

GAIN



REAL RESULTS · REBEL THINKING · REAL

Services Definitions

2025/26



About us

About GAIN

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Why GAIN

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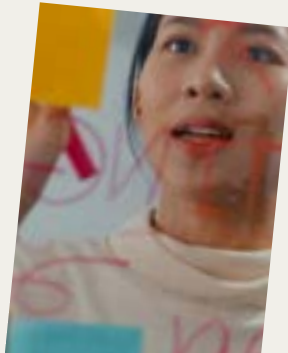
About us

GAIN[®]



GAIN

We are pioneers in
partnering with public
sector organisations to...

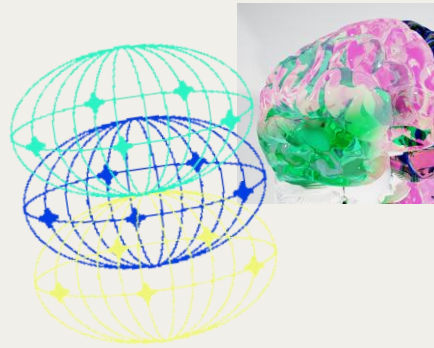
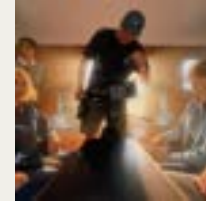


Who we are

**DELIVER
SERVICES
THAT TRULY
WORK FOR
PEOPLE**



CREATIVE



DATA



TECH

We believe the greatest impacts come from human ingenuity and creativity, powered by robust data and tools.



GAIN

A little about us

One company



650 people **worldwide**

Five specialisms



Unlimited potential

THIS BRINGS DEEP GOVERNMENT EXPERTISE



Paired with innovation, knowledge and skills from wider sectors and specialisms.

Meaning strategic excellence that's focused on not only meets standards but challenges thinking and demonstrably improves outcomes for citizens.

Deep insight from top-tier collaborations

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital

transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.

amazonadvertising

Google
Partner

Meta
Business Partner

2025
Microsoft Advertising
Partner

klaviyo
PARTNER

Acquia
Systemed Partner

TikTok
Marketing Partners

tagger
by Sprout Social

Google Partner
PREMIER 2025

Google Trends

Circle
Member
SQUARESPACE

shopify partner

PartnerStack

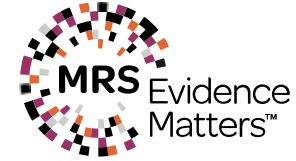
Accreditations and professional communities

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BIMA



BRISTOL CREATIVE INDUSTRIES



W3C®



COLLABORATIVE BY DEFAULT

We work as 'One team' with our clients bringing our multi-discipline expertise to deliver real results efficiently and effectively.

Our team of user-centred design, delivery and strategy experts work as one to solve problems from every angle, quickly, collaboratively, and with precision.



We focus on return on investment

We're passionate about measuring user behaviour in response to design improvements, it informs our deeper understandings of people and how they live their lives.

This also demonstrates where the value of investments have delivered operational and commercial value.
It's always about value for money.



GAIN

We are big enough to scale, small enough to care

How we work

As GAIN we provide dedicated teams to deliver end-to-end service and experience design solutions, to seamlessly integrate with your business.

Because of our UK and Global footprint, we can scale rapidly, with access to over 800+ specialist staff and 4,000+ contractors. And with extraordinary specialist skills in data science and growth marketing services we can strengthen commercial opportunities.



Our social values

Accessibility and inclusivity are the values on which we were founded. We call it Humanising technology and apply this lens to drive social impact across 5 priority themes.

Levelling the field **EMPLOYMENT**

We're committed to inclusive and accessible employment, so there's a few ways we're closing the gaps. Digital industries can present a specific set of barriers to entry, like access to equipment or software. To support young people, we offer paid internships, work experience,

the Strive mentorship, workshops and we partner with local youth CICs like Babbasa. We always use optimised recruitment practises to reach marginalised groups.

Learning & education **INNOVATION**

21 years of experience and expertise free of charge with our thought leadership initiatives. Our Founder co-authors the WCAG government guidelines. We run Virtua11y, a free online accessibility conference, every year. We also host paid for events where we allocate diversity scholarship tickets, creating access for those who wouldn't be able to attend otherwise.



Building communities **SOCIAL**

We conduct 240 research sessions per year, giving marginalised groups and communities a voice. We see every project as an opportunity to have a positive impact on real communities. Our work in the public and charity sectors sees us turn community insight into tangible change. We creatively seek out research participants, deliver insights with actions and arm our clients with the tools to grow, foster and improve their communities.

Supporting business **GROWTH**

We help our clients grow in the ways they need. 70% of our annual turnover is in the



public sector, actively working on improving digital services for citizens. We're proud of this and intend to retain it as we grow.

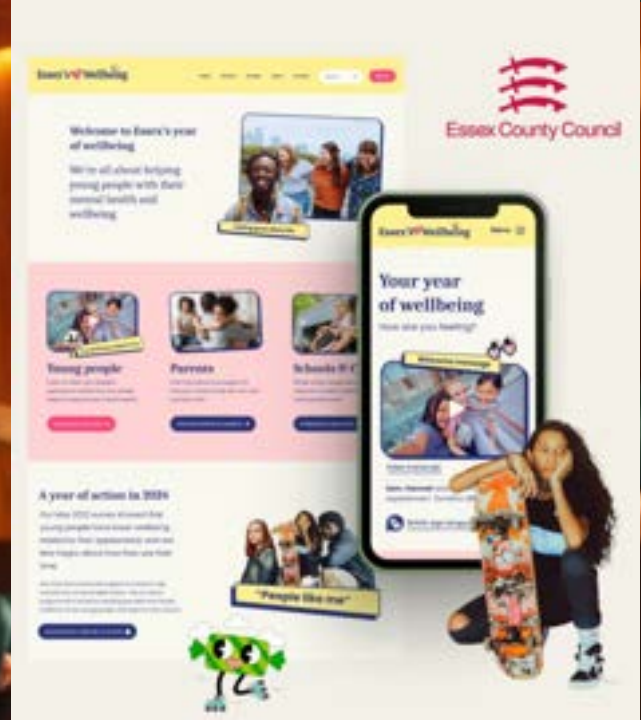
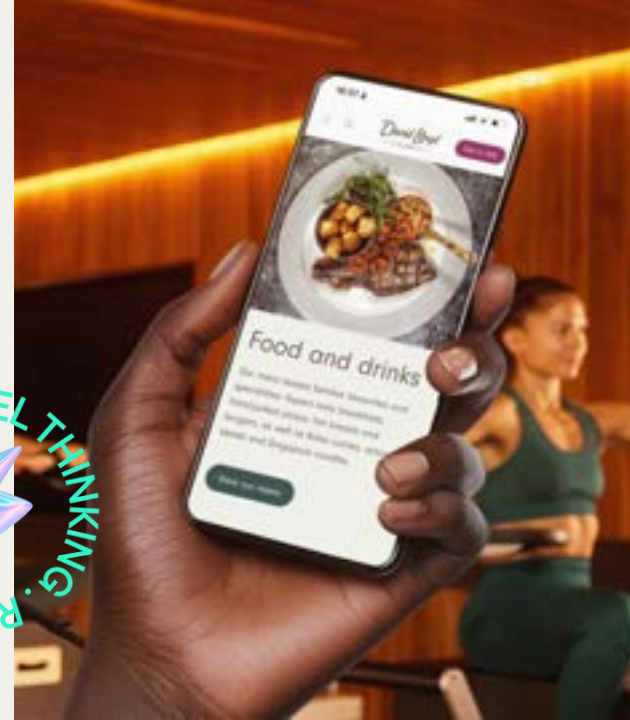
Working in this space means we bring our thought leadership to the public sector, elevate the discussion around accessibility and inclusion and deliver added value free of charge. This builds capability and self-sufficiency long term.

