

G-Cloud 15

CX – User-Centred Design, Insight & Optimisation



Atos

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1. What is CX – User-Centred Design, Insight & Optimisation?

Atos' CX – User-Centred Design, Insight & Optimisation service is an integrated customer-experience offering that combines design thinking, user research, analytics, and continuous service improvement into a single, cohesive delivery model. It is designed specifically for public-sector transformation, where services must be intuitive, accessible, secure, compliant, and able to evolve continuously over time.

At its core, the offering blends the strengths of User-Centred Design (UCD) with Insight & Optimisation to create digital services that are both easy for citizens to use and operationally efficient for government teams to run. Atos positions CX as a unified capability that covers the entire service lifecycle, from early concept discovery to long-term optimisation, ensuring that user needs, behavioural insights and organisational goals remain aligned throughout. This integrated approach ensures a seamless transition from initial service design into the “live” environment, where services must continually evolve in response to real-world feedback and changing demand.

The offering is built on the principle that modern government services must do more than meet functional requirements: they must be inclusive, simple to navigate, accessible for all users, and continuously improved using evidence. Atos achieves this by embedding multidisciplinary teams; user researchers, service, content and interaction designers, analysts, data specialists and product experts who work together using agile and GDS-aligned methodologies to produce outcomes that are robust, compliant and easy for departments to operationalise.



2. What does it deliver?

The service delivers measurable improvements across customer experience, operational performance, accessibility, and organisational decision-making. It is designed to help government departments deliver services that work effectively for citizens while simultaneously reducing costs, eliminating friction, and increasing operational efficiency.

User-Centred Design outcomes

Through structured research, evidence-based design and iterative prototyping, Atos delivers services that are intuitive, inclusive and aligned with user needs. The offering ensures public-facing journeys are clear, concise and compliant with government standards, improving completion rates and reducing citizen frustration. This includes the delivery of end-to-end journeys, content design, user research artefacts, accessibility improvements, and GDS-aligned service patterns.

Atos' use of Design Thinking supports departments in defining problems accurately, prioritising the right solutions, and validating ideas early with real users. The service includes structured workshop formats and collaborative activities, enabling teams to generate ideas, review designs, and make evidence-informed decisions throughout Discovery, Alpha and Beta.

Insight & Optimisation outcomes

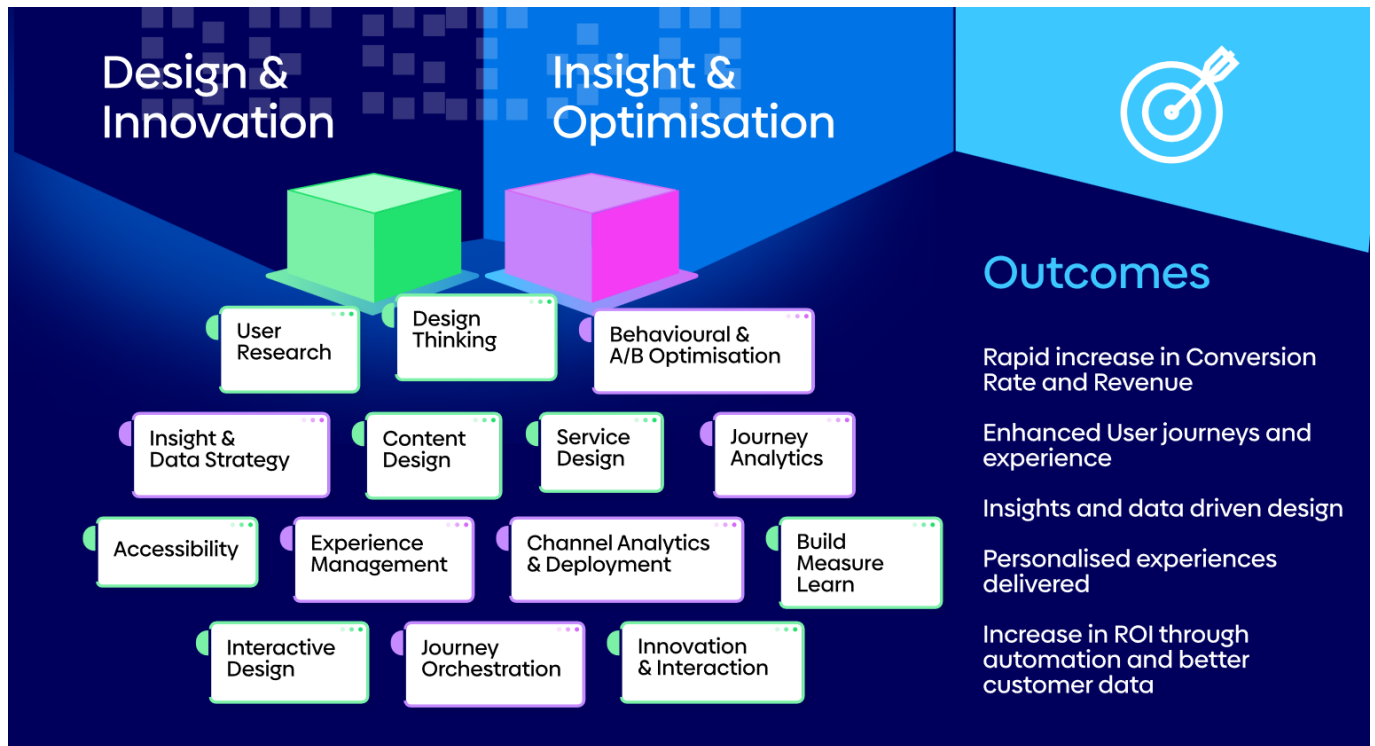
We begin with Insight & Data Strategy, helping clients map their data landscape, identify system gaps, and design reporting dashboards to drive transformation.

