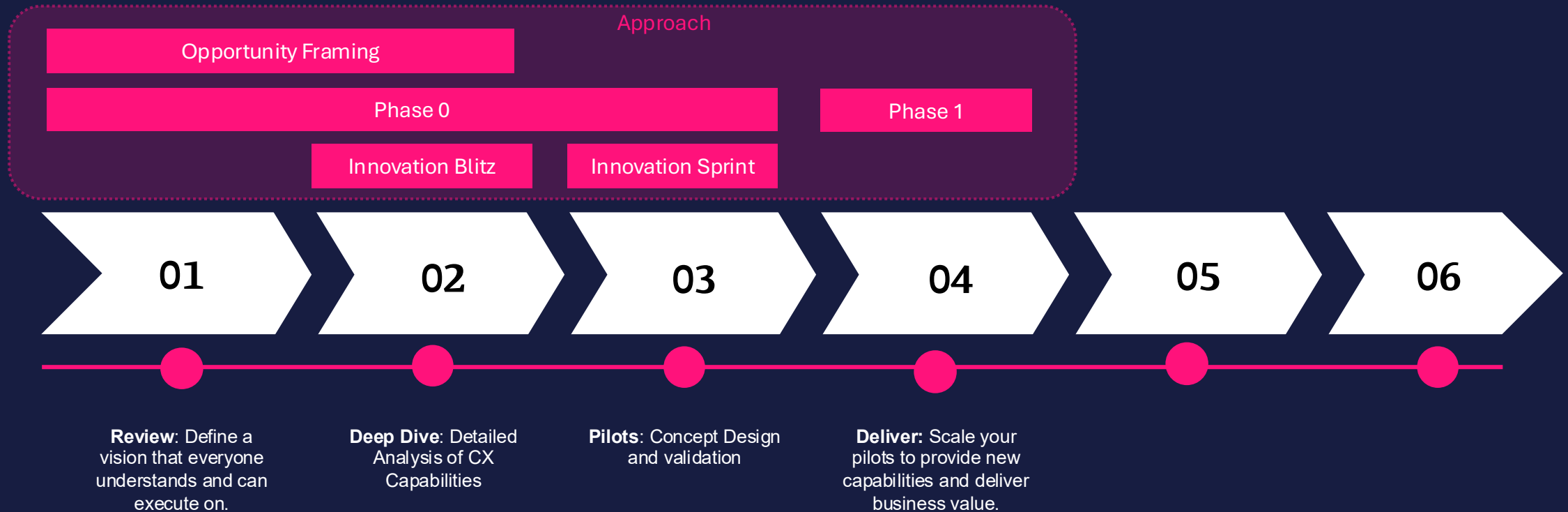
- AI opportunity identification and service suitability assessment
- Responsible AI and automation strategy definition
- AI readiness and risk assessment
- Governance, ethics, and transparency guidance
- AI-assisted service optimisation planning
- Human-in-the-loop design support
- AI-enabled insight and analytics design
- Experimentation and proof-of-concept support
- Assurance and compliance alignment
- Preparation for delivery or procurement

