

Digital Customer Experience G-Cloud 15





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1 Service Overview

Capgemini's Digital Customer Experience service provides Design, Consultation and Business Analysis in support of the design and implementation of Cloud based services.

Citizen experience is the embodiment of Government. It is about each and every interaction. It blends Government's physical performance, the senses stimulated and emotions induced, measuring each intuitively against citizens' expectations at the key moments of truth. It's about transforming an internally focused organisation and putting the citizens at the heart of how it works, thinks and prioritises.

Key to the digital customer experience is to consider service delivery channels. This means taking a truly multi-channel view, comprising both more traditional channels (face to face or telephony) as well as digital channels containing mobile and social media and utilising Cloud based products and services.

The Capgemini approach to digital customer experience can enable personal, quality citizen interactions at points of engagement with Government. The aim is to provide a high quality citizen experience across channels, through getting an improved understanding of who the citizen is, their needs, and how Government can support those needs effectively. Citizen needs can then be mapped to Government commercial objectives to help shape the strategy for the channel.

The Capgemini digital customer experience offer can comprise one or more of the following:

- Citizen Vision: a citizen centric vision for the organisation, easily understood by Government stakeholders;
- Citizen Insight & Value: customer segmentation aligned to what customers will value;
- Citizen Journey & Scenarios: description of citizen needs and wants as they interact with Government, broken down by channel. Important scenarios within the citizen lifecycle are outlined, focused on the citizen profiles, providing further insight into how they will use each channel;
- Roadmap Prioritisation: the order in which citizen focused projects would need to be planned;
- Measurement: Clear KPIs to measure customer satisfaction;
- Governance: Design and agree the way that Government will govern and maintain the agreed citizen experience standards.

Depending on the services selected, the Capgemini approach can provide clients with:

- A clear definition of the customer experience to be delivered to citizens;
- A prioritised roadmap of how the customer experience will be delivered;
- The use of Cloud based products and services;
- A model for ongoing governance and measurement to track achievements;
- Clear understanding of the expected ROI for quick wins;
- A citizen-centric method of identifying the experience being delivered.

Capgemini has experience of working with the following technology vendors: IBM, Microsoft, Oracle, SAP, Salesforce, HP, EMC, Badgville, Bazaarvoice and Acquia.

This service supports Cloud based projects and services.

2 Business Need

The Capgemini digital customer experience offer may be used by a Government department seeking to re-focus their service or organisation on the citizen, often in response to policy change, commercial constraints, citizen behaviour changes in trends, technology or organisational changes. Putting the citizen at the heart of Government service leads to better informed decision making during periods of organisational change, and supports the delivery of more effective services to the public.



Examples of the business needs for digital customer experience projects are:

- Policy change: new policy may lead to organisational change which will impact citizen experience. The digital customer experience offer can reduce the risk associated with business change, through enabling citizen's needs and wants to be clearly articulated and addressed throughout the project;
- Launch of a new service: the customer experience offer will shape the design of the organisation to support the new service by focusing processes, channels and organisation design on citizen needs. This approach reduces the risk of an associated change project, and would enhance the return on investment;
- Cost reduction: migrating customers from more expensive paper and telephony channels to more cost effective self-service channels provides a significant cost reduction without compromising service quality. The customer experience offer provides the basis for a channel shift programme, by designing the service to meet citizen's needs and supporting the migration to self-service channels.

The digital customer experience offer is ideally suited to understanding, and maintaining focus on, citizen needs during change programmes. The outputs serve to guide project stakeholder planning, design and decision making throughout the programme. Example situations:

- Citizen/customer experience focused projects / programmes: citizens are interacting with organisations in new ways, both as private sector consumers and as customers of public services. Changing citizen demographic profiles lead to new behaviours, in many cases changing both the channels they use, as well as the level of service they expect to receive;
- Technology driven solution implementation: new technology provides significant opportunity for organisations to improve customer service, and reduce costs. Implementation of new technologies may have an impact on the citizen experience. The digital customer experience offer helps to maintain a focus on citizen needs during design and implementation. Transformation to and/or use of Cloud based products and services is a prime example;
- Organisation re-alignment: maintaining citizen focus when going through an organisational re-structure, enabling the new organisation to continue to meet the needs of citizens.

Capgemini has experience in delivering digital customer experience projects across both the public and private sectors.

3 Our Approach

The Capgemini digital customer experience offer is a collaborative process, involving active engagement of the stakeholders within the relevant Government department. Component parts of the methodology may be selected depending on the situation. Internal and external workshops, focus studies and customer research panels may be held throughout and these can often cover more than one component area dependent on timing.

A typical complete project may comprise the following components:

3.1 Citizen Insight

Citizen Insight refers to a deep understanding of what citizens think and how that impacts upon their behaviour as customers of a service. This can be gained through a number of methods consisting of focus groups, call listening, usability and/or key stakeholder interviews.

3.2 Citizen Segmentation/Customer Profiles

- Quantitative research and statistical analysis to create a segmentation framework and identify segments;
- Segment prioritisation and selection of target segments;
- Qualitative research to acquire a deep understanding of the selected segments;
- Production of the positioning statement.



3.3 Citizen Experience Vision

- Obtain an opinion of how customers view Government and how they expect it to treat them;
- Articulate this view in a way that is meaningful to employees.

3.4 Citizen Journeys

- Identify lifecycle stages & define high level customer journeys;
- Define detailed customer journeys;
- Identify channel delivery and effectiveness;
- Validate with sample of customers / citizens.

3.5 Roadmap Prioritisation

- Identification of the priority areas for focus, based on customer feedback, target customer groups, the proposed landscape positioning;
- Workshops may be held to identify initiatives to improve the Customer Experience in these areas, as multiple solutions could be considered;
- The ease of implementation is considered for each initiative, taking into account dependencies and speed of implementation;
- A financial assessment is carried out to understand the return on investment. Dependent on the situation these numbers can then be a detailed business case or just be indicative numbers.

3.6 Measurement

- Identify key customer experience measurement areas and KPIs across the customer journeys;
- Develop the logic linking customer experience measurement areas to operational measurement areas;
- Establish reporting mechanisms and link with governance.

3.7 Employee Commitment

- A customer focused initiative has more impact if the organisation delivers something for the employees at the same time, this is due to the human nature of thinking “what’s in it for me?”;
- Engaging employees, especially customer facing staff, will grease the wheels of the customer experience transformation;
- Customer Journey techniques and gap analysis techniques can be used for employees by mapping out the Employee Journey and seeing the areas that need improvement. This means reviewing the overall experience, and is not necessarily about reviewing the salary structure (a common misnomer).

Depending on the specific services selected the Capgemini Customer Experience Offer can enable the following benefits:

- **Co-created experiences:** Involve sample of customers, employees, partners in the experience design process;
- **Personalised Engagement:** Provide tailored customer experiences based on interests and preferences;
- **Channel/Device Specific Experiences:** Design customised user experiences relevant for specific channels and devices;
- **All-Channel Brand Coherence:** Offer a consistent and integrated brand and user experience through and across channels.



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 Business Continuity and Disaster Recovery

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

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 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.

11 Sub-contractors

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

- Capgemini Technology Services India Limited.

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.

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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