Once a service is in operation, Atos provides continuous optimisation using behavioural data, analytics, and experimentation. The service generates detailed insight into user behaviour, identifying friction, understanding sentiment, and revealing areas where changes will produce measurable improvements. These insights drive strategic decisions, operational enhancements, and data-informed prioritisation.

This part of the offering includes capabilities such as:

- Behaviour and sentiment insight to help organisations understand how users interact with a service
- A/B testing and personalisation techniques that improve conversion, reduce abandonment and increase engagement
- Journey orchestration and real-time optimisation and personalisation to adapt services to different user needs
- Experience management for both customer and employee journeys, ensuring departments can measure and improve service effectiveness.

These activities deliver tangible client benefits including increased user satisfaction, reduced service costs, improved decision-making and enhanced operational efficiency. The offering also helps organisations strengthen accessibility, inclusivity and end-to-end service consistency.



3. What technology does it use?

The offering is underpinned by an ecosystem of modern, secure and government ready technologies designed to maximise insight generation, ensure compliance and support consistent optimisation. The technology stack brings together experience management platforms, advanced analytics tools, optimisation engines, and government-approved design systems.

Design & Collaboration Tooling

UCD delivery is supported by GOV.UK-approved tools, including the GOV.UK Prototype Kit and GOV.UK Design System, ensuring that all solutions comply with government design patterns and accessibility standards such as WCAG 2.2. Teams also leverage collaborative platforms such as Figma, Mural, Confluence, GitHub, Jira Azure DevOps and AI, which help ensure transparency, version control, and a shared understanding of complex service ecosystems.

Experience Management & Sentiment Analytics

The service uses platforms such as Qualtrics XM to deploy targeted surveys and capture multi-channel feedback in real time. Qualtrics XM Discover applies Natural Language Processing (NLP) to unstructured data, enabling departments to understand citizen sentiment, emotional tone and unmet needs across multiple channels. These tools provide a reliable and scalable foundation for experience measurement.

Digital Behaviour Analytics

Advanced analytics and replay tools such as Glassbox (or equivalent Digital CX Analytics platforms) provide session replay, heatmaps, funnel analysis and struggle detection. This allows teams to clearly visualise friction points across digital journeys, understand behavioural patterns and isolate the causes of errors or abandonment. These insights guide prioritised improvements that directly impact performance.

Optimisation & Experimentation Platforms

The offering makes use of leading A/B testing and optimisation platforms including Optimizely, Adobe Target and Webtrends Optimise. These solutions enable evidence-driven experimentation, behavioural nudging and personalisation to increase the effectiveness of digital services. They also support testing of new content, layouts, journey variations and targeted messaging.

Web Analytics & Customer Data Platforms

To support strategic insight generation, the service integrates analytics platforms such as Adobe Analytics, Google Analytics 4, and Oracle Infinity. These platforms help create comprehensive views of end-to-end user journeys and build a measurement framework aligned to business objectives. Customer Data Platforms (CDPs) such as Tealium help unify data sources into scalable, secure environments that support precise journey orchestration and segmentation.

Security, Governance & Compliance

Security is a core pillar of the offering. Atos integrates governance controls, automated monitoring and secure tag-management practices to ensure compliance with GDPR and government security expectations. Multi-factor authentication, privacy-by-design principles and secure VPN requirements are applied across every platform, ensuring that sensitive citizen data and operational information remain protected. Atos' cloud-security framework underpins all delivery activity with ISO-aligned controls and industry best practice.



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
A/B Testing	A method of comparing two variations of a webpage or app against each other to determine which one performs better
Agile	A set of practices intended to improve the effectiveness of software development professionals, teams and organisations
AI	Artificial Intelligence
CDP	Customer Data Platforms
CX	Customer Experience
GDPR	General Data Protection Regulation
GDS	Government Digital Service
NLP	Natural Language Processing
SaaS	Software as a Service
UCD	User Centred Design
VPN	Virtual Private Network
WCAG	Web Content Accessibility Guidelines
XM	Experience Management



Crown
Commercial
Service
Supplier

Atos

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