Service benefits

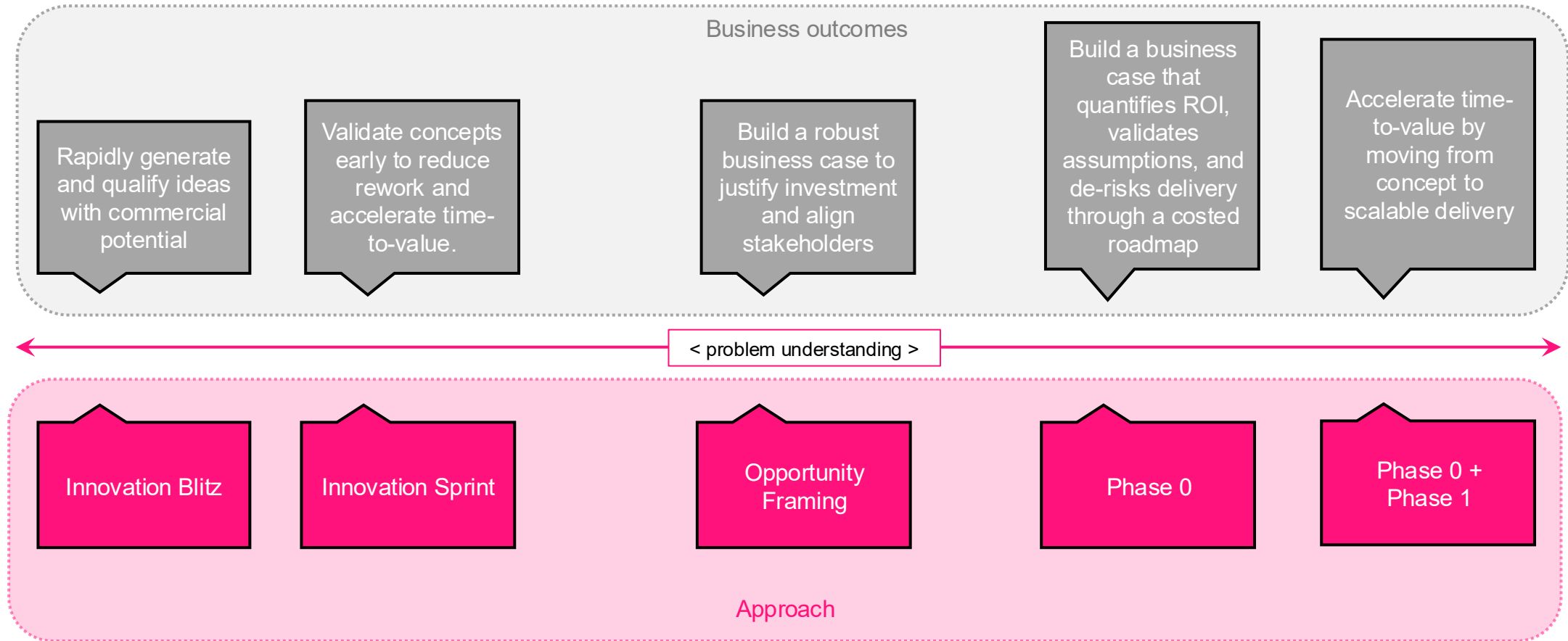
- Improves efficiency of digital services
- Enhances insight and decision support
- Supports responsible AI adoption
- Reduces risk in AI experimentation
- Improves service performance and usability
- Maintains transparency and trust
- Aligns with government AI priorities
- Supports evidence-based optimisation
- Enables future digital innovation

ETCH. Elevate Process

The process is designed to help businesses modernise their customer experiences, leading to growth and improved productivity. By following our proven methodology, your business can stay ahead of the competition while continuing to preserve its legacy. We follow a well-defined process to ensure seamless collaboration and successful project outcomes.



Understand your business problems



Approach

Etch works collaboratively with buyers to define and shape AI-assisted optimisation activities, which may include:

- Identification of AI and automation use cases
- Readiness, risk, and impact assessment
- Design of responsible AI operating models
- Definition of governance, controls, and assurance
- Planning for experimentation, piloting, or procurement

We work with the Buyer to define safe use cases, success measures, and control points (human review, auditability, and rollout controls), then run short optimisation sprints combining analytics, journey insight, experimentation, and implementation-ready recommendations.

Deliverables may include AI opportunity assessments, risk and ethics frameworks, optimisation strategies, governance models, and artefacts suitable for onward delivery or procurement.

Approach

How the service is delivered

Services are delivered by Etch consultants specialising in digital optimisation, data, and responsible AI. Engagements may be delivered remotely, on-site, or hybrid, and range from short assessments to multi-phase advisory and experimentation programmes.

Service constraints

- This service provides advisory, planning, and assurance support only
- It does not include autonomous decision-making about individuals, or unmanaged AI deployment
- Long-term AI operations or managed services are excluded unless separately contracted
- Any AI or automation tools used are subject to Buyer approval and governance under the Call-Off Contract
- Effectiveness depends on access to data, service teams, and governance stakeholders
- “AI-assisted” refers to human-led optimisation activities supported by automation and analytics, not the provision of a standalone AI product or platform.