Design for the planet **ENVIRONMENT**

Sustainable design is at the forefront of our minds. We are deeply committed to our carbon reduction plan which aims to see us carbon neutral by 2030 and net zero by 2050.

GAIN[®] Experience

We create user-centered experiences that drive measurable business impact for public and private sector organisations.



We create inclusive, user-centered experiences that drive measurable business impact for public and private sector organisations.

Our tailored services deliver seamless interactions and meaningful connections with audiences across multiple platforms. Leveraging extensive research, innovative design, and advanced technology, to drive deeper engagement, higher conversion rates, and purposeful growth.

We work alongside public sector teams to design and deliver inclusive, accessible services from day one, ensuring every user can understand, use and trust critical digital journeys, regardless of digital maturity, ability or background.

Service Brackets

[Technology Services](#)

[Capability & Training](#)

[Technology Consultancy & Design](#)

[Technology Development](#)

[Drupal](#)

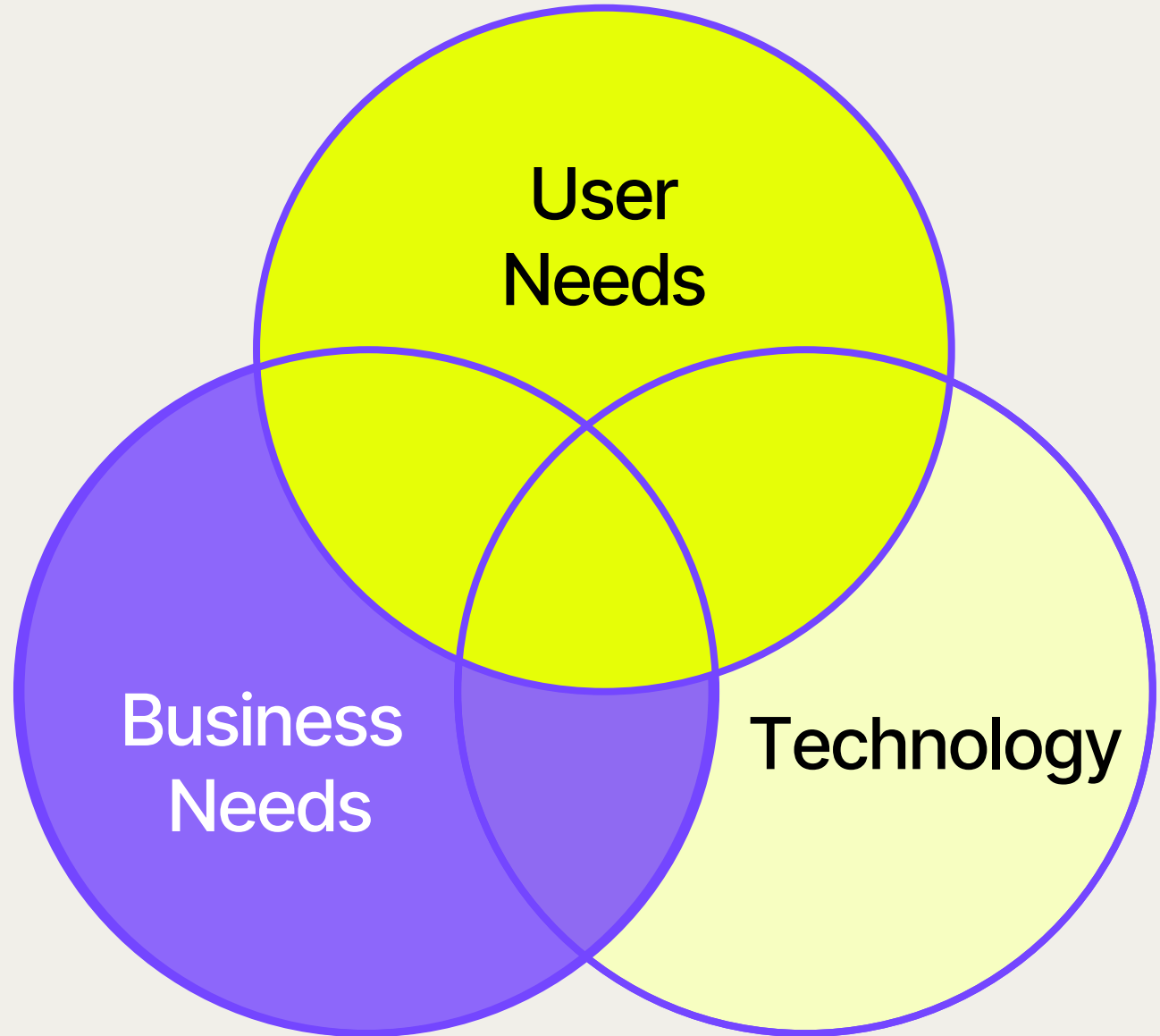
[Cloud Support](#)

[Discovery to Live](#)

[SEO, Analytics & Performance](#)

[View selected](#) [Case studies](#)

User Centered design powering innovation



GAIN



OUR SERVICES



Technical Capabilities overview

Discover

- Technical SEO audits
- Competitive technical analysis
- Feasibility assessments
- Technology recommendations & consultancy
- Architecture workshops & discovery sessions

Define

- Requirements gathering
- Technical specifications & documentation
- Architecture & system design
- Technology stack recommendations
- API & integration planning

Design

- Wireframing
- Interactive prototypes (low and high fidelity)
- UX Design
- Design system & component library development
- Design to development handoff processes

Deliver

- Core Development
- Front-end development
- Back-end development
- Web development (full-stack)
- Mobile app development
- Progressive Web Apps
- API development & microservices
- Cloud infrastructure
- Database design & optimisation
- Performance optimisation
- Search implementation
- Real-time features

