

Multi-Channel Communication and Digital Marketing G-Cloud 15





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1 Service Overview

Capgemini's Multi-Channel Communication & Digital Marketing service can provide Design, Consultation and Business Analysis in support of the design and implementation of Cloud based services.

Capgemini's Multi-Channel Communication & Digital Marketing offer can enable Government departments to meet citizen communication expectations, and at the same time to improve the impact of those communications.

Citizens now expect communications that are tailored to them. This means the communications:

- Are timely, responding to an immediate need;
- Are delivered through the most relevant channel.

From a Government perspective it is important to understand what each channel can be used for, and to build the communication strategy around those channels. The Capgemini offer can consist of four capabilities:

- **Integrated Campaign Management:** can help plan and execute multi-channel campaigns considering message, voice, and style;
- **Marketing Automation:** can help replace repetitive manual marketing processes with automated solutions;
- **Advanced Analytics:** can offer analytical management for marketing programs including predictive analytics;
- **Planning and Spend Management:** can help streamline marketing processes and improve budget management across channels.

Cloud based products and services can support four of these capabilities.

Capgemini has experience of working with technology vendors: IBM, Salesforce.com, Radian 6, Websphere, Episerver, PowerReviews, Get Satisfaction, Core Metrics and Responsys.

2 Business Need

The change is often being driven from the following areas:

- **Move from 'above the line' to 'below the line' communication:** campaign spend is shifting from traditional above the line channels, using a blanket approach which is often expensive and difficult to measure, to digital marketing which can be tracked, optimised and personalised to the customer, and for which the Return on Investment (ROI) can be measured;
- **Personalisation:** campaign content is personalised to the individual based on their information and previous interaction behaviour. The data created by every digital marketing interaction creates a resource which can be leveraged to make communication more tailored and therefore more effective;
- **New digital channels:** channels such as mobile (either mobile sites or apps) and social media have expanded the number of channels through which citizens interact with each other, and with Government or private organisations. Public and private sector organisations have responded by widening the range of channels through which they communicate to citizens;
- **Always-on marketing & communications:** developing technology means that marketing communications take place at any time of day or night, based on the behaviour of the individual.

Citizens have responded to these trends, and as a result can be discriminating on which content they can engage with.

For organisations, both public and private, these drivers for change have raised technology and organisational challenges:



- **Technology challenges:** in many cases each citizen facing function within an organisation has responded to customer needs by independently purchasing and installing their own technology solutions. This legacy can mean (1) the technology solution is out of date (2) the technology solution is not being used to its maximum effect (3) that there are multiple systems used to communicate with a citizen which are not effectively integrated. One common situation in the latter example is data from the campaign tool not being captured in a central data repository. Cloud based products and services can help to address these challenges through common access to different repositories of shared information;
- **Organisational challenges:** new marketing and communication capability may need a new organisational structure in the marketing or communications department. The skillset required to support digital multi-channel campaigns can differ from that of a traditional communications department. Within a digital marketing or communications department there can be an increasing need to interact with the campaign solutions, and there may be a requirement for new roles or skills. In addition the capability of new solutions can lead to the removal of some repetitive marketing processes and tasks.

3 Our Approach

The Capgemini approach to design and deliver a multi-channel communication strategy would be dependent upon the agreed client's requirements and would, as relevant, be based around the four key phases set out below, supported by digital marketing and communication tools.

3.1 Define Business Case

Digitally transforming an organisation requires investment. Investment sign-off can be accelerated with a business case integrating benchmark cost / benefit data from other organisations.

3.2 Review As-Is Landscape

- Can help define contact strategy: define the purpose of existing channels, and how they can be used by the key citizen segments. Can help establish use and potential of Cloud based products and services;
- Can support operating model review: understand the current operating model, such as organisation structure, key processes and reporting measures;
- Can support review of existing solution and campaign: understand which solutions are currently in place and perform a review of the campaigns currently being run across channels, and existing reports;
- Can support review of solution interface and data storage: review how an existing solution interacts with other systems, and how the campaign data is stored / accessed by other parts of the business.

3.3 Design Target Operating Model

Can help design Operating model: collaborate with stakeholders to outline the future processes and the organisation structure required to deliver them

Can help design Campaign: design the future campaigns, using the following templates to support this activity:

- Campaign blueprints;
- Email campaign analysis;
- Campaign rules;
- Campaign design (SEO, email, mobile, social);
- Create channel blueprint: outline how channels will be used for campaigns.



3.4 Select Solution

- Use Capgemini 'Customer Value Prototype' methodology to select vendor and design solution.

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 and 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 listing 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 a 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.

All prices are in GBP and exclude VAT

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

Capgemini would be pleased to arrange a call or meeting to discuss the requirements of Capgemini's 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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