Public Sector Case studies

Website – acquisition, conversion, retention

Eastleigh Borough Council

One Horton Heath positioning

Challenge

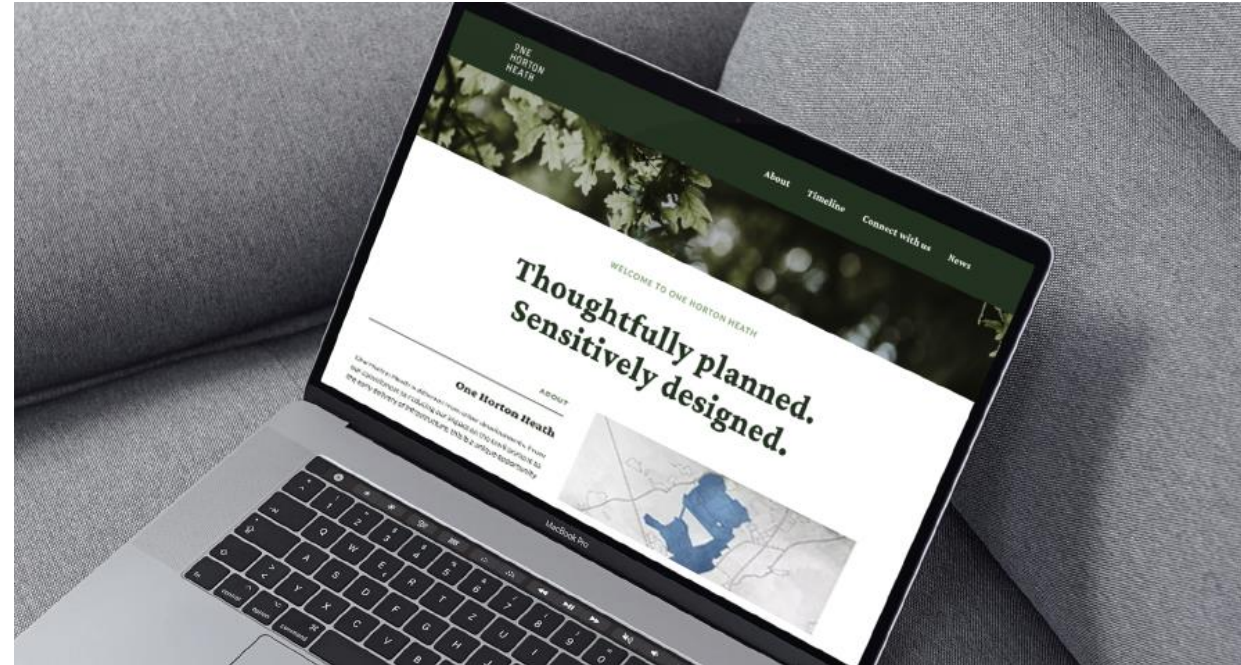
Capture the pioneering approach of Eastleigh Borough Council's housing development “One Horton Heath” and convey it through a compelling brand strategy, visual identity, and website. With the goal of attracting prospective buyers, tenants, local residents, and commercial partners, the task was to engage a diverse audience and effectively communicate the project's unique values of community, innovation, and sustainability.

Approach

Our approach centred around meeting the needs of future homeowners and renters while gaining support from existing residents. We built brand equity for the One Horton Heath project by positioning it as an ethical development that fosters collaboration and sustainable community-building, resonating with local residents and businesses. We delivered a 3-year communications plan, a content and brand strategy, guidelines and identity plus supporting toolkits for use on these environments. The One Horton Heath website was completed in 2 months.

Outcome & impact

The website has received positive feedback across the business, the audience, and the sector. It has allowed the team to use this as a core platform to communicate to their audience with the correct tone of voice backed up by a visual identity they wish to portray.



Platform – acquisition, conversion, retention, data management & exports

Higher Education Access Tracker (HEAT)