Integrations

- CMS implementation
- E-commerce platform integration
- 3rd party integrations
- Marketing automation integrations

Quality & Compliance:

- QA testing (automated & manual)
- Accessibility testing (WCAG compliance)

- Security testing & penetration testing
- Performance testing
- ISO 27001 compliance
- Cyber Essentials Plus certification

Process & Leadership

- Agile/Scrum project management
- DevOps & CI/CD pipeline setup
- Technical documentation

Support

Ongoing Maintenance & Monitoring:

- Proactive monitoring & alerting
- Security patching & updates
- Dependency management
- Bug fixes & issue resolution

Performance monitoring & optimisation

- Analytics implementation & analysis
- A/B testing infrastructure
- SEO monitoring & optimisation
- User experience monitoring (session replay, heatmaps)

Operations & Infrastructure:

- DevOps & infrastructure management
- Hosting management
- Database administration
- Backup & disaster recovery
- Scalability planning

Product management

- Feature prioritisation & release management
- Technical debt management
- User feedback analysis

UX and Research services overview

UX Research

- Expert review
- Competitor/Comparator research
- Qualitative research methods
(*interviews, usability testing, diary studies, ethnographic observation*)
- Quantitative (*Surveys, Task analysis, basic experiments, and A/B tests*)
- Recruitment screener
- Interview / discussion guides
- Usability testing (*remote/in person*)
- Analysis and synthesis of research data

Service Design

- User personas and journey mapping
- Facilitate co-design / stakeholder workshops
- Service / Role activity mapping
- Presentation skills to communicate insights or research findings to all levels of roles
- AI Prototyping

UI & UX Design

- Digital and Product design strategy
- Digital branding
- Digital brand audits
- Sustainable design
- Enterprise design systems
- Design system audits
- Wireframing
- Interactive prototypes (low and high fidelity)
- Concept design
- Responsive, mobile first design
- Mobile App design iOS and Android
- Proprietary application design
- Visual content design
(*Graphic design and illustration*)
- Icon design

Content Design

- Content strategy and governance
- Content audit / Expert reviews
- Content design guidelines
- Tone of voice guides for digital brands
- Design content for special cultural, circumstance or disability (cognitive or physical) and inclusivity needs
- Translation of specialist content into accessible publicly consumable content
- Micro copy design
- Notification content
- Email content
- Collaborate / learn rapidly from subject matter experts
- Optimising content comprehension across channels
- Information architecture
- Taxonomy
- Content modelling
- Content marketing formats

Accessibility

- All our design resource across specialisms have a **WCAG AA** understanding for accessibility
- Accessibility audits
- Accessibility guidelines
- Accessibility statement

GAIN Fieldwork

We have our own participant recruitment agency with 40k participant data base.

GAIN Training

We have a specialist team who provide expert training for UX, UI and Service Design, Research and accessibility.

GAIN



TECHNOLOGY



TECHNOLOGY SERVICES

We believe human experience is everything and digital experiences should be for everyone.

Our engineers all embrace our ethos of putting people at the centre of our processes to deliver exceptional user experiences. We deliver remediation services bringing applications up to date and serving customer needs, design systems to help ongoing delivery, full digital development and deployment and capability services to build out your team to deliver outcomes quickly and efficiently whilst meeting best practice standards. We can also provide standalone technical discovery, architecture and roadmapping support for large digital transformations.

Services

[Technology Consultancy and Design](#)

[Technology Capability](#)

[Technology Development](#)

[Technology Management](#)

[Drupal](#)

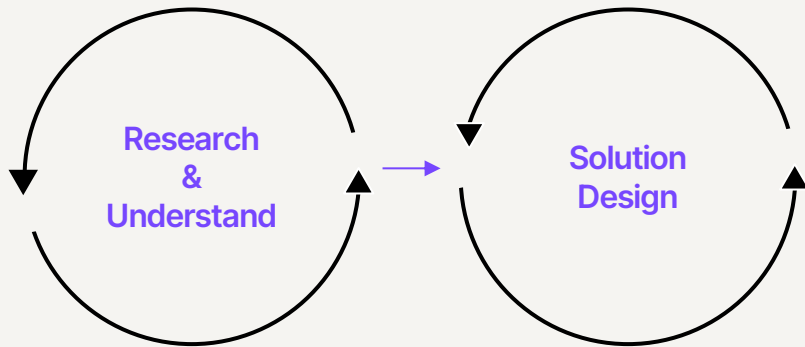
[Wordpress](#)

[Cloud Support](#)

[Discovery to Live](#)

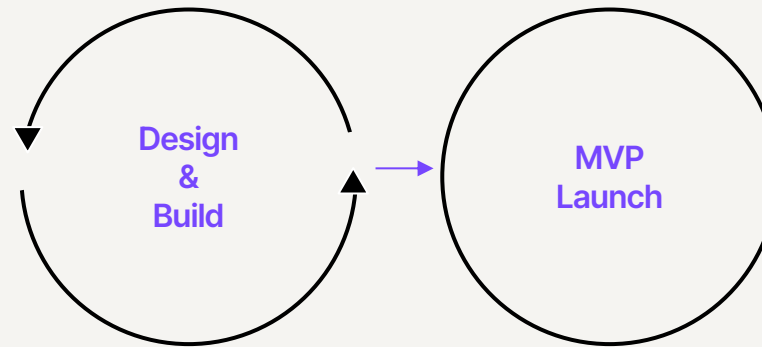
Overview of Methodology

Discovery



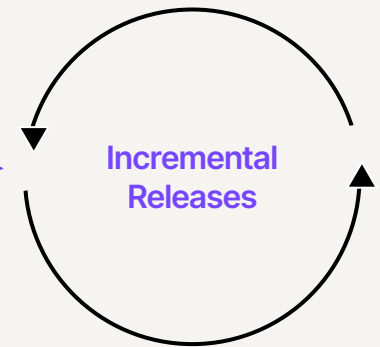
We unpack your brief, onboard ourselves with your existing work, carry out in depth research, understand both the business + user goals, and define your audiences.

Delivery



Post-discovery we move into Delivery, the "Build Phase", delivering at speed, we adopt a test and learn ethos to deliver maximum impact for your end users quickly.

Improvement & Optimisation



We continue at pace to iterate and improve your platform.

Knowledge Sharing

Our approach is built around collaboration, transparency, and a one-team mentality.



One Team

Lloyd Living's team members will be active participants in all agile ceremonies

Ensuring knowledge flow, co-ownership of priorities, and provides early visibility into the rationale behind design and technical decisions.



Living Repository

At the start of the project we will build out a space to store all project documentation.

This will be a living breathing repository with versioned documentation that we will collectively maintain.



