

Customer Contact Centre Transformation G-Cloud 15





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1. Service Overview

Capgemini's Customer Contact Centre Transformation service provides Design, Consultation and Business Analysis in support of the Strategy, Design and Implementation of Cloud based services.

Customer contact channels have proliferated in recent years, with citizens now expecting seamless service across a wide array of self-service and assisted channels including inbound and outbound telephony, email, web chat, video calling, co-browsing, and social media.

Customers have the same expectations when dealing with public services as they do when dealing with commercial organisations, and those expectations are rising. Research commissioned by Capgemini in 2025 reveals that only 25% of citizens are satisfied with the service provided by government agencies, marking the lowest satisfaction rate across all industry sectors.

The integration of Generative and Agentic AI is transforming this landscape by enabling intelligent, context-aware interactions. Generative AI enhances citizen engagement through natural language understanding and dynamic content creation, powering chatbots, virtual assistants, and automated email responses that feel human and personalized. Meanwhile, Agentic AI introduces autonomous decision-making capabilities, allowing systems to proactively resolve issues, escalate complex cases, and orchestrate multi-channel journeys without human intervention. Together, these technologies are redefining customer experience by delivering faster, smarter, and more empathetic service at scale.

Public sector organisations have an opportunity to deliver a more effective citizen experience through more efficient and targeted cross-channel experiences. This can improve satisfaction whilst improving service delivery, generating greater actionable insight to drive greater operational effectiveness and reduce delivery costs.

Capgemini offer the ability to deliver organisational excellence and navigate public sector organisations through this ongoing revolution in customer contact, whilst also enabling cost to be reduced and customer satisfaction to be increased.

Our Customer Contact Centre Transformation Offer can answer the following questions:

- **Do we have the right customer service vision and strategy?** – To support evolving channels and changes in customer behaviour and expectations
- **Do we have the correct customer service operating and delivery model?** – To support evolving and escalating service demands and deliver value for money.
- **Do we have the right technology solutions?** – To simplify and improve both the customer and employee experience by implementing or optimising Contact Centre As A Service (CCaaS) and Customer Relationship Management (CRM) solutions
- **How do we leverage AI, GenAI and Agentic AI effectively?** - To enable greater automation to deliver an effective and cost-efficient service in a more customer centric manner
- **How should we upskill our team** -, to successfully continuously upskill, train and coach agents, supervisors and administrators to deliver the future needs of our customers.
- **How should we listen to the Voice of the Customer?** – To Listen, Learn, and Improve from customer feedback, data & insight and to drive improved organisational outcomes

1.1 Transformation Scope

We partner with organisations to shape a future-proofed customer experience and operating model that drives measurable business outcomes. Our approach goes beyond incremental improvement, and delivers transformation that enhances efficiency, elevates customer satisfaction, and positions your organisation for long-term success. By aligning strategy, organisational design, technology roadmaps, and sourcing strategies, we create a foundation for sustainable growth and competitive advantage.

Cloud-based platforms and modern technologies are central to this journey. We enable organisations to unlock scalability, agility, and resilience by leveraging best-in-class solutions and proven methodologies. Our team of public sector service experts bring deep market insight and practical experience to create a vision that not only meets today's demands but anticipates tomorrow's challenges. This ensures your transformation delivers tangible ROI and accelerates time-to-value.



We understand that technology alone does not deliver change, and the engagement of customers and employees is essential. That's why we focus on embedding the right behaviours and culture across the organisations with whom we work. Our implementation plans connect strategy with operational delivery, employee engagement, and customer expectations. This integrated approach ensures both enhanced adoption and sustainable long-term transformation.

Customer Contact Centre Transformation is a crucial lever for improving service quality and operational performance. It includes defining a clear vision, developing a robust business case, and tracking the anticipated benefits. Increasingly, this includes harnessing Agentic and Generative AI to deliver personalised, efficient customer experiences while driving cost optimisation and productivity gains.

Customer experience and service design remain at the heart of the transformations we lead. Through deep and detailed discovery and user research, we design journeys that meet the needs of all user groups, including those with accessibility and inclusivity needs. Process optimisation and re-engineering further enhance efficiency and reduce operational challenges.

