

Population Engage - Service Definition

Framework: G-Cloud 15

Lot: 2b - Cloud Software

Supplier: Newfound Ltd

Service name: Population Engage

1. Service overview

Population Engage is a cloud-based engagement and data collection service designed to improve participation among hard-to-reach populations. It helps public sector organisations increase response rates, improve data quality, and build trusted, ongoing relationships with communities. The service uses multi-channel outreach, conversational interfaces (including voice and chat), behavioural design, and real-time analytics to make engagement more accessible and effective.

The service is delivered as a secure, browser-based SaaS platform and does not require deployment into buyer infrastructure.

2. What the service provides

Population Engage enables organisations to:

- Design and configure engagement campaigns (surveys, outreach, consultations)
- Reach participants through multiple channels (for example web, SMS, email, voice)
- Use conversational interfaces to guide participants through questions
- Monitor engagement and completion in real time
- Analyse responses and generate actionable insight
- Improve accessibility for users with low literacy, low digital confidence, or access barriers

The service is suitable for research, surveys, service feedback, consultation, and ongoing engagement programmes.

3. Key features

- Multi-channel outreach via web, SMS, email, and voice interactions
- Conversational user journeys for accessible and guided participation
- Seamless switch between chat mode and call (voice) mode for users
- Adaptive question flows based on participant responses and context
- Real-time dashboards showing engagement, completion, and performance metrics
- Configurable cohorts, campaigns, channels, and messaging content
- Secure role-based access for administrative users and delivery partners
- Data export in open formats (for example CSV, JSON)
- API for integration with external systems and data platforms
- Accessibility-focused design for inclusive participation across devices
- Support for multiple languages and regional dialects to improve inclusivity
- Audit logging of key administrative actions for governance and transparency

4. Screenshots and visual examples (for buyer reference)

Images are increased in size for better accessibility.

Participant experience - chat mode



Survey Assistant



Welcome! Thanks for being here.

This survey uses a conversational approach to gather your feedback. Your responses help us understand your needs and improve our services.



This survey takes around 8–10 minutes.



You can take part by typing or using a voice-based experience.

Start survey

 Survey Assistant

 Pause survey

 Switch to call



Based on what people in your area are talking about, here are some common themes. What feels most relevant to you right now?

Transport and commuting

Childcare and family life



Thank you for sharing that. transport and commuting is something many people in your area mention.



Thank you for sharing that. childcare and family life is something many people in your area mention.



How much pressure does transport and commuting currently place on you?



How much pressure does childcare and family life currently place on you?

