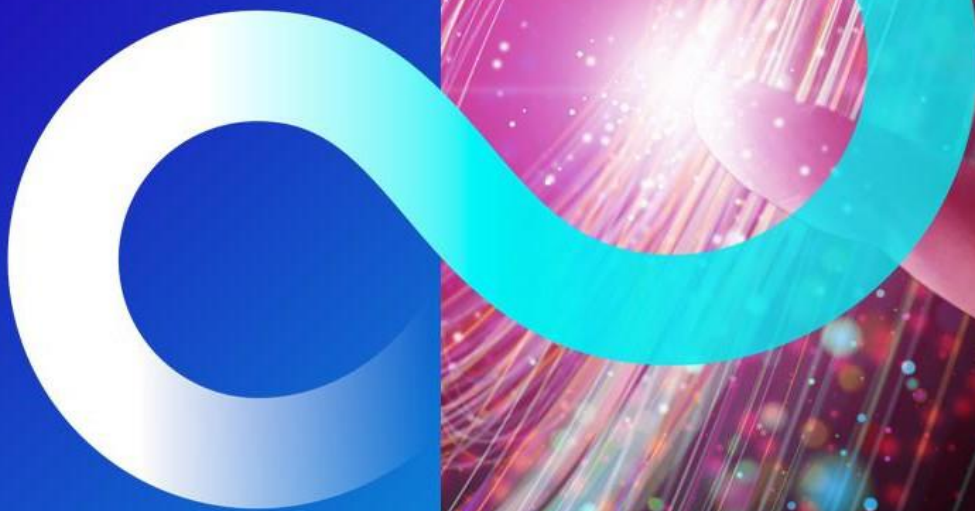


Service Definition

Experience Management By Fujitsu

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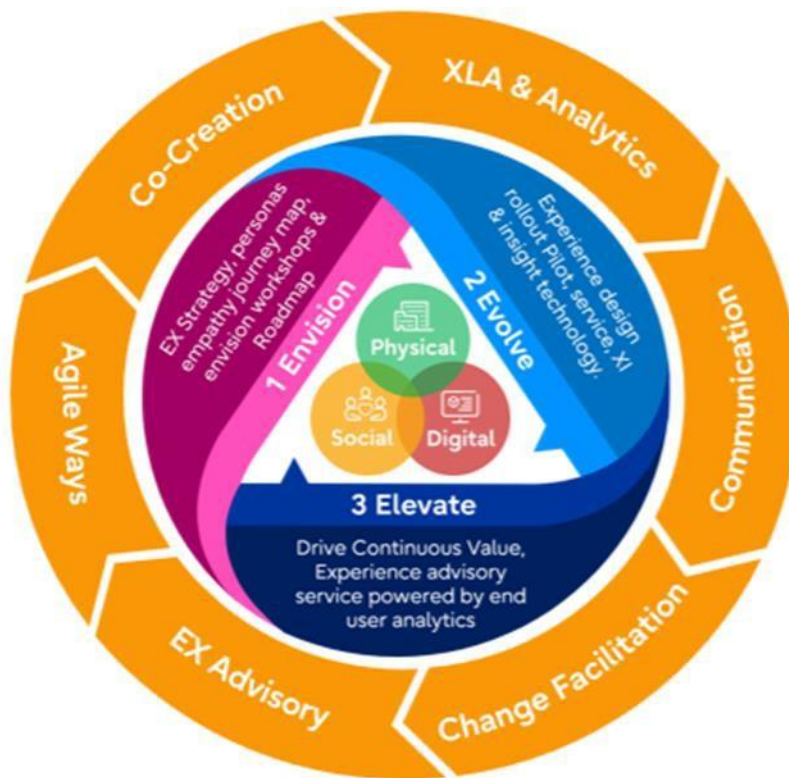
Experience Management by Fujitsu