Socialising WIP

Creation of opportunities to socialise the work we're delivering to help provide buy in from your wider stakeholders.



Adaptive Process

Recognising that team constraints and differences in experience, our approach is fully adaptive to your unique operating reality.

Our delivery framework provides regular check ins to adapt based on progress against KPIs.



Outcome

A collaborative and shared process that empowers your team to fully utilise the platform we're delivering.

Capability & Training

We work with you to embed our specialists into your large programmes of work to deliver specific outcomes, support your internal maturity and upskill permanent members of your team.

Capability and embedded teams

When rapidly deploying teams, we understand the immense value of ensuring that our specialists and account management team have a core understanding of the wider working culture and the context of the specific team we will be integrating within. Having this understanding will ensure that we hand pick specialists that not only have the correct skills and expertise, but the characteristics and ethos that align with the different departments and teams they'll be working with. We have built upon our vast experience delivering similar capability and capacity contracts, honing our processes, procedures and mechanisms to not only ensure that we are able to rapidly deploy teams and deliver at pace, but do so whilst still ensuring the highest level of quality.

With a 150+ internal team, coupled with a pool of 4000+ associates through our trusted and long-standing resourcing partner, we'll ensure teams are seamlessly and successfully deployed within 5-10 working days.

We can provide roles aligned to the Government Digital, Data and Technology skills and capabilities framework, including:

- All levels of user centred design capabilities
- Technical, development and data roles
- Business Analysis
- Product Design, Management and Ownership
- Agile Delivery and Project Management

Training

Alongside embedded teams, we provide tailored training and coaching to build sustainable in-house capability across digital, data and technology roles. Training is designed around live projects so your teams learn by doing, combining practical workshops, specialist clinics and on-the-job mentoring to embed user-centred, accessible and standards-aligned ways of working that endure beyond the life of the engagement.

Technology Consultancy and Design

Technical Business Analysis

Streamlines project outcomes by defining clear business requirements, aligning stakeholder goals with technical solutions, and optimising business processes for efficient implementation and measurable benefit realisation. Our approach ensures solutions meet business needs and drives strategic improvement and competitive advantage.

Technical Consultancy and Solution Architecture

Certified Technical architects, Data architects, Solution architects, Cloud architects and Enterprise architects guide the technical design, development, business decisions and strategy in the right direction using best practices, standards, methods and frameworks like TOGAF, Archimate, AWS or Azure Well Architected, Cloud first, ISO27001 and Scaled Agile.

Cloud software Design and Delivery

You need to understand the current state of any existing systems and the options available to you. We will review your current systems, proposed new systems, or in-development solutions to assure the best use of technology solving user problems.

CMS Migration Support

As requirements change over time, it may be necessary to change CMS technologies. Much of the content held in those systems is still valuable, we will work with you to migrate content, mapping fields and making the most of the new system's features.

Digital Integration consultancy service

We use modern integration approaches to design and implement solutions that work seamlessly between different systems and ensure access to data is secure and reliable. We utilise Cloud native, API-led connectivity and microservice integration patterns to bridge the gap between different technologies and respond effectively to changing requirements.

Mobile development consultancy service

User centred teams design and deliver accessible mobile applications in either single code based open-source technology or using native application development tools. Agile development of features has delivered apps reaching over 4 million users and ratings of 4.8 in both app stores.

E-Commerce Support

We review your platforms and digital strategy to ensure technology is used effectively to solve user problems. We assess reliability, performance, security and alignment with your technical strategy, comparing options against market offerings and modern GOV.UK practices. We identify opportunities to reduce operational expenditure, leverage cloud services and integrate tools such as APIs, while evaluating upgrade difficulty for legacy software.

Website optimisation consultancy service

We can optimise your website and ensure it is achieving your goals. Our teams blend technical knowledge, user-centred design and strategy to enhance performance, provide an exceptional user experience and ultimately convert your visitors into customers.

Website sustainability audit

A manual website sustainability audit is an efficient way to assess the environmental impact of your digital services. We review templates, content and technology against user behaviour and business strategy to identify areas for improvement and advise practical actions in design and development to reduce carbon emissions.

Technology Development

.NET

We build and maintain high quality C# and .net applications. Covering cloud-native serverless functions in Azure, websites and desktop tools. We'll build a bespoke solution to fit your needs now while ensuring the application is secure, extensible and scales to your needs.

JAMStack software development

Our team use a wide variety of modern frameworks, including Vue, React and Angular, as well as Next and Nuxt. Our specialists write modern TypeScript and SCSS and make use of pipelines to transpile into appropriate statics that can be consumed by all browsers.

Java software development

Creation of new software in Java, as well as improvement and extension of existing systems. Software written in Java is extremely portable and flexible, it offers a good base for websites, middlewares and desktop tooling. We can integrate software with various APIs as well as JMS or Azure Service Bus.

Python software development

Development and improvement of software written in the Python programming language. Our specialists have experience delivering large-scale applications on the web, as well as microservices and data processing pipelines. Create Python packages to be reused across your organisation.

Front end and Javascript software development

Our team use a wide variety of modern frameworks, including Vue, React and Angular, as well as Next and Nuxt. Our specialists write modern TypeScript and SCSS and make use of pipelines to transpile into appropriate statics that can be consumed by all browsers.

API design and development consultancy

We design, develop and support APIs for internal and public facing systems and processes, integrating with established software in an organisation or connecting to outside sources. We design and develop RESTful, SOAP and GraphQL based web APIs as well as message-passing APIs using Azure Service Bus and JMS.

Content Management System Theme build

Many content management systems fit the needs of the public sector out-of-the-box, however a distinct visual design is important to ensure citizen trust, recognition and to ensure use. Our design team and developers will create a theme that allows you to deliver a visually appealing, usable website rapidly.

Digital and open-source software development

Combining Agile delivery, UCD and DevOps practices, this approach enables secure, sustainable and cost-effective digital services. It supports compliance with accessibility and open standards while promoting collaboration and reuse across government. We will align with your technology strategy and leverage the right tools to solve your problem.

Mobile application design service

We design and deliver accessible mobile applications in either single code based open-source technology or using native application development tools. Agile development of features with previous projects reaching over 4 million users and 4.8 in both app stores.

Software & CMS remediation

Older pieces of software may no longer meet your organisational needs, either functionally or from a security, hosting or performance perspective. Our specialist engineers can perform remediation projects, such as upgrades to underlying languages and frameworks to bring them into security support, conversion to cloud-native hosting, and general reliability/performance improvements.

Technology Development

Digital Design system - technical component building

A design system is most useful when it can be readily used by interaction designers and developers. Keeping functional templates updated reduces drift from design systems in technology systems and facilitates smooth imports. We work with custom design systems as well as extending the GDS and NHS systems.