Not much

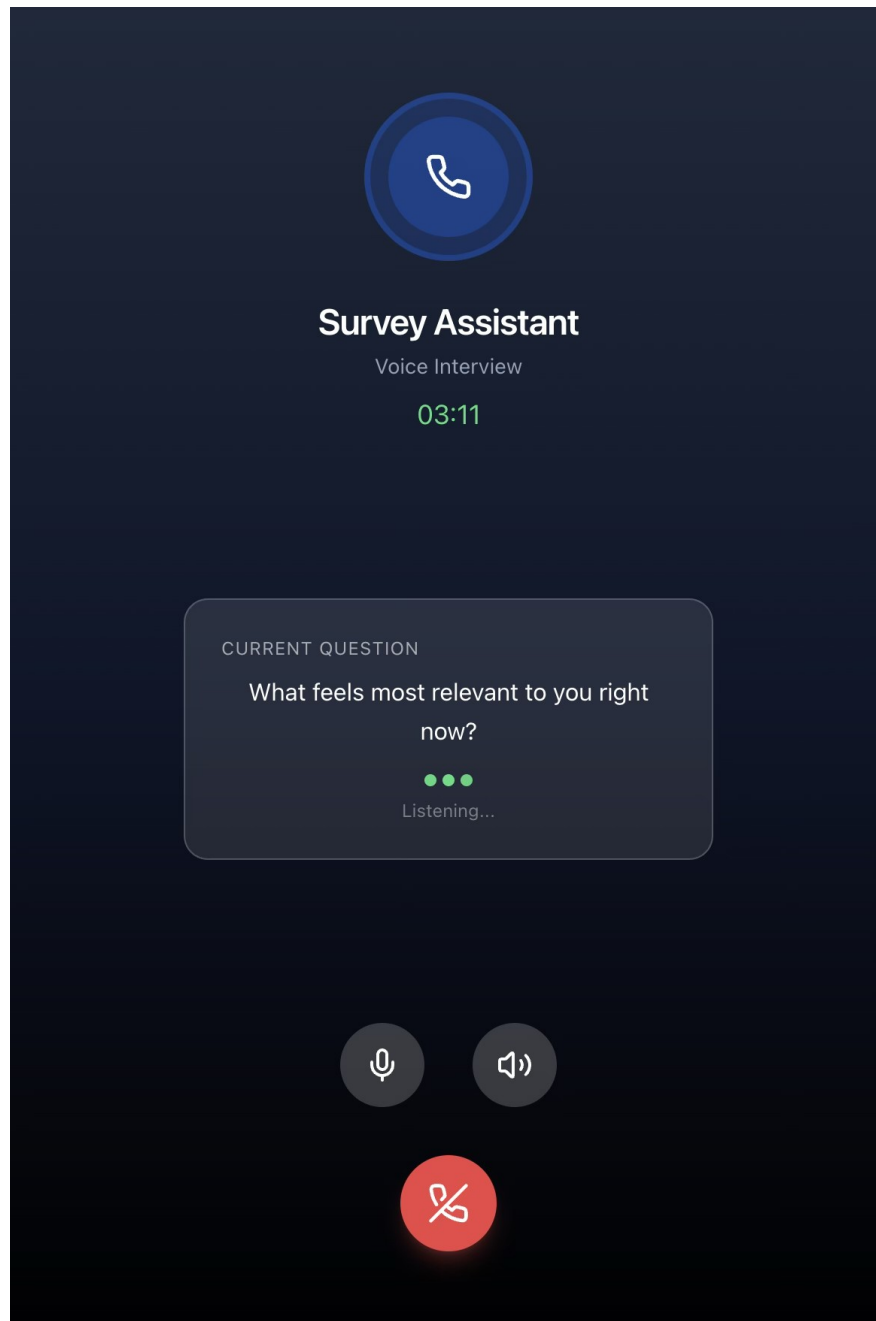
A little

A fair amount

A lot

A great deal

Participant experience - voice / call mode



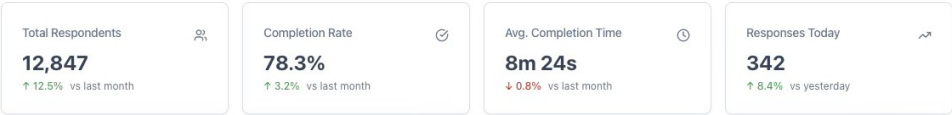
Metrics and performance dashboard

← Back to Survey

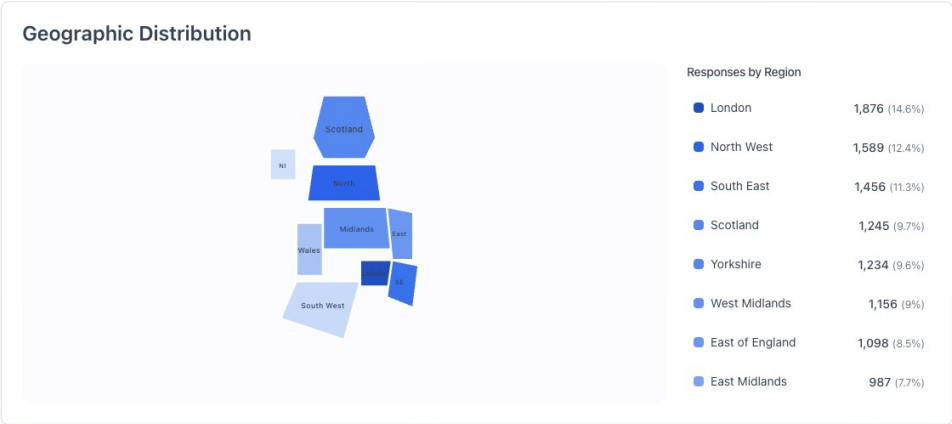
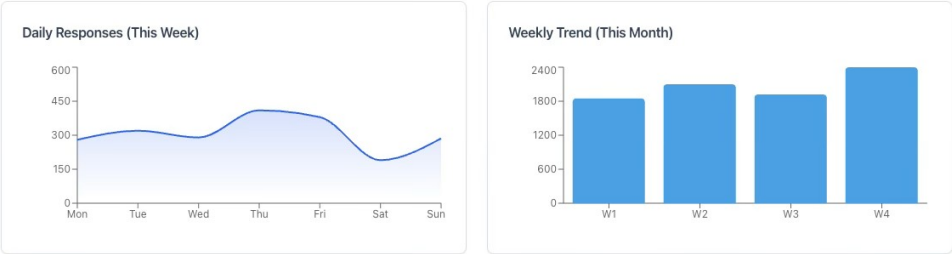
Survey Metrics

