

G-Cloud 15

Transform: Customer Experience



Atos

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1. What is Transform the Customer Experience

In this “Customer 360” age, with an increasing move to cloud-based platforms, there is a real need for public sector departments to create personalised, tailored experiences for their end users.

The Atos Platform Advisory Team’s “Transform the Customer Experience” brings the best of Atos’ offerings together, wrapped under a Platform Transformation. Targeted to clients with siloed data, fractured business processes and those not able to see and harness a full 360-degree picture of their customers (be they citizens, local authorities, or other partners). In addition, we aim to provide hyper-personalised experiences, workflow automation, and insight-driven optimisation.

We assist our clients, including many in the public sector, in navigating customer platform landscapes by having early discussions to understand the wider challenges they face and what they want to build towards.

We also go beyond providing technical considerations, soliciting and guiding our customers on long-term strategy to solve complex business problems, and putting the benefits they will see to the forefront.

Our approach focuses on the following key areas:

Requirements Gathering

- Deploying our expert customer functional consultants/business analysts to work with your internal experts to deep-dive into your business processes and elicit requirements for platform implementations
- Benefits-led analysis and support with prioritisation.
- A current and future-state analysis, aimed to compare the current capability, technology, process, workforce knowledge and governance against how they will need to operate in the future to meet policy objectives, service standards, and digital transformation goals
- Process/journey mapping and pain-point reviews, with a view to building out a future-state set of requirements to inform vendor selection and procurement.

Vendor Benchmarking and Horizon Scanning

- Leveraging our wide network of customer platform vendor partnerships to assess capabilities against your current and future organisational requirements.

- Identifying and anticipating emerging trends and developments in the public sector, to support strategic planning/long-term decision making, as well as to mitigate against any unforeseen changes in the sector.

Persona and Journey Mapping

- Ensuring we have a strong citizen-lens on the solution, we will map your existing citizen touchpoints, personas and data flows.
- Performing user research to identify platform needs, pain points and opportunities and ensure it meets expectations on compliance, accessibility, security, and operational efficiency.

AI Maturity Assessment

- Executing a people, platform and data assessment of your organisation to understand whether the state of the organisation is ready for agentic adoption.
- If not, embedding the best practices to enable the move to an agentic first way of working.

Technical Architecture Review

- Our Solution Architects can delve into their wealth of deep business knowledge of data, application, systems, infrastructure and integration solution expertise to identify, model, and design the components and capabilities of a platform solution against your requirements.
- Establishing a TOM (Target Operating Model) that ensures the platform chosen / in use is fit for purpose, scalable, secure, focused on service continuity, compliance, interoperability, providing value for money and aligned with business goals.

Single Customer/Citizen View

- Removal of data silos, to enable the true Customer 360 for public sector organisation end customers.
- Creating “customer first” experiences, rather than fragmented touchpoints, to enable “insight-driven” optimisation and decision making.
- Enabling potential customer profiling abilities, which would allow for hyper-personalised services and further tailored marketing segmentation.

Procurement

- Using our existing vendor partnerships to suggest the right platform feature and architecture needed for your public sector organisation.
- Assisting with and compiling a business case justification for the procurement of tooling or features to drive return on investment.



2. What does it deliver?

Our objective is to help transform organisations into more insight-driven, customer-centric organisations. Depending on the solution undertaken by this offering, you can expect the following benefits to your organisation:

Future-State Readiness

- Enables a unified and integrated architecture and customer platform solution.
- Supports future-proofing via thorough platform architecture and data assessment.

Enhanced Customer Experience

- Provides greater profiling, insight and personalisation of service to customers/citizens.
- Effective hyper-personalised customer experiences that will increase customer loyalty, acquisition, and retention as features and services all become “customer journey centric” as opposed to “single request centric”.

Operational Efficiency & Cost Saving

- Increase in operational efficiency due to potential process standardisations along with system and workflow optimisations.
- Automating routine/mundane tasks, lowering costs and freeing resources for strategic or complex priorities.

Improved Insight Enablement

- Enablement of insight-driven optimisation to drive better, more reliable decision making.