Digitised transactional service

Users interact with government in many ways, not all of which are digital by default. Users may be filling in paper forms, emailing requests or making phone calls to action changes to government records or make payments. We will digitise your service, following GDS best practice.

Technical review and evaluation

As part of any technical change or discovery, you need to understand the current state of any existing systems, and the options available to you. GAIN will review your current systems, proposed new systems, or in-development solutions to assure the best use of technology solving user problems.

CMS delivery

GAIN have extensive experience in designing, customising, and implementing a variety of Content Management Systems (CMS) from coupled, decoupled or headless. We can lead and support in the creation of small sites through to sites with a wider group of editors and a larger scope of requirements.

Headless CMS Implementation delivery service

Our experts will work with you to make the most of headless content management systems. These tools are excellent for very structured content, but any mismatch with your needs can significantly hinder their use. We will help you understand where your needs differ and implement changes.

Technology Management

Integration Remediation

ITSM helps organisations to design, build, deliver, operate and control IT services. We supply expert consultancy and staff for your service. From service strategy to continuous service improvement. we run services more effectively. Reduce your overhead costs and give excellent customer satisfaction.

Full stack software development

Our development team build end-to-end web software, combining modern front-end techniques and a variety of backend tools. Unusual combinations of tools can present unique problems; our engineers work with you to deliver high-quality software that meets user needs.

Technical managed service

We offer full-service solution for new or existing services hosted on major cloud providers. We provide solution designs, implementation of software in many languages, on-going support, and improvements. We provide expert engineers working to the latest security standards and best practices, making the most of providers' unique offerings.

IT Service Management

ITSM helps organisations to design, build, deliver, operate and control IT services. We supply expert consultancy and staff for your service. From service strategy to continuous service improvement. we run services more effectively. Reduce your overhead costs and give excellent customer satisfaction.

Managed Service

Our Live Operations Managed Service is a multi-threaded program that ensures your cloud service is fully supported and compliant. Move beyond essential maintenance and support to ensure your service is sustainable, is continuously improved based upon user research, is compatible, accessible, and quality assured.

QA, testing and test automation

Our services empower customers with test design and planning and consistent quality software development. We ensure quality in all agile development projects stages and processes and use the latest tools and testing frameworks connected with CI/CD pipelines such as Test-Driven Development TDD, Cypress.io, Selenium, MUnit, NUnit, MSTest and others.

Drupal

Drupal software development

We plan and deliver new Drupal systems and provide capacity within larger delivery programmes. We can build bespoke applications as well as using Drupal distributions like LocalGov Drupal. We have solutions for hosting Drupal effectively on AWS, Azure, GCP, Acquia Cloud, and other providers.

LocalGov Drupal CMS implementation

We can plan and deliver new Local Gov Drupal sites, improve and upgrade existing systems, and provide capacity within larger delivery programmes. We deliver across UX, Design, Dev and Accessibility and will tailor our approach to the skills and capacity of your team.

Local Gov Drupal Content Management System Theme

Many content management systems fit the needs of the public sector out-of-the-box, however a distinct visual design is important to ensure citizen trust, recognition and to ensure use. Our design team and

developers will create a theme that allows you to deliver a visually appealing, usable website rapidly.

Drupal Remediation

Older Drupal websites may no longer meet your organisational needs, either functionally or from a security, hosting or performance perspective. We carry out an audit providing recommendations and steps for remediation, including security, code quality, accessibility, performance and hosting. This covers unsupported sites as well as supplier changes.

Drupal support and maintenance

We provide hosting, support and maintenance for all versions of Drupal, including the latest, Drupal 10. Keeping the system up-to-date after launch allows for new features and bug fixes to be deployed, as well as ensuring security fixes are applied.

WordPress

WordPress development, support and maintenance

We offer bespoke WordPress development and ongoing technical support that ensures your WordPress site is robust, easy to manage, accessible, and standards compliant. From custom themes, security enhancements, and performance optimization to ongoing maintenance; we can offer the complete end-to-end tailored delivery of your WordPress site solution.

Cloud Support

Devops, CI/CD, Cloud infrastructure and development

Managing the infrastructure that powers digital services can be quite involved. While this can be done manually, CI/CD and DevSecOps approaches improve reliability, change control, and disaster recovery. We use Terraform cloudspecific tooling like ARM and CloudFormation, as well as CI/CD tools like Github Actions, GitLab and Azure DevOps.

AWS cloud managed service

We offer a full-service solution for services on AWS and can provide different levels of engagement and support for managing your cloud platform including initial solution designs, implementation of software and infrastructure, and ongoing support. We build using S3, CloudFront, Elastic Container Service on EC2 and Fargate.

Google Cloud Platform managed service

We offer full-service solution for services on GCP. We provide support including initial designs, implementation of services, ongoing support, and improvements. We build using Cloud Run, Cloud Armor, Cloud CDN and IAM for sustainable and green hosting of various applications.

Drupal website hosting

Sustainable, cloud-native hosting for your Drupal site, including LocalGov Drupal installations. We host Drupal in AWS, Azure, Google Cloud Platform and Acquia, making the most of automatic scaling, CI/CD and high SLAs. Fully managed by GAIN, and isolated from other customers.

Technical and Cloud Architecture

Our certified Technical architects, Data architects, Solution architects, Cloud architects and Enterprise architects guide the technical design, development, business decisions and strategy to the right direction using best practices, standards, methods and frameworks like TOGAF, Archimate, AWS or Azure Well architected, Cloud first, ISO27001 and Scaled Agile.

Discovery to Live

Having delivered dozens of projects in accordance with the Government Service Standards, we are experts in delivering Discovery, Alpha, Beta and Live.

Discovery

Our Discovery activities include understanding the user needs and service context through user research, technical investigation and business process mapping to help improve or define your service.

We use a variety of research techniques from onsite contextual research lab-based testing sessions, to large qualitative surveys to gather a rich picture of your users' needs. The outputs we produce are practical tools that will support you in moving forward, whether this is improving your existing service or taking the next step into Alpha.

Alpha

Within Alpha we test, iterate and refine different solutions to the problems uncovered within Discovery. We work with you to define a proof-of-concept, iterative prototype and test and refine hypotheses based on user needs.

This process helps to define the service vision and definition that meets your organisational goals, as well as user expectations. Our robust and iterative methodology looks at the service as a whole and supports you in creating a roadmap and plan for Beta.

Beta

Having worked with 100s public sector clients, we are experts in delivering Beta services, through private and public phases, successfully passing GDS assessments. Through iteration of user research, accessibility testing and agile delivery we develop and build through Beta to successful, user-centred Live accredited services

Live

As services are handed over to BAU teams, often with smaller budgets, it's easy to consider your service 'done'. Live is a crucial time to embed sustainable ways of working, ensuring success long-term. We support this transition using live user-data to inform strategic roadmaps, success-metric tracking, ongoing research and optimisation

GAIN

SEO, ANALYTICS AND

PERFORMANCE

Sub title



SEO, Analytics and Performance

GA4 Analytics consultancy

Our analytics consultancy service will help you organisation design and implement a comprehensive GA4 measurement plan. Our team will work closely with you to set up GTM and GA4 to ensure you continue to collect data you need to demonstrate the ROI of your websites/apps.

