

CRO – Conversion Rate Optimisation

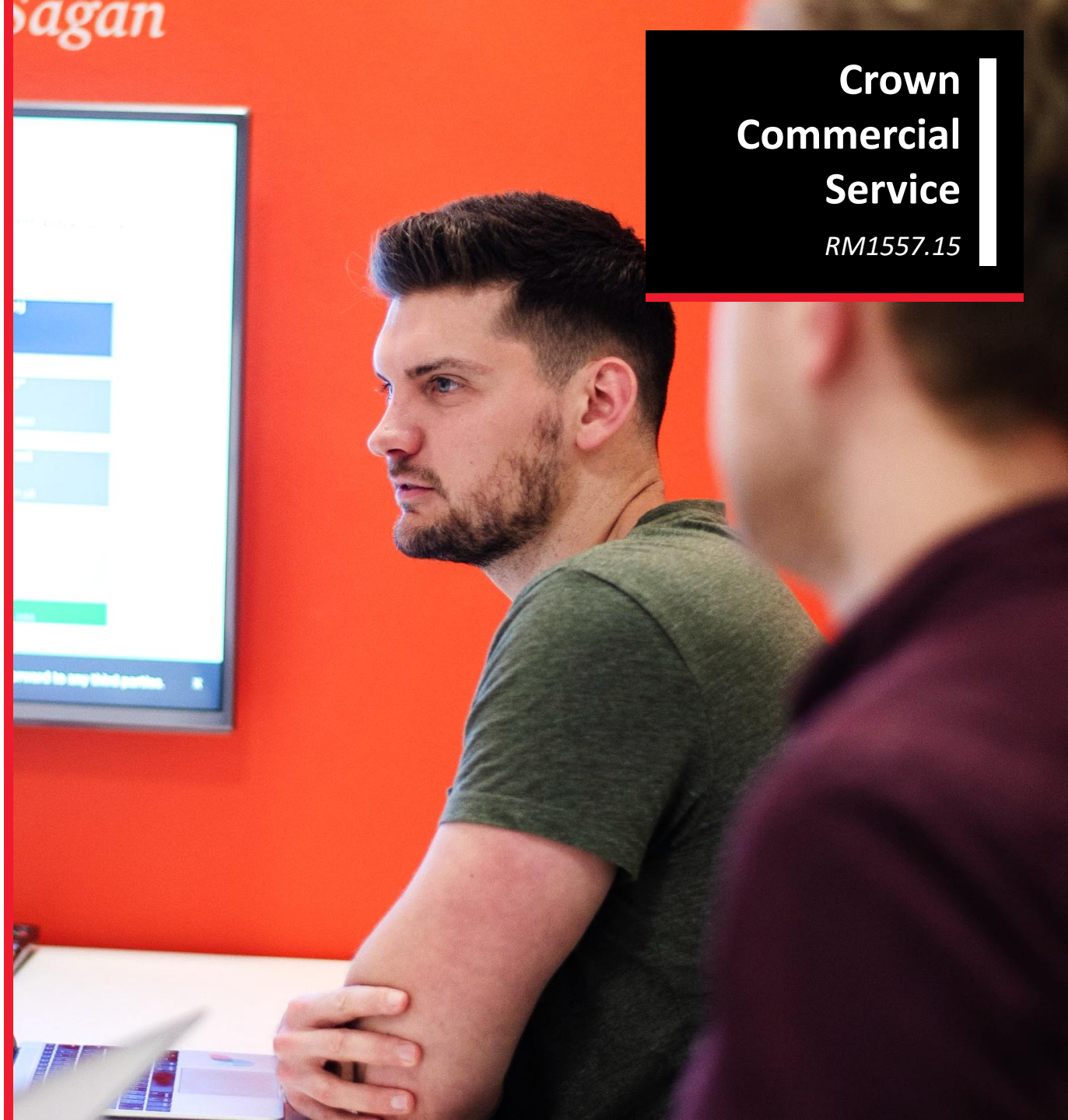
Lot 3 – Cloud Support

G-Cloud 15 Service Definition Document

CACI

**Crown
Commercial
Service**

RM1557.15



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1. We deliver where it matters

WE EMPOWER PEOPLE-CENTRED DIGITAL TRANSFORMATION

CACI enable our clients to achieve meaningful and lasting transformation by blending the power of deep research, data, and audience insights, with user-centred service design and end-to-end technical implementation. Our mission is to work with our clients to deliver digital services that transform lives and society for the better.