Demo data for illustration

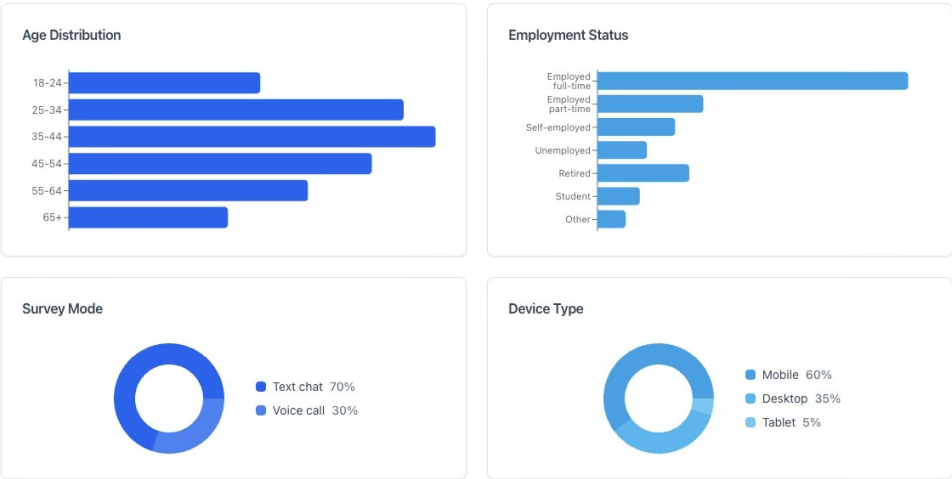
Overview



Response Trends



Demographics



5. Key benefits

- Increases response rates among underrepresented and hard-to-reach groups
- Reduces manual follow-up through automated outreach and reminders
- Improves data quality through adaptive questioning and validation
- Enables faster insight through real-time monitoring and reporting
- Expands inclusion through mobile-first and voice-enabled interactions
- Builds trust through consistent, respectful user experiences
- Supports governance with auditability and access controls
- Helps teams prioritise effort using engagement performance data
- Reduces operational burden through configurable workflows
- Supports evidence-based decision making

5. Who the service is for

Population Engage is suitable for public sector organisations including:

- Central government departments and arm's length bodies
- Local authorities and combined authorities
- Health and social care organisations
- Regulators and inspectorates
- Research and statistics organisations
- Education and skills bodies

It is particularly relevant where organisations need to engage populations who may be digitally excluded, hard to reach, or underrepresented in traditional survey methods.

6. Service onboarding and implementation

We support buyers through structured onboarding to ensure effective use of the service.

This typically includes:

- Initial discovery session to understand objectives and audiences
- Configuration of campaigns, cohorts, channels, and reporting
- Online training for administrative users
- Access to user documentation and guidance

- Support during early usage to refine configuration and approach

Onsite onboarding, workshops, or training can be provided by agreement and may incur additional cost.

7. Support model

Standard support (included)

- Email and ticketing support during UK business hours (09:00-17:30, Monday-Friday)
- Typical initial response within one working day
- Support for onboarding, configuration, and effective use
- Access to documentation and guidance materials

Enhanced support (optional)

Enhanced support can be agreed where buyers require additional responsiveness or engagement. This may include regular service reviews, additional training, or higher-touch support. Pricing is agreed in advance based on scope.

Each buyer is provided with a named service lead as a primary point of contact.

8. Security and data protection

The service is designed with security and privacy in mind.

Key controls include:

- User authentication for administrative access
- Role-based access controls
- Encryption of data in transit using TLS 1.2 or above
- Encryption of data at rest using cloud platform controls
- Audit logging for key actions
- Secure deletion of data at end of contract

The service is hosted on major cloud infrastructure providers with strong physical and environmental security controls.

9. Hosting and service model

- Delivered as a multi-tenant SaaS application
- Hosted in the public cloud
- Accessed securely over the internet via a web browser
- No buyer-managed infrastructure required
- Designed to be cloud-agnostic and deployable on major cloud platforms by agreement

10. Accessibility

Population Engage is designed using inclusive design principles to support participation by users with a range of needs.

This includes:

- Mobile-responsive design
- Clear language and simple interaction patterns
- Support for assistive technologies
- Consideration of colour contrast and keyboard navigation

We aim to align with WCAG 2.2 AA and EN 301 549 principles and continue to improve accessibility as the service evolves.

11. Data ownership and exit

Buyers retain ownership of their data at all times.

At the end of the contract:

- Buyers can export all data using built-in tools and/or the API
- Data can be provided in open formats such as CSV and JSON
- We provide reasonable support for export and offboarding
- Buyer data is securely deleted following confirmation of export

Additional support for complex migrations or bespoke exports can be agreed if required.

12. Pricing model

Pricing is typically based on factors such as:

- Scale of usage (for example number of participants or campaigns)
- Required configuration and onboarding effort
- Support level

Detailed pricing is provided separately in the G-Cloud pricing document and agreed with buyers prior to contract award.

13. Service constraints

- The service requires internet access
- Planned maintenance may occasionally require short periods of downtime (communicated in advance)
- Support is provided during UK business hours unless otherwise agreed
- Onsite support is available by agreement and may incur additional cost

14. Contact and further information

Further information, demonstrations, or clarification can be provided on request during buyer engagement or procurement processes.