Experience Optimisation

We work with data to quantify and understand the experience you deliver to your users. We measure users' end-to-end journey as they find, use and discuss your digital products and services online. The findings support design, delivery and ongoing management of your products/services, using data to identify areas for improvement.

Performance analysis

Our performance analysts will put in place the right data collection systems and measurement frameworks, working with you to discover the data your services hold and identify any gaps. We'll identify the KPIs and user needs and benefits in-line with any changes, to demonstrate ROI throughout Discovery, Beta, Alpha and Live.

Search Engine Optimisation (SEO) consultancy

Search Engine Optimisation (SEO) improves the quality and quantity of traffic to your website. Our dedicated team assesses your needs and audits your site to create a tailored plan. We'll then work with you to deliver demonstrable results that will show return on investment over the short, medium and long-term.

Social Media Monitoring

We use advanced social media listening tools to collect, segment and interpret the posts and observations shared through social media platforms. We can set this up for you or train your team to become self-sufficient and manage their own social media listening.

Website optimisation consultancy

We can optimise your website and ensure it is achieving your goals. Our teams blend technical knowledge, user-centred design, and strategy to enhance performance, provide an exceptional user experience and ultimately convert your visitors into customers. We provide content strategy, optimise for increased conversion rate and implement SEO best practices.

GAIN

OUR WORK IN ACTION



**REBEL
THINKING
REAL
RESULTS**

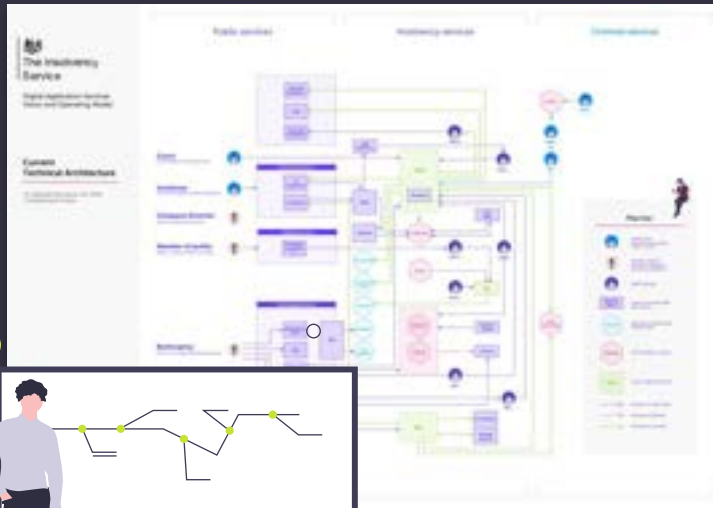


TS . REBEL THIN



The Insolvency Service

Application Services



Application Services is a new business unit within the Digital Technology Services directorate of the Insolvency Service. GAIN is the digital agency managing the hybrid delivery team. As part of our initial engagement, we created an Application Services Operating Model, transforming people, processes and technologies.

We put our stakeholders and end users at the heart of everything we do and deliver and maintain digital solutions that provide easy to use, accessible, reliable services. We are committed to transforming legacy systems; moving to a modern, consistently applied set of technologies.

Following an initial assessment of team structure, skill sets and capacity, we worked to establish a literal one team culture with no distinction between GAIN and the Insolvency service team (shared comms plans, emails, job descriptions, collaborative tools). We now are one team focused on working together efficiently and effectively to deliver the best solutions.

- We have also created a healthy knowledge transfer from internal knowledge of existing applications and best practice knowledge of digital delivery from new personnel. Building a new robust user-centred culture of learning to

create long term value for the Insolvency Service.

- We are committed to transforming legacy systems; moving to a modern, consistently applied set of technologies.
- We engineer infrastructure, architecture and application solutions that are grounded in serving the business and the public.
- We built out a defined end-to-end process; mapping with DTS and wider business processes and aligning with the objectives of Application Services, establishing new ways of working to increase velocity and quality of outputs.
- We ensure that our processes meet the needs of the business and allow Application Services to deliver value quickly and efficiently whilst increasing visibility of work in progress and completed.

“Funding greener transport: ‘Active Travel England’ awards grants to councils in England for active travel schemes. The site needed to be set up quickly and provide simple maintenance.”

AA

WCAG 2.1 standards for accessibility

318

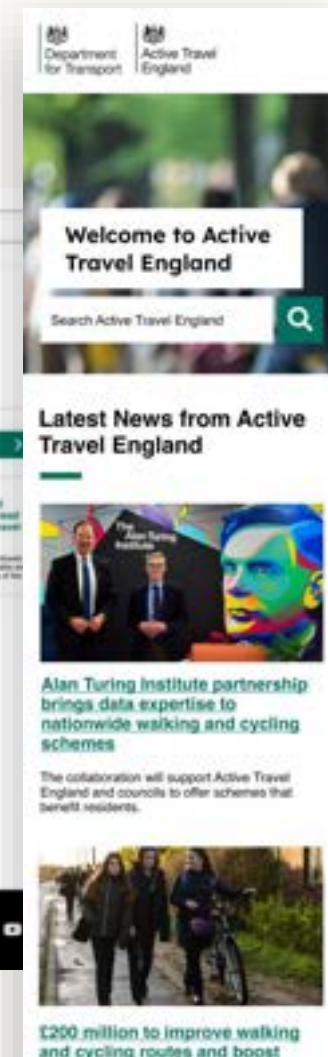
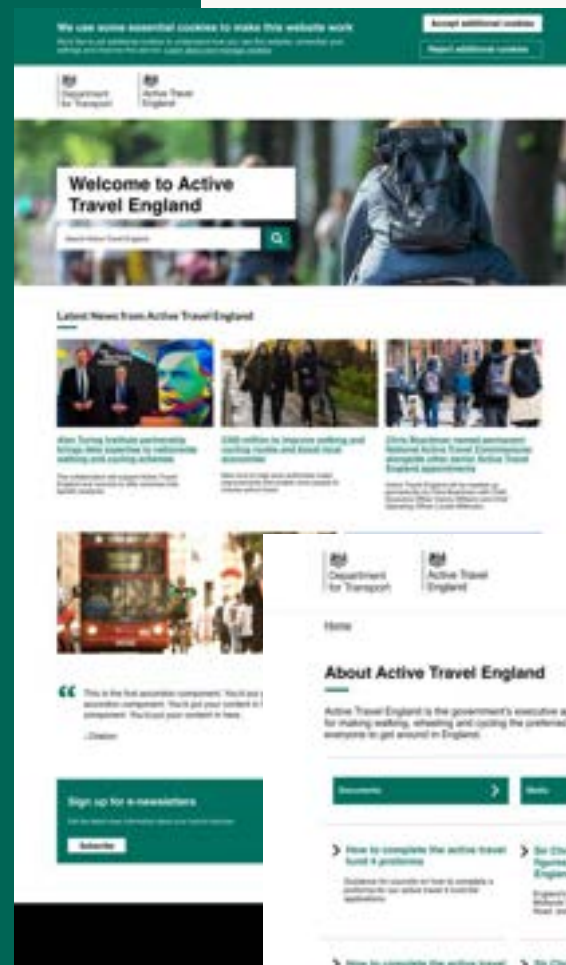
Supporting all councils in England