Empowering outreach with a modern impact tracking platform

Challenge

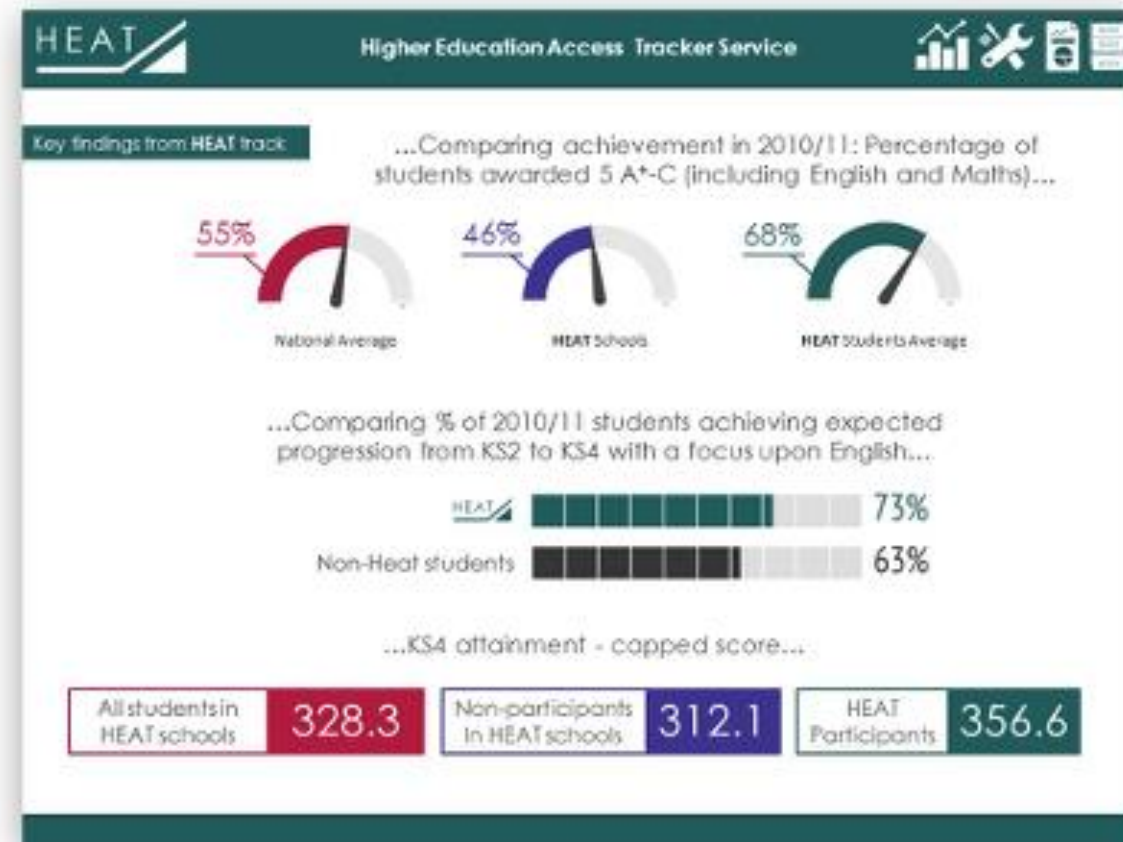
HEAT wanted to improve and modernise their platform that enables outreach teams in the Higher Education sector to build robust evidence of Widening Participation impact through longitudinal tracking. It was key that the new platform improved data quality and that it could scale as membership and the number of users grew.

Approach

We rebuilt the HEAT using modern web technologies. We improved the way data is both collected and displayed and built a bespoke import system that enabled the bulk uploading of data to improve efficiency and increase data quality through robust validation. An agile delivery methodology that ran in parallel to the main system along with a phased rollout ensured zero downtime during system switchover. The creation of an API enables members to integrate with their own systems to drive even greater efficiency.