Technology enablement through Cloud is critical for success. We guide organisations through vendor assessments, RFI/RFP processes, and the deployment or optimisation of platforms such as CCaaS, CRM and WFM systems. Our expertise in AI and automation ensures you can deliver smarter, faster, and more personalised interactions, with a focus on self-service portals and digital support tools to empower your customers and reduce cost-to-serve.

Finally, and most importantly, we focus on employees, identifying and fixing the challenges that most impact on their roles, implementing workforce management strategies, and amplifying the voice of the employee to foster a culture of innovation and continuous improvement.

The result? Transformation that delivers measurable outcomes: improved customer satisfaction, reduced operational costs, enhanced employee engagement, and a service model that is agile, scalable, and future-ready.

2 Business Need

Public sector organisations face mounting pressures: rising citizen expectations, the demand for greater personalisation, and the challenge of integrating emerging technologies such as AI whilst also maintaining accessibility, empathy & trust. These challenges are compounded by a tight public-spending round, requiring departments to optimise resources and deliver value for money as budgets tighten.

To respond effectively, organisations must address a series of critical business needs that form the foundation for successful transformation. These span strategy, operations, technology, culture, and compliance, each essential to creating services that are efficient, inclusive, and future-ready.

The following outline these priorities in detail: -

Creating a Customer Centric Strategy and Enabling the Organisation: Organisations must start by placing the customer at the heart of their operations. This involves using data and insight to understand citizen needs and behaviours, then translating these into a clear vision. A customer-centric strategy requires cultural change, embedding values that prioritise accessibility, simplicity, and continuous improvement. Redesigning services around user journeys is essential, ensuring consistency across channels, and build capabilities to sustain transformation through governance, skills development, and robust measurement frameworks.

Designing and Implementing a Service Vision: A well-defined service vision provides the blueprint for transformation. It must align with departmental objectives, policy priorities, and measurable outcomes. This includes modernising legacy systems, adopting secure and scalable technologies, and leveraging AI to deliver future-proofed services. Strong governance is essential to manage risk and ensure transparency, while data privacy safeguards must be embedded throughout.

Identification and Delivery of Operational Efficiency Improvements: Operational efficiency is key to achieving more with less. Government is harnessing automation, AI, and advanced analytics to streamline processes, reduce manual effort, and improve decision-making. Intelligent tools such as virtual agents and predictive analytics are optimising resource allocation. Channel shift, from Voice and Email to digital self-service channels, is reducing costs and improving accessibility. Continuous improvement practices, underpinned by data-driven insights, enable organisations to refine processes and adapt quickly to changing demands.



Improved Employee Engagement, Development, and Performance: Organisations must create a positive employee experience through effective onboarding, career development, and flexible working models. Capturing feedback via Voice of the Employee programmes and using AI-driven analytics to monitor performance helps identify skill gaps and inform training. Simplifying processes through automation frees staff to focus on higher value tasks, while coaching and personalised learning pathways foster continuous growth and retention of critical knowledge.

Policy-Driven Transformation Legislative and policy changes often act as catalysts for transformation, requiring departments to rethink how services are delivered. Compliance with new regulations must be balanced with innovation, ensuring that reforms translate into improved customer outcomes. This demands strong governance, transparency, and alignment with governmental objectives. Organisations should adopt agile approaches to respond quickly to policy shifts while maintaining trust through robust security and data protection measures. Policy-driven transformation is essential for meeting evolving citizen expectations and regulatory requirements.

3 Our Approach

Lasting transformation demands more than technology upgrades or process tweaks. It requires a comprehensive approach that aligns strategy, culture, and operations. We enable this by delivering strategic direction, personalised experiences, and reimagining organisational structures to support new ways of working. Our proven approach accelerates change by starting with establishing a deep understanding of the current state, then collaboratively shaping a vision that reflects customer needs and organisational goals. From there, we define a clear transformation strategy, develop actionable implementation plans, and underpin this with a robust change framework.

Through these five stages - **Discovery, Design, Build, Implementation, and Optimisation** - we help organisations not only achieve their transformation objectives but also embed agility and resilience for the future. The result is a service model that is efficient, inclusive, and capable of evolving with citizen expectations and policy priorities.