We deliver in-line with internationally recognised standards, from quality management (**ISO 9001**), security (**ISO 27001**), user-centred design (**ISO 9241-210**), to service management (**ISO 20000**), and sustainability (**ISO 14001**).

We have a long and successful track record of working with and delivering successful outcomes for the public sector, be that central government, local authorities, or arms-length bodies and agencies. Our clients know they can rely on us to deliver where it matters, demonstrated by our impeccable record of passing GOV.UK assessments, first time.



2. The CACI Difference

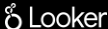
WE DELIVER EXPERIENCES AND MEANINGFUL CHANGE POWERED BY DATA, INSIGHT, AND TECHNOLOGY



Team of BIMA
Hot 100
winners

250+ Awards

Data driven experts



4.7 /5
Avg. client
score

100%
GOV.UK assessment
pass rate



Google
Analytics
Certified



Google
Partner



HANDBOOK FOR
USER-CENTRED
DESIGN

“The team have been open, collaborative and expert in their approach and delivery - truly engaged in the work... and always available to help us, guide us, and provide a piece of expert advice.”





Cabinet Office

“You were instrumental in helping us achieve our project goals on time and within budget. Attention to detail, problem solving abilities, and proactive approach to addressing challenges — truly impressive.”

“You brought us on a journey with a user centred and design process that focussed on that important aspect of getting accessibility right. We have great feedback from our users, we believe it only gets better from here.”



3. Description of Service

CRO – CONVERSION RATE OPTIMISATION

Make the most of the traffic that you currently have by positively influencing user behaviour and actions. CACI's conversion rate optimisation (CRO) service applies a data and evidence led approach to increasing user engagement, and ultimately, conversions for your product or service.

We achieve this through a mixture of methods, from A/B split and multivariate testing, to improving content, accessibility, UX/usability, and functionality of key touchpoints across user journeys on multiple channels. We take an end-to-end view, considering all factors and paths to conversion, including landing pages, data capture devices and features, email, forms, and ecommerce/transactional funnels.

As a Google Analytics Certified partner, you can be confident we meet the certification's rigorous standards. We're experienced with a range of tools including GA4, Optimizely, Matomo, HotJar, CrazyEgg, VisualWebOptimizer, Contentsquare and Looker Studio, and can guide you to implementing them and extracting value and insights.

Typical activities:

- CRO audits to identify opportunities to improve conversion paths and funnels
- Auditing your current analytics configuration
- Implementing improvements and tools in compliance with GDPR to improve data intelligence
- Running A/B split and multivariate tests as appropriate to apply a data-driven design approach to CRO
- Executing improvements across the entire user journey that will uplift conversions and desired user behaviour
- Training and guidance on implementing and extracting value from analytics and insight tools

4. Features and Benefits

Features

- Google Analytics Certified Partner with rigorous processes and expertise
- A/B split testing, multivariate (MVT) testing, split URL testing and UX testing to validate effectiveness of UI
- Analysing current user journeys, conversion paths/funnels to identify improvements
- Auditing existing analytics configuration to uncover optimisations
- Integration of tools like GA4, Optimizely, HotJar, Matamo, VWO, CrazyEgg, and Contentsquare.
- Implementing multi-channel user journey improvements to uplift conversions desired behaviour
- Growing your team's data-driven design capability through knowledge transfer/coaching
- Transparent agile delivery approach whether remote, in-person, or hybrid
- Aligned to GDS Service Standards and ISO 9241-210 user-centred methodologies
- Security vetted and cleared team (BPSS, SC, and NPPV3)