Outcome & impact

- 400% increase in members
- 1000+% increase in student records



Transport for London

Emergency insight dashboard

Challenge

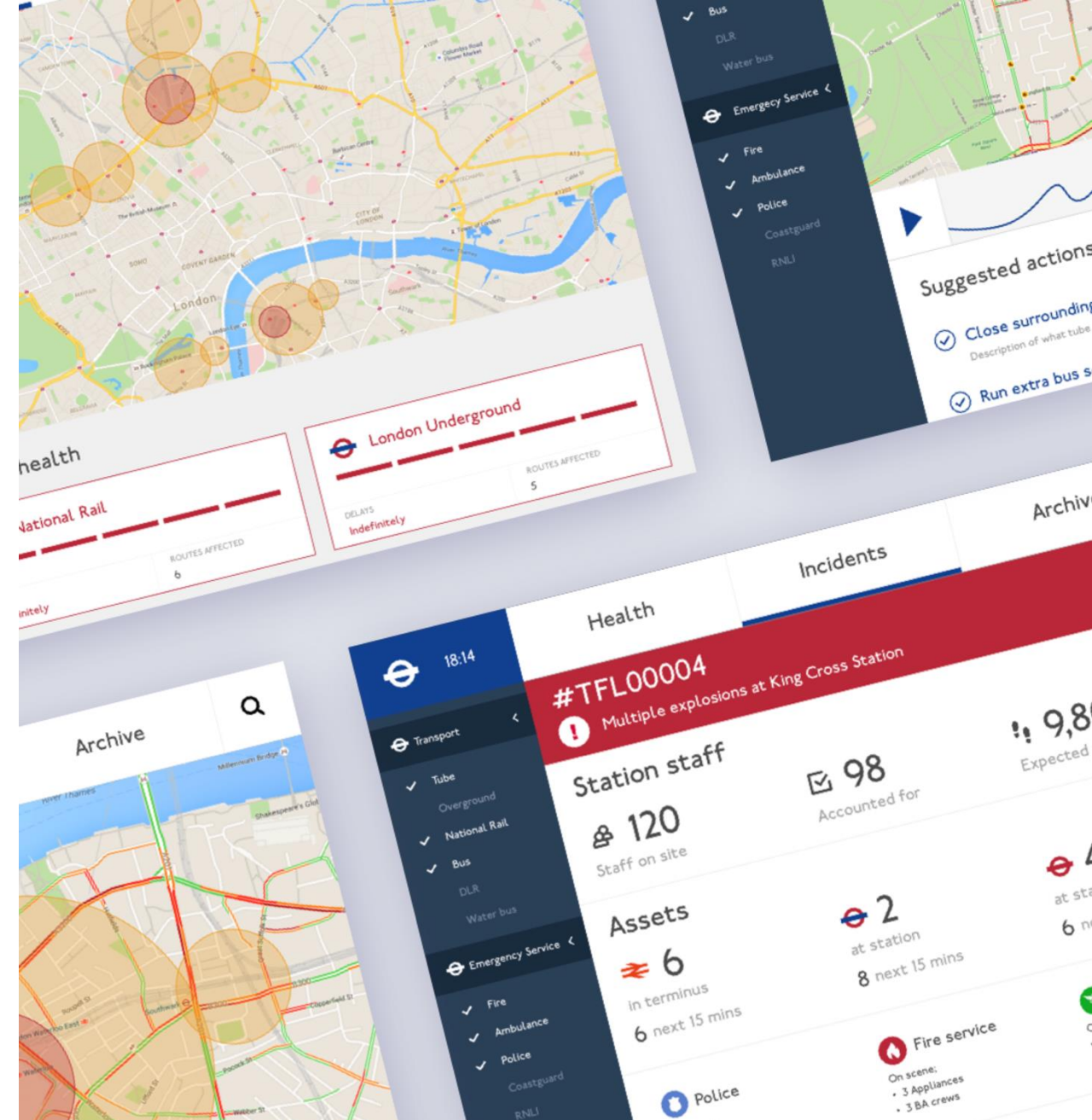
Enhance the situational awareness of Transport for London decision-makers handling emergency situations, such as participating in cross-party COBRA meetings with government and the police. The existing process lacked real-time insights and actionable information, hindering effective decision-making and deploying action on the ground under pressure.

Approach

Etch partnered with ATOS to develop a real-time emergency situation dashboard. The dashboard provided real-time data visualisation, enabling decision-makers in COBRA meetings to gain comprehensive insights into the current emergency situation. It also facilitated the identification and exploration of potential mitigating actions.

Outcome & impact

The proof of concept demonstrated the effectiveness of the dashboard solution. By consolidating data from various sources and integrating into a single source of truth, we showed that decision-making during emergency situations would be significantly improved. The dashboard provided evidence that comprehensive insights into the current situation would empower decision-makers to make better decisions, supporting the investment case for further development.