Business Case Justification

- Visual justification of investment by maximising value from centralising data pockets and harmonising processes.
- Clear alignment with business goals, by way of linking strategic objectives.
- Improves ROI on customer platform investment by delivering measurable value.



3. What technology does it use?

As a Platforms Advisory service, we are people-led; however, our expertise in transforming your customers' experience spans across the most in-demand customer platforms, such as (but not limited to):

- Salesforce
- MS Dynamics
- ServiceNow.

Our breadth of experience extends beyond these platforms, encompassing external vendors, niche and emerging technologies, and industry-specific point solutions to enable your customer platform capabilities.

We provide unbiased, technology-agnostic recommendations tailored to your organisation's needs. We focus on out-of-the-box, minimal customisation as a principle, ensuring your solution is scalable and can be easily maintained by your organisation moving forward.



4. What terms apply?

To the fullest extent permitted under G-Cloud 15 Framework Agreement and the Call-Off Contract, Atos will provide the Services in accordance with the Atos Supplier Terms (which will include, but may not be limited to , the Supplier Acceptable Use Policy, Supplier Data Processing Agreement, Supplier Specific Shared Responsibility Model, Supplier SLAs and Supplier Licence Terms and any applicable Third-Party Terms outlined in this Service Description document and the Order Form) and this Service Description document.

For clarity:

- Atos Supplier Terms may be modified in accordance with the provisions of the Call-Off Contract, and remain effective except where expressly overridden.
- Hyperlinks included in the Atos Supplier Terms and Service Description document remain effective where they point to Atos' or the relevant Third-Party Terms or documents. Should a hyperlink cease to function, Atos will work with the client to update it through the agreed procedure.



5. Termination

Termination shall be in accordance with:

- The G-Cloud 15 Framework terms and conditions
- Any terms agreed within the Order Form of the relevant Call-Off Contract
- For this specific service, by default Atos ask for at least thirty (30) days prior written notice of termination without cause.

Atos commits to the continued provision of services for the duration of the Call-Off Contract subject to the terms and conditions of the G-Cloud 15 Framework Agreement, the Call-Off Contract, the Atos Supplier Terms and the applicable Third Party Agreements (as defined in the Atos Supplier Terms and indicated in the Order Form) related thereto.



6. How do I order?

Please contact our team at: gcloud@atos.net

- We will prepare a quotation for your review, including any applicable volume discounts.
- Once the quotation is agreed, we will issue the necessary documentation (as required by the G-Cloud Framework) and request a purchase order from you.
- Upon receipt of your purchase order, we will configure the services in line with the agreed requirements. Where applicable, you will also receive access to our self-service portal to begin provisioning services.
- If you are a new customer, you may need to complete additional 'new supplier' forms.
- Invoices will be issued to you and to Crown Commercial Service (CCS), quoting the purchase order number, for the services procured.
- We will also submit the required monthly management information reports to Government Procurement.



7. Glossary

Term	Definition
ROI	Return on Investment
TOM	Target Operating Model



8. Why Atos

Atos has been a trusted partner on every G-Cloud iteration since the framework began, helping public sector organisations modernise with confidence. We combine global expertise with deep UK experience, delivering secure, scalable cloud solutions that meet the highest government standards.

As Europe's leading provider of cloud and cybersecurity services, Atos offers end-to-end capabilities - from migration and hosting to SaaS and consultancy - supported by UK delivery centres and strategic partnerships with hyperscalers.

Our focus on innovation, sustainability, and social value ensures that customers not only achieve operational excellence but also contribute to a greener, fairer future. With Atos, you gain a proven partner committed to driving efficiency, resilience, and transformation across public service.



About Atos

Atos Group is a global leader in digital transformation with c. 67,000 employees and annual revenue of c. €10 billion, operating in 61 countries under two brands – Atos for services and Eviden for products. European number one in cybersecurity, cloud and high-performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos Group is the brand under which Atos SE (Societas Europaea) operates. Atos SE is listed on Euronext Paris.

The purpose of Atos Group is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Learn more at: atos.net