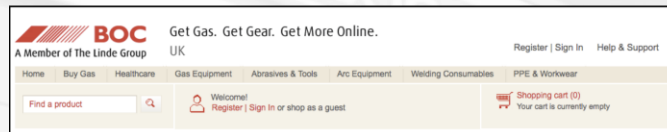
Benefits

- Influence and increase desired user actions
- Measurably improve conversion rates
- Reduce inefficiencies and costs through better digital adoption and engagement
- Iteratively implement more joined up, omni-channel user journeys
- Achieve better outcomes with the analytics tools you already use
- Embed a culture of data-driven design in your organisation
- Gain stakeholder buy-in and alignment through a data/evidence-led approach
- Collaborative approach to knowledge sharing and upskilling your team
- A highly-experienced team of CRO experts with a proven track record
- Remain compliant with GDPR while improving data intelligence

5. Example

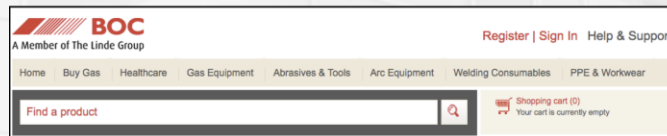


Original design



6.6%
conversion

Winning variation - 4% better conversion



10.7%
conversion

Our Mission

After launching an ecommerce store and app, not enough customers were using their digital channels and frequently preferred telephone. Our mission was to improve conversions and online engagement.

What We Did

- 151% increase in transactions through their ecommerce store; and 105% increase in revenue, both through their ecommerce store only.
- A/B Testing is a key element in conversion rate optimisation, which is why we work with our clients to improve conversion rates, revenue and user journeys.
- Through tweaking the search bar alone, we increased conversions from 6.6% to 10.7% on average across the BOC online store.

6. Implementation plan

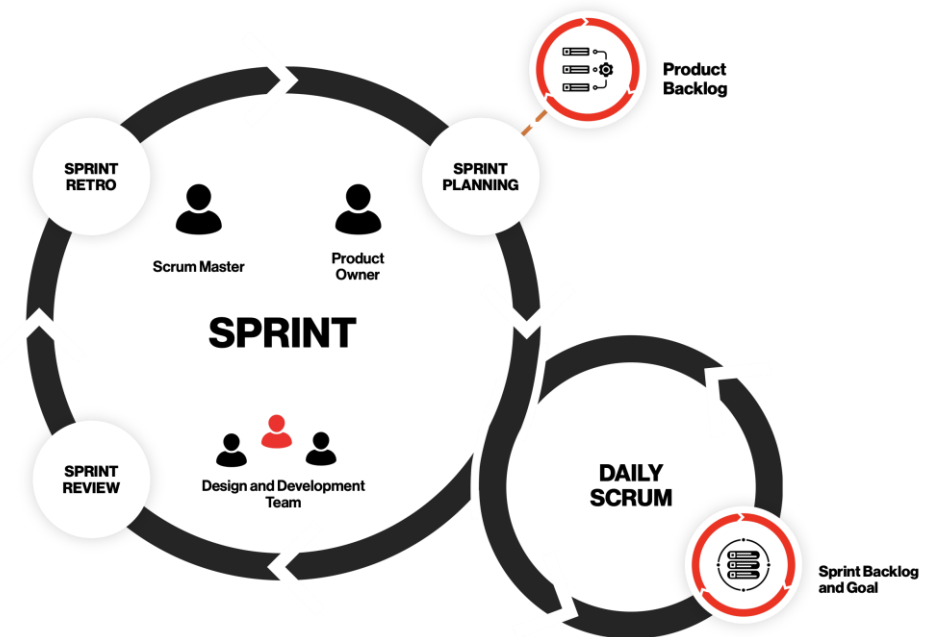
AGILE DELIVERY SITS AT THE HEART OF OUR ISO 9001 QUALITY MANAGEMENT SYSTEM

CACI has an excellent track record of delivering on time and to budget, enabled in part by our Agile methodology. This aligns with GOV.UK's Service Standards and Technology Code of Practice, placing user needs at the core to solve full problems holistically.

Our approach to Agile is pragmatic; We adopt recognised Agile methods like Scrum and Kanban and adapt it to your preferred ways of working, based on what you are familiar and comfortable with. We can adjust the cadence and location of ceremonies and the tools (Teams/Miro/Jira etc.) to ensure transparency and visibility and ultimately maximise stakeholder engagement and buy-in.

