

Social Media Citizen Engagement G-Cloud 15





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1 Service Overview

Capgemini's Social Media Citizen Engagement service provides Design, Consultation and Business Analysis in support of the design and implementation of Cloud based services.

Capgemini can support Government in the design and implementation of strategic social solutions to enable a compelling social experience for the citizen, as well as to leverage the capability of social as a vehicle to mitigate risk, streamline operations, and provide a consistent and engaging dialogue with the public. Capgemini uses a collaborative approach which places the citizen at the centre of the experience, including the range of social channels across micro-blogging sites, blogs, networks, forums and communities.

Capgemini's Social Media Citizen Engagement services can comprise of the following capabilities:

1. **Social listening:** driving and understanding customer/citizen sentiment, capturing and analysing citizen and customer behaviours, and clarity of citizen segmentation.
2. **Driving brand and policy awareness:** using social channels to communicate changes in policy, deliver citizen guidance & knowledge services, and standardise messaging and communications.
3. **Creating and facilitating community forums:** capturing citizen influence on developing and improving services, providing a self-service mechanism for resolving queries, driving cost reduction through developing peer to peer service support.
4. **Developing a social response capability:** developing the appropriate processes and organisation to pro-actively respond to insights gained through social listening.

The high-level approach to deliver these capabilities may comprise of the following:

- **Design:** Define social strategy and long-term vision.
- **Build:** Configure monitoring and reporting tools and implement operational change to enable performance improvement. Use of Cloud based products and services would be reviewed as a component of this.
- **Adopt:** Deploy capability aligned to the target design.
- **Optimise:** Optimise the design and deploy deeper functionality.

Capgemini has experience of working with the following technology vendors: Radian 6, IBM, Microsoft, Oracle, SAP, Salesforce.com, HP, EMC, Badgeville, Bazaarvoice and Acquia.

This service supports Cloud based projects and services.

2 Business Need

Social is becoming increasingly important channel as citizens interact ever more frequently both with each other, and with public and private sector organisations. Citizens expect to be communicated to through social channels, and they use social channels to share experience (good and bad) with their direct and indirect communities. There are multiple business opportunities to exploit the social channel, all focusing on two key areas: improving citizen experience and reducing cost.

Improved citizen experience: the opportunity to deliver improved customer experience is focused on 5 key use cases:

- Research and insights, including campaign measurement and competitive analysis.
- Marketing, including display buying, influencer marketing and content publication.
- Product innovation, including concept testing and idea generation.
- Customer support, including social outreach and brand monitoring.
- Public relations, including reputation management and influencer analysis.



Cost reduction: the increased usage of social media to interact with Government provides cost reduction opportunities as follows:

- Channel migration from more expensive, traditional channels such as mail, telephony and face to face.
- Contact reduction through pro-actively identifying and addressing issues.
- Contact reduction through use of one-to-many rather than more costly one-to-one contacts.

Some of the most common problems which Capgemini has supported client organisations to address when implementing their social media strategies are:

- Silo-ed ownership and implementation of social capability across business.
- Disjointed views of the customer due to inefficient monitoring of social insights.
- Tactical campaigns that do not exploit the full capability of the CRM solutions which hold the customer/citizen records.

3 Our Approach

The Capgemini approach for deliver Social Media Citizen Engagement can align to the project lifecycle. As appropriate we would use standard deployment approaches and integrate the Customer Value Proposition (CVP) (see separate G-Cloud offer) methodology.

Depending on the requirement our services may comprise:

3.1 Design

The key elements of the Design phase would be to design the business and technology architecture for the new solution, and to understand what programme and transformation capability needs to be in place for effective implementation. Activities may comprise of:

- Business case definition
- Programme design and governance
- Evaluate and identify the specific business and citizen social needs and objectives Design the 'to-be' social operating model inclusive of KPI management
- Definition of business and user requirements
- Technology selection and solution architecture design, including use of Cloud based products and services
- Creation of people engagement deliverables: change impact assessment, Training Needs Analysis (TNA), training plan, communications plan and resource model.

3.2 Build

The Build phase would focus on technology build and test as well as preparing staff for launch of new processes through training and knowledge share. Depending on the Government needs, it may be appropriate to create live test environments such as Model Office, Proof of Concept or Pilots. Activities may comprise of:

- Technology build, configure, user acceptance testing and cutover.
- Delivery of staff training.
- Model Office (if required): creation of standalone test environment to allow employees to test design, provide feedback, and provide suggestions as to how best to engage the business moving forward.
- Proof of Concept (if required): opportunity to test the technology solution in a live environment, may be used in conjunction with new business processes or released in a dormant state to check there is no disruption to other systems.



- Pilot (if required): roll out of solution to ring-fenced live site to check both the solution and the business processes in a constrained environment.

3.3 Implement & Adopt

Adoption focuses on the solution going live and then effective rollout across the estate. Key to this phase is the ramp up of technical functionality, deployment of trained resource and communications to enable effective employee and citizen engagement with the new capability. Activities may comprise of:

- Technology solution go live and ramp up.
- Deploy new operating model, launch new roles and processes.
- Fully trained resource in place to support new processes.
- Deployment of external communications and marketing.

3.4 Optimise

Based on performance metrics and employee feedback Capgemini would iterate elements of the Design, Build and Adoption phases to optimise the people, process, technology or data elements of the solution. Activities may comprise:

- Analyse and refine new customer insight generated deployed solution.
- Develop capability driven by captured insight.
- Develop new operational processes driven by citizen insight.
- Release advanced features and capability.

The approach described above outlines generic components of a social media programme. Capgemini would collaborate closely with Government stakeholders to create a programme that met their needs and objectives. Capgemini's deep experience in technology transformation programmes means that we have expertise across the range of these programme lifecycle activities. At the heart of our approach is the value we place in collaboration - working with Government stakeholders to enable the Design, Build and Adoption of the personalisation service has shared ownership, and therefore maximum impact.

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.

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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