LocalGov
Drupal

LocalGovDrupal platform



Department
for Transport





“We have established a true partnership underpinned by collaborative working”

Clare Marchetti

Working with Highways England, we designed and delivered an end-to-end multi-channel service for the Dart Charge. Our approach has always been to think bigger than just digital. In discovery, we found the service was working but by understanding user needs we could move towards greater compliance.

We went beyond wireframes and digital designs, looking at the “Lived Experience” across online and offline touchpoints, including letters, call-centre scripts, digital, mobile, voice/in-car apps and signage.

1.5m

Sessions since launch

70%

Reduction in document creation cost

£7.5M

Savings delivered

Case Studies: Delivering Scalable, Audience-Led Design Systems

Sheffield Hallam University – Multi-Year Partnership

Developed foundations of a comprehensive design system to support a multi-site environment with hundreds of editors and thousands of pages.

Created accessible, flexible templates for open days, courses and accommodation journeys, reducing duplication and improving content quality across the estate.

**Sheffield
Hallam
University**

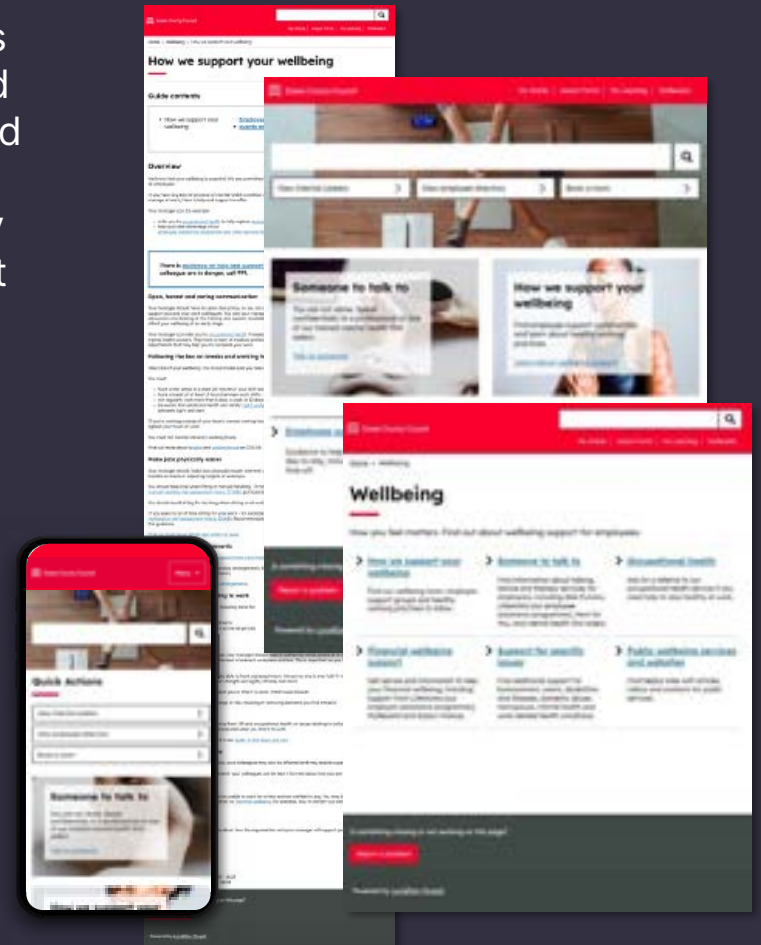


Essex County Council Intranet Platform

Redesigned the council's digital experience around residents, businesses and partners, using a user-centred content strategy and a shared component library.

Delivered a cohesive, WCAG 2.1 AA-compliant platform that simplified publishing for internal teams and improved service discovery for the public.

 Essex County Council

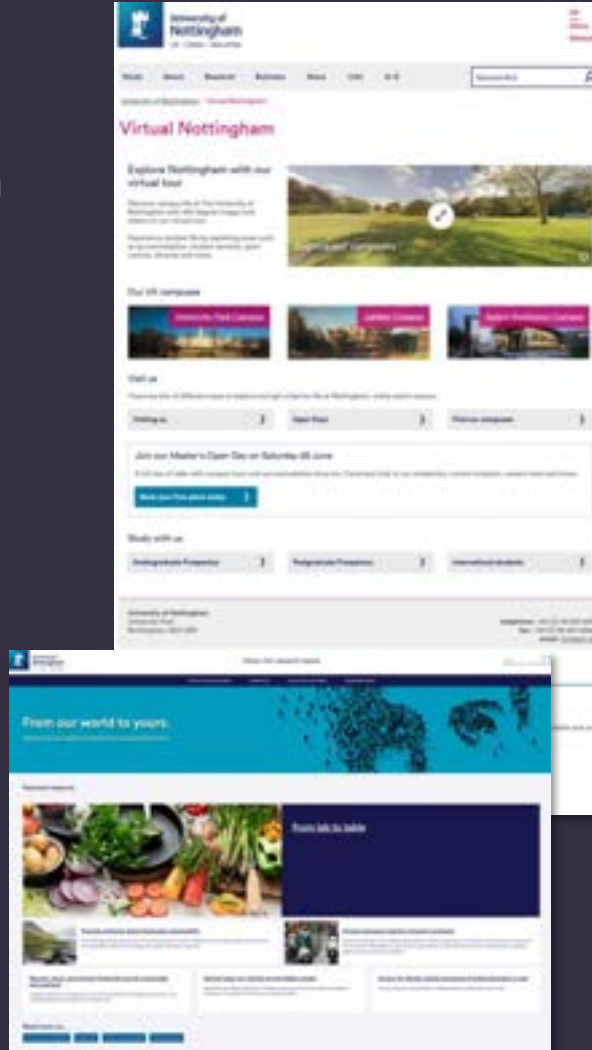


Case Studies: Governance and Migration at Scale

University of Nottingham

Led a strategic migration programme to move from Contensis to Adobe Experience Manager.