The Discovery phase is about gaining a deep understanding of the current state of the organisation's customer service operations.

This involves collating and analysing baseline metrics, reviewing operational processes, assessing technology capabilities, and understanding citizen and employee sentiment to identify pain points and bottlenecks. By assessing both customer experience and operational efficiency, we benchmark against best practices and uncover gaps and opportunities for improvement in service delivery.

The insights gathered during this phase help to shape the transformation vision and articulate the strategic and tangible benefits of change. For government, this means evaluating organisational structures, and technology readiness whilst ensuring that the future design aligns with policy objectives and operational delivery targets.

The Design phase focuses on defining the future state and creating a clear set of requirements and roadmap to achieve it.

This includes establishing a shared understanding of the target operating model, aligning strategic goals with measurable objectives, and designing future-state customer journeys that prioritise accessibility and inclusivity.

Using the insights gathered during Discovery, our understanding of best practice and business appetite and goals we will co-create a set of design principles that shape and form the future state. We then design the target operating model, customer journeys and processes that underpin the new ways of working and develop new organisational and technology architectures to support transformation. We will bring this to life through a prioritised roadmap that details implementation steps, change management activities, and monitoring systems to ensure tracability and accountability. It is critical that the service design aligns with policy direction and customer expectations while embedding transparency and openness throughout.

The Build phase translates the design into tangible capabilities. For government organisations, this often involves creating live test environments such as Model Offices, Innovation (Proof of Concept) pilots, or controlled rollouts to validate solutions before full deployment.

During this phase, we work with our clients and partners to configure technology platforms, integrate cloud-based services, whilst ensuring security and compliance standards are met.

This phase also focuses on preparing organisational structures and processes to support new ways of working, ensuring that both technology and people are ready for the transition. Workforce readiness is critical, and we will draw on our extensive experience in developing training and adoption programmes tailored to different roles - from frontline agents to managers - to ensure smooth implementation and successful adoption



The Implementation phase is where the transformation becomes real. It is essential to manage the go-live process carefully to minimise disruption and maintain citizen trust. This involves deploying the new operating model, launching updated roles and processes, and ensuring that trained resources are in place to support service delivery.

Underpinning these are communication strategies, both internal and external - to engage employees and inform citizens about changes.

The Optimisation phase is an ongoing process that ensures services continue to evolve and improve, against a landscape of rapidly emerging technologies and ever-increasing citizen expectations.

We believe that the key to successful long-term transformation is maintaining a focus on performance metrics, citizen feedback, and operational data to identify and deliver opportunities for refinement. Our data-driven approach will ensure that the organisation can maintain agility, scale operations as needed, and deliver services that remain efficient, inclusive, and aligned with policy objectives.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

5 Service Management

This service can be delivered as a defined project or on a day rate basis.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.



9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.



ISO 9001 Quality Management for Management Consultancy and IT Implementation and services to the Public Sector



ISO 27001:2013 - Provision (Delivery) of IT services including business applications development, maintenance and Data, Digital and Cloud technologies.



NelsonHall has identified Capgemini as a Leader in its 2022 NEAT Vendor Evaluation for Learning Services due to its ability to meet future client requirements as well as its capability to deliver immediate learning benefits to them.



Capgemini is the first amongst consultancy and technology firms to be recognized six times in a row for its thought leadership reports.



2023 Ecovadis Platinum Rating: We maintained a platinum rating, recognising us as a responsible and sustainable business in the top 1% of companies assessed.



Better Society Awards: Our collaboration with Code Your Future to offer digital skills training won a Better Society Award in 2022. The awards celebrate efforts by commercial organisations to create a better society.



Inclusive Top 50 UK Employers List: We achieved second place in the Inclusive Top 50 UK Employers List 2022/23 – a list that assesses companies for best practice on diversity, equality and inclusion



UK Best Workplaces for Women: We were listed as a Best Workplace for Women by Great Place to Work®. This list is based on responses from our team to an anonymous survey about their employee experience.



UK Best Workplaces for Wellbeing: We are listed by Great Place to Work® as the Best Workplace for Wellbeing



Great Place to Work: We were certified as a Great Place to Work® in 2023, reflecting our employees' experience of working at Capgemini in the UK.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:



- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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