With any data processing as part of delivery, we adopt privacy by-design principles, and assure data security by following our ISO 27001 ISMS.

At the start of any G-Cloud project we will work with your team to understand, agree and implement the most effective approach. In the early stages we will draw up an implementation plan/roadmap outlining our approach and highlighting key milestones/releases, dependencies and risks.



7. Information Assurance and Security

WE ARE ISO 27001 AND CYBER ESSENTIALS PLUS CERTIFIED

Security management

CACI is committed to ensuring its people, processes, data and technologies are secured in line with industry best practice. CACI maintains an Information Security Management System certified to ISO/IEC 27001 by a UKAS accredited auditor (BSI), the scope of which covers all of CACI's services. Our Cyber Essentials certification covers the entirety of CACI's business.

Quality and service management

CACI maintains Quality and Service Management Systems certified to ISO 9001 and ISO 20000 by a UKAS accredited auditor (LRQA), covering the entirety of our cloud support services. Our Security, Quality and Compliance Officer reports monthly to executive board level on all aspects of these management systems.

Business continuity

CACI implements and maintains Business Continuity arrangements aligned to ISO 22301 for the entirety of the cloud support services we provide to our clients. We have established policies and procedures in place which are adapted and extended to meet the requirements of this service. All changes in risk or interested parties' requirements are reflected in procedures across the business alongside a commitment to continual improvement and industry best practice.

Staff vetting

Our staff are vetted at minimum to BPSS, with a large pool of SC and NPPV3 cleared resources.

8. Testing and Quality Assurance

QUALITY IS EVERYONE'S RESPONSIBILITY AT CACI

Ensuring that quality is baked in

Quality Assurance (QA) is everyone's responsibility at CACI, but we also have a dedicated QA function. Following our ISO 9001 certified quality management system, QA is baked into every step and quality gates are placed at every stage. By placing QA at the forefront delivery processes, we guarantee that the necessary measurement, analysis and continual improvements occur, helping us to deliver better products and services through a clearly documented risk-management process.

Specialist QA services

We provide comprehensive QA services covering all functional and non-functional requirements. Unit, system, integration, reliability, recoverability, accessibility, usability, and performance testing are all available as part of our service offering.

Alignment with organisational needs

Where the customer's quality and performance requirements are not fully defined, CACI can provide experienced business analysts and technical subject matter experts to help develop them in alignment with organisational needs to a testable state. We can provide the full range of these services or assist and support customers in planning and executing their own quality assurance and performance test cycles.

9. Technical Requirements, Onboarding, and Offboarding

TAKING A CLIENT CENTRIC APPROACH

Technical requirements

There are no technical pre-requisites for using CACI services.

- We mostly use web-based solutions that are accessible by everyone
- We are open to various collaboration tools based on each project/client's requirements
- We can take on support, maintenance and enhancement of existing workloads
- We can design, build and/or migrate for new workloads, in the cloud or on-prem.

Onboarding

- A project/delivery manager will be appointed when needed.
- CACI has a proven flexible approach based on ITIL and ISO 20000
- Our support team is ITIL trained
- We adapt our ITIL based process to be customer centred to meet the customer needs
- Access to a range of different specialist skill sets as when required.
- Onboard the customer to our ITSM tool or use the clients own tooling
- Use of CACI specialist tooling to model complex organisational relationships
- Knowledge Transfer

Offboarding

- A project manager can be appointed when needed.
- CACI will provide an exit plan
- Ensure transfer of knowledgebase
- Provide knowledge training to incoming provider

10. After Sales Support

SUPPORTING OUR CLIENTS THROUGH THE ENTIRE DELIVERY LIFECYCLE

Customer engagement

Our account managers work proactively with customers to develop their service, to influence application design and to share their experiences and suggestions. CACI's goal is to maintain and enhance services by building long-term productive relationships with its clients and 3rd party suppliers. We schedule regular account meetings with our customers to provide a framework for review, planning and to facilitate structured two-way feedback.

We work across sectors delivering diverse projects, products and services. This experience can support customers on new projects, advise on best practice and innovation, provide introductions to peers, and facilitate discussion on common issues.