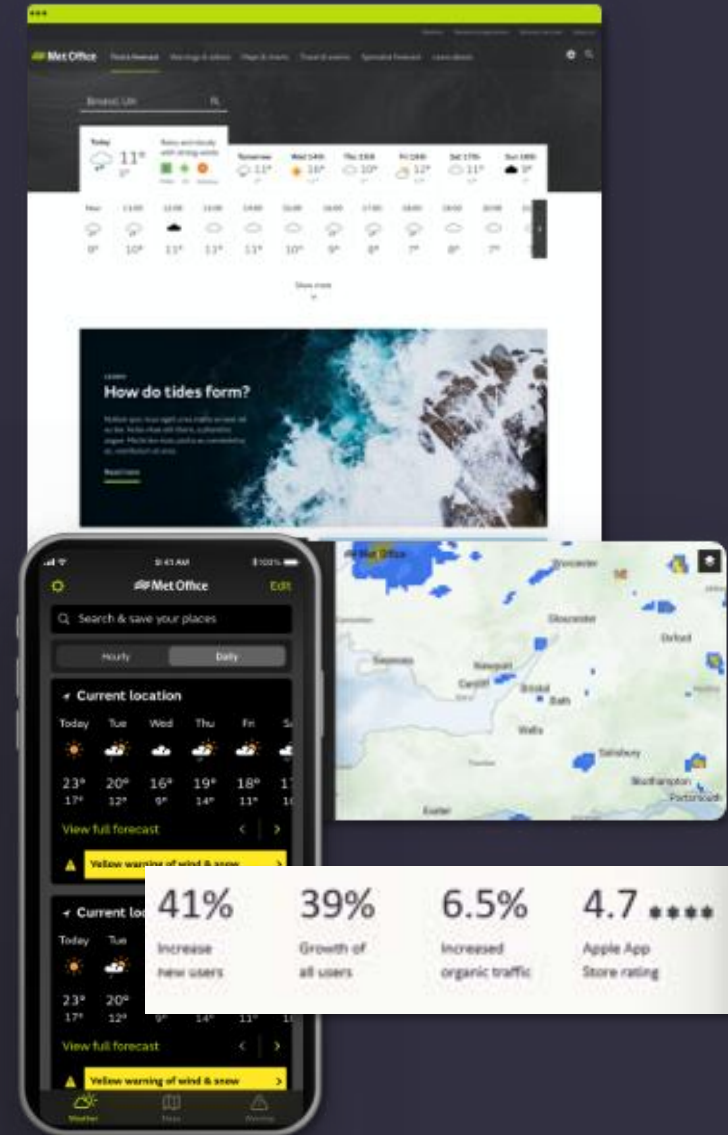
Defined decision and governance frameworks, audited content across the estate and developed a roadmap to support design, build and long-term adoption of Adobe tools.



Met Office

Delivered a digital transformation discovery to redefine the experience for the Met Office's data and product platforms.

Facilitated workshops with technical, operational and user experience teams to design new governance, delivery and release models - setting the foundation for a modern, flexible and maintainable digital ecosystem.





We've introduced and maintained a programme of user research activities for the Met Office, deriving actionable results including:

Crafting a new IA through card sorting and validating it with tree tests

Unifying UX through dynamic personas and user stories/epics

Ensuring the service redesign was technically feasible and validated against user needs by iteratively validating prototypes in moderated and unmoderated testing.

All research fed into a research library, continuously reviewed in show and tells, and informed Jira backlog prioritisation.

+41.48%

Increase of new users

33.66%

Increase in website sessions

26.71%

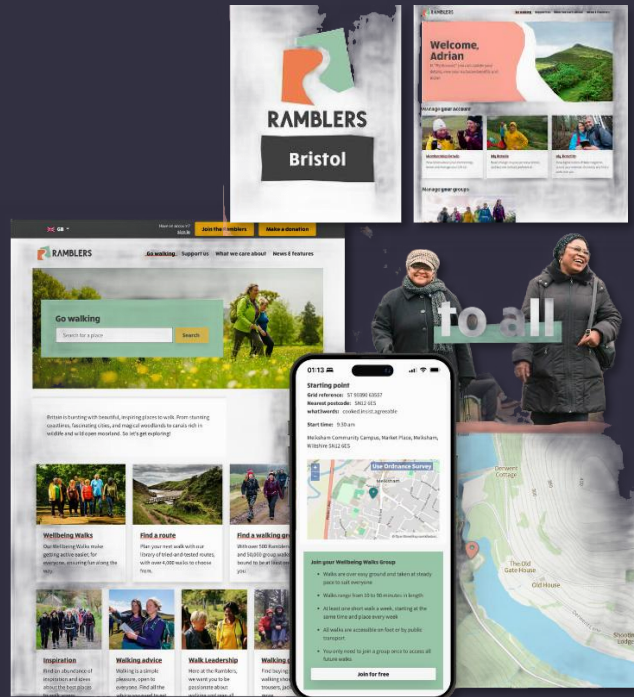
Increase pages views

Case Studies: Long-Term Collaboration and Sustainable Growth

Ramblers Association Member Engagement

Delivered a multi-phase design and build programme followed by a continuous improvement model focused on accessibility, performance and member engagement.

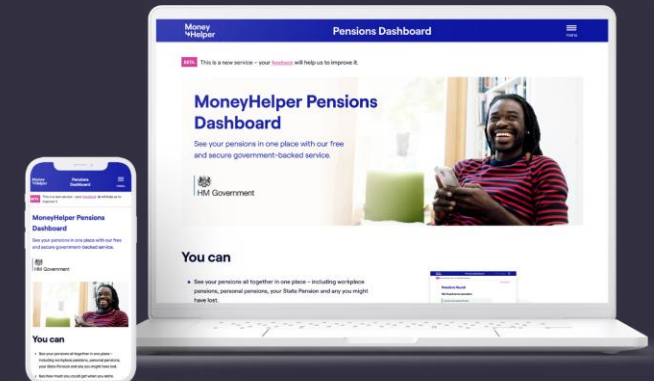
Our long-term partnership provides ongoing UX optimisation, technical support and insight-driven enhancements aligned to organisational goals.



Money and Pensions Service

Partnered with internal teams to define and strengthen their digital governance framework.

Provided UX consultancy, delivery assurance and process improvement support to help establish sustainable practices, upskill teams and ensure compliance across a complex, multi-site estate.



The ONS' Secure Research Service was approaching GDS assessment without any user research. Our multi-discipline team:

- Championed user-centred research and content design
- Delivered a rapid discovery and GDS compliant project through user research and service design
- Worked with their researchers, product, and delivery managers to introduce better ways of working
- Passed the GDS assessment

“Nothing short of
amazing”

ONS



Let's **talk**

Ways to get in touch

Gain Experience

gcloud-enquiries@thisisgain.com