Internal platform – conversion, retention

BBC

New joiner platform

Challenge

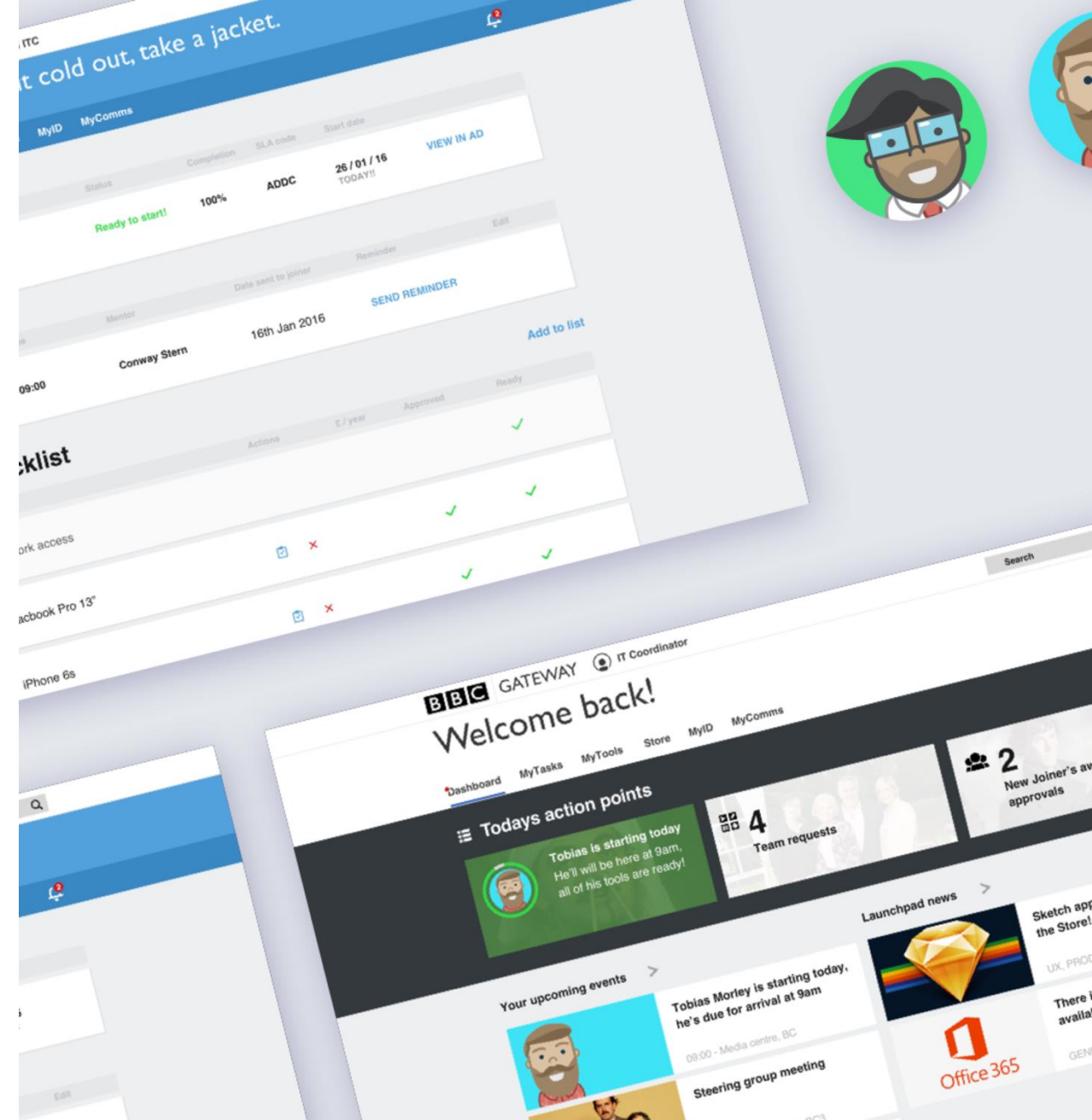
Enhance the onboarding experience for new joiners, movers and leavers at the BBC, as the existing process was inefficient and manual. New joiners had numerous questions and faced delays in obtaining necessary information and resources, resulting in reduced productivity and frustration.

Approach

Our consulting team embedded themselves alongside the BBC's internal user experience team. We conducted extensive research, including mapping out the new joiner journey and conducting interviews with recent joiners and IT coordinators. We ensured consistency with the BBC's global experience language (GEL) guidelines and developed a seamless interface that brought together multiple functionalities into a single portal.

Outcome & impact

- Streamlined onboarding process for new joiners at the BBC
- Improved tracking and management of new joiners' progress for IT coordinators
- Enhanced self-sufficiency for new joiners in setting up devices and applications



Social Value

As a Certified B Corporation, we ensure every partnership delivers sustainable value through transparent, results-focused collaboration, making us the trusted partner for mature companies and the Public Sector.

Find out more: <https://www.bcorporation.net>

Certified



®

Corporation

Improve citizen engagement with Etch

To discuss your requirements in more detail and place an order, please contact our team. They will guide you through the process and provide any necessary assistance in completing the Order Form (Call-off contract).

Contact:

publicsector@etchuk.com