Adding value

In addition, we can facilitate knowledge sharing sessions on a range of subjects

- Accessibility and inclusive design
- Embedding user-centred design thinking into your organisation
- Making better use of data and analytics
- Focused sessions with partners on relevant technical solutions

11. Service Levels

ITIL BASED SERVICE MANAGEMENT

CACI provides ITIL service management capabilities alongside integrated DevOps support. Details of the support offered are below:

- Core business hours support as standard (8:30 – 17:30)
- Optional 24x7x365 extended business hours support (by agreement and additional cost)
- Email, phone and web support channels
- Comprehensive standard SLAs adaptable or extendable to meet specific business requirements
- Monthly service reporting and reviews

Response times

Our standard Service Level Agreement (SLA) includes average response times to high priority (P1 / P2) enquiries within 30 minutes and 1 hour for P3 and P4 (within office and extended hours).

Customers typically purchase out-of-hours cover for P1 and P2 only, however, CACI offers enhanced out-of-hours cover where needed. Many of the workloads we support are genuine 24x7x365 services supporting business critical functionality.

12. Business Continuity And Disaster Recovery

OUR BUSINESS-CRITICAL INFORMATION AND SYSTEMS ARE BACKED UP DAILY

CACI has established policies and procedures in place which can be adapted and extend to meet the requirements of our service. In addition to the service specific systems and resources, our plans cover all CACI corporate and business unit systems and resources.

- Comprehensive range of back up and BCDR options are available, to meet the most demanding RTO and RPO requirements
- Suitable as part of a 22301 standard BCDR plan
- Can be platform standard, bespoke or combination of the two to meet the requirement
- Backed by 24/7 support team of cloud specialists
- CACI Support service also aligns to 22301 standards
- We can support BCDR exercises to an agreed schedule and scope
- We can provide ISO 22301 lead implementer resource

13. Ordering and Invoicing Process

CACI PRIDES ITSELF ON BEING EASY TO DO BUSINESS WITH

With this in mind, we take an Agile approach to all our engagements, working closely with customers and their stakeholders to design and deliver services in an iterative manner. This enables us to meet specific requirements as well as delivering value and benefit for our customers as early as possible.

Prior to the delivery commencing, we will work with the customer to agree the outcomes for the engagement, including:

- Defining the success criteria and ensuring the commercials align
- Agreeing specific deliverables for the engagement
- Agreeing the specific ways of working and governance for the engagement
- Understanding the security constraints and ensuring the relevant clearances are in place
- Defining and agreeing the team size/resourcing required
- Putting the commercials in place in line with the G-Cloud framework.

We will then produce a statement of work which contains a Services Supply Agreement, detailing the scope of work and the associated price. For details about our standard invoicing process, please refer to the Terms and Conditions document.

9. Pricing Overview

WE OFFER FLEXIBLE PRICING MODELS TO ENSURE VALUE FOR MONEY

- After actively engaging with our customers to make sure our solution is the right fit, we offer a flexible commercial solution to ensure value for money. We have three typical models, namely Time & Materials, Fixed Price or Managed Service based. The following table provides more detail.
- Full details and pricing can be found within CACI’s Pricing Document and published Lot 3 – Cloud Support Rate Card. These show the range and cost of expertise.

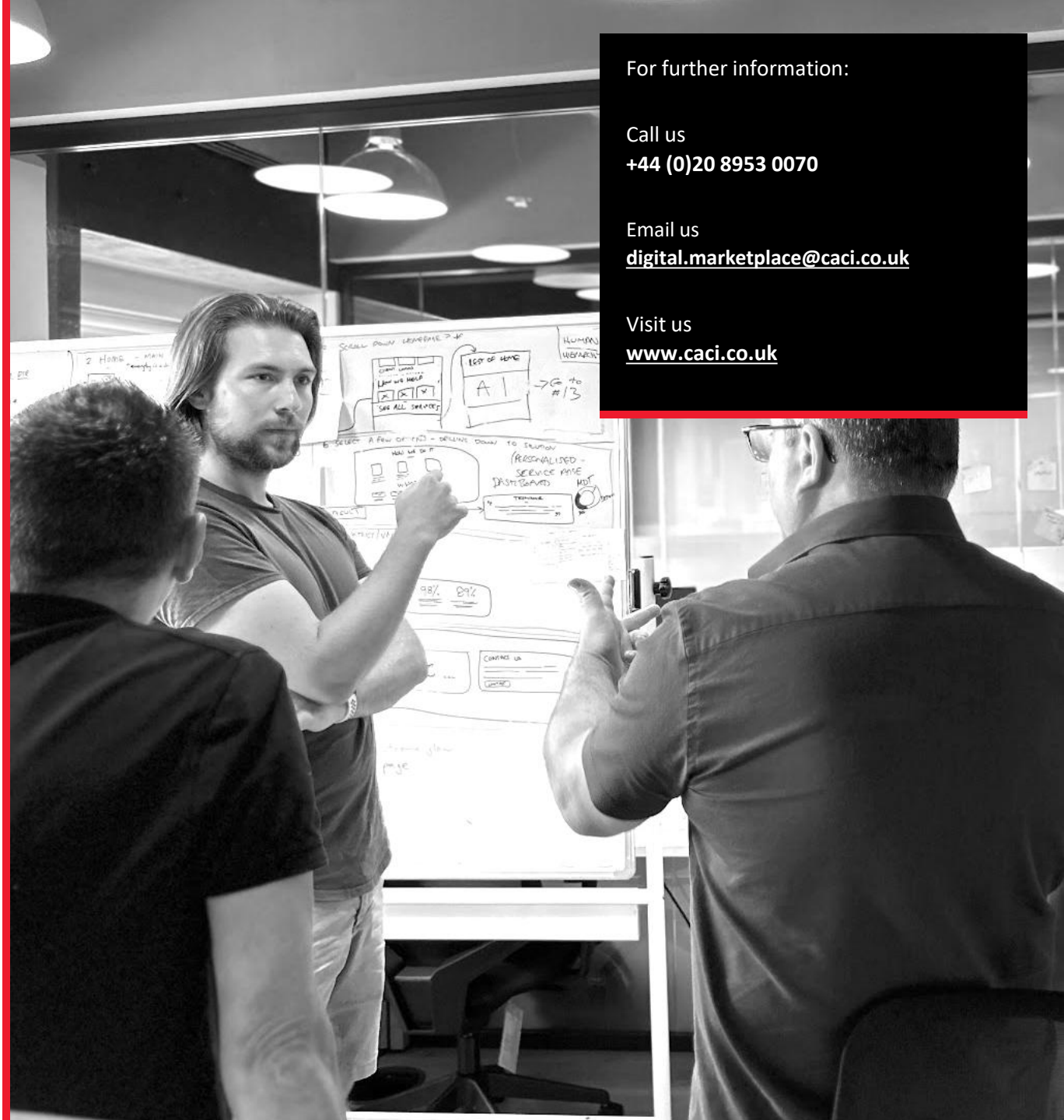
Model	Detail
Time and Materials (T&M)	T&M is appropriate where the requirements need further elaboration and are subject to change, or where customer consumption of certain elements, such as Architect or DevOps resource is variable. T&M is typically calculated on day rate using the published Lot 3 – Cloud Support Rate Card
Fixed Price (FP)	Fixed pricing can be offered when the statement of work requirements are clearly defined and agreed by both parties. This necessitates the availability of mature and accurate input documents so that the amount of effort to achieve the project deliverables can be calculated. In addition, any project risks, issues, assumptions or dependencies need to be stated and measured. Pricing is available on request and is based upon the day rates shown in the published Lot 3 – Cloud Support Rate Card.
Managed Service (MS)	Managed Services are typically delivered via CACI’s 24x7, 3-tier technical support working within our ITIL aligned Service Management system. Pricing is tailored to meet the customer’s Service Level Requirements and is based upon the day rates shown in the published Lot 3 – Cloud Support Rate Card.



Thank you

CACI

Note: This document has been created and shared for the sole purpose of G-Cloud buyers to evaluate CACI as a supplier. Copying or sharing for any other purpose than the aforementioned is prohibited without the prior consent of CACI Ltd.



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