Empower your people, transform experiences & accelerate value

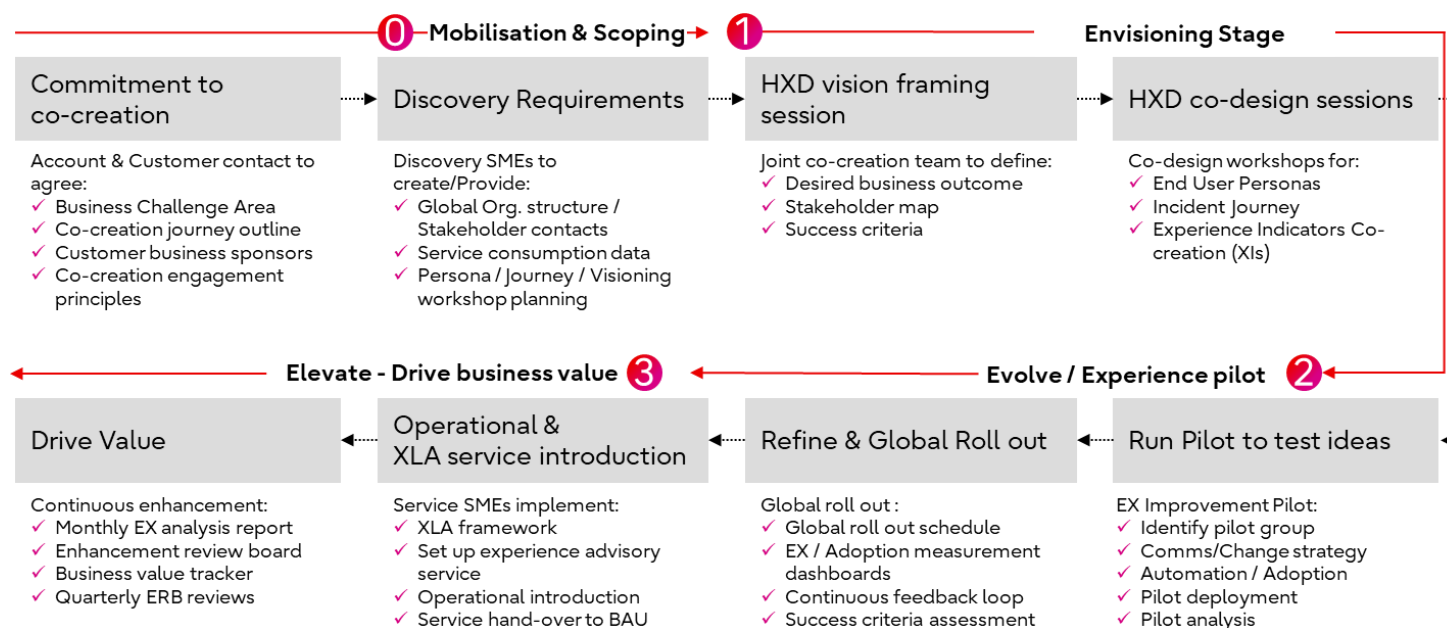
Fujitsu Experience Management Framework drives positive Employee Experience (EX) through human experience design (HXD). An approach underpinned by change and adoption, workforce analytics, knowledge engagement and experience level agreement (XLAs)

The approach to Experience management covers three key areas:

- **Envision:** A Co-creation process to set the vision and strategy for creating a meaningful “Employee Experience”. Utilising empathetic design with User Persona’s and Journey maps to understand ‘moments that matter’ and to co-create experience indicators to measure the future experience.
- **Evolve:** A pilot process to test new ideas and benchmark the minimum viable experience. Utilising technology and data insights to measure and monitor experience levels, providing balanced recommendations to support the wider roll-out of appropriate service, tools or technology.
- **Elevate:** Drive continuous value with a dedicated experience advisory service, proactively managing XLAs, developing strategic Experience Roadmap using data driven insights, and identifying Change and Transformation opportunities.



Service delivery approach



The Supplier shall provide an Employee Experience Envisioning Service to understand the current Employee Experience through qualitative and quantitative analysis of user needs and behaviours. The Supplier shall undertake the following activities:

1. A kick-off workshop to agree the Employee Experience Challenge area, co-creation engagement principles, customer stakeholders and envisioning service plan
2. A workshop with the Customer stakeholders to agree the number of Persona and Journey workshops, workshop participant details and workshop logistics
3. Analyse the Employee Experience relevant data visualisation. Service consumption, organisation structure, existing processes, existing Employee Experience management tools and technology architecture
4. A Human Experience Design (HXD) vision framing workshop to define the business outcomes, stakeholder map and success criteria for the Employee Experience Service
5. Conduct Persona workshops for a maximum of 5 Personas and maximum 2 workshops for each Persona
6. Conduct User Journey workshops for maximum of 2 user journeys and maximum 2 workshops for each journey
7. Provide analysis of the User Persona and Journey workshop output highlighting key challenges and requirements
8. Provide a value vs effort prioritisation of identified opportunities to improve employee experience
9. A co-design workshop with Customer to define the Experience Indicators (XIs) and Experience level agreement (XLA) definitions
10. Identify governance requirements for Experience Management

The Supplier shall provide an Employee Experience Change and Adoption Service to understand the current change management provision, communications management and channels available at customer to provide appropriate change and communication management strategy related to Employee Experience improvement. The Supplier shall undertake the following activities:

1. A workshop with the Customer stakeholders to understand existing customer change and communications management provisions
2. Analyse the communications and change related data visualisation. Communication channels, utilisation, change network, process of engaging change network and change and communication organisation
3. Create and present an Employee Experience Change and Communication strategy including communication channel analysis, stakeholder analysis and change network principles

The Supplier shall provide an Employee Experience Deployment Service to conduct a pilot for identified opportunities to improve the Employee Experience and/or digital adoption and design and deploy and Employee Experience Advisory Service. The Supplier shall undertake the following activities:

1. Design a maximum 4-week duration pilot for the identified opportunities for Employee Experience or digital adoption improvements.
2. Identify pilot users / groups in collaboration with the Customer.
3. Define the Employee Experience or digital adoption key performance indicators to be measured pre and post pilot implementation.
4. Create communication and training content.
5. Assist the customer in the delivery of the pilot as per defined Pilot scope.
6. Measure and analyse the outcome of the Pilot.
7. Present the findings of the Pilot to Customer.
8. Create a global roll out plan for the digital adoption or Employee Experience improvement

The Supplier shall provide an Employee Experience Drive Value Service to continuously measure, monitor and enhance the Employee Experience in collaboration with the End User Analytics team. The Supplier shall undertake the following activities:

1. Set up an Employee Experience Governance Process (Enhancement Review Board) with the Customer.
2. Design and maintain a value tracker to track the business value and status of employee experience improvement opportunities.
3. Conduct a Monthly Enhancement Review Board (ERB) meeting with the Customer and Fujitsu stakeholders.
4. Co-ordinate the Digital Experience improvement opportunities implementation with the Customer and End User Analytics team.
5. Provide ongoing analysis of the digital experience data to identify opportunities for improvements

Minimum and Maximum terms

The Supplier shall:

1. Provide a definition of Experience Indicators and Experience Level agreement in a Microsoft PowerPoint format.
2. Complete End User Personas will be provided to the Customer within five (5) Business Days of completion of the End User Persona Workshops.
3. Complete End User Journey will be provided to the Customer within five (5) Business Days of the completion of the End User Journey Workshops.
4. Provide persona and journey analysis to the Customer within 10 (10) Business Days of the completion of all the Envisioning workshops
5. Complete Change and Communication deliverables will be provided to the Customer within ten (10) Business Days of completion of the Change and Communication Workshops. (Optional service element, if procured by the customer).
6. Provide an Employee Experience Improvement/ Digital adoption pilot scope, approach and plan in a Microsoft PowerPoint format.
7. Deliver the Pilot to identified user groups in collaboration with the Customer.
8. Complete Pilot Analysis will be provided to the Customer within ten (10) Business Days of completion of the Pilot Delivery.
9. Provide a Monthly Digital Experience report showing top opportunities for digital experience improvements with the end user analytics team support in the form of a Microsoft PowerPoint document.
10. Co-ordinate the Enhancement Review Board activities.
11. Maintain the Experience Value Tracker in a Microsoft excel document.
12. Assist the Customer in Employee Sentiment Survey design and implementation

Relief events

In the event that the Customer fails to perform a Customer Dependency, to the extent that such failures prevent or hinder the performance of the Services (or any part thereof), then the Supplier shall be entitled to the following relief provisions:

- a. The Supplier shall be treated as though they have delivered the Services in compliance with all relevant Service Levels.
- b. The Supplier shall be paid as though they have delivered the Services in compliance with this Service Description.
- c. The Supplier may claim for all additional costs and expenses incurred as a result of such Customer failure including delays arising therefrom, need to re-do work, undertake additional activity (including due to any extension of timelines / plans or milestones) and costs associated with any mitigation activity (undertaken by the Supplier in its sole discretion); and
- d. The Supplier shall be deemed not to be in default of any obligation under the Agreement.

Customer responsibilities

In order that the Supplier shall provide the minimum and maximum terms as mentioned above, the customer shall:

1. Provision of a Digital Experience Management tool (for example Nextthink, Aternity, Systrack) and provision of a sentiment capture tool (for example Qualtrics, Happy Signals or Survey Monkey). The Digital Experience advisory team can provide suggestions to the customer should there be no tools of these nature available or not fit for purpose
2. Have a nominated single point of contact (SPOC) to act as the focal point for the workshop activities and subsequent service provision.
3. Provide the Supplier with accurate and up-to-date information, including name, email, landline and mobile numbers for designated Customer SPOC together with backup SPOCs.
4. Where requested Customer to provide the Supplier with any digital experience tools and technology architecture documentation, support documentation and configuration information.
5. Customer to provide data such as requested for the assessment, such as support channel usage, current adoption levels, service desk ticket data, employee numbers, locations and other relevant data.
6. Customer must respond to the Supplier's questions in a timely fashion and will recognize that delays in providing information may impact the workshop delivery dates.
7. Customer to provide briefing material/communication to workshop attendees ahead of workshops so that attendees understand the project purpose, approach and are prepared to actively participate.
8. Make available the resources required to run the End User Persona and journey workshops, this includes but is not limited to.
 - a. Workshop location and access if workshop to be held at Customer location
 - b. The information necessary to inform the Supplier of the functional and non-functional requirements of the users including any groups and functions
 - c. Provide the Supplier with details of any legal and regulatory requirements which need to be addressed.
 - d. Provide the Supplier with details of the Customers current technology and support solution/s.
 - e. Respond to the Supplier's questions in a timely fashion and will recognize that delays in providing information may impact the workshop delivery dates
9. Toolset support and hosting will be provided by the supplier of the tools. This may be provisioned by the customer or as part of another Fujitsu service. The Digital Experience Management team will not hold any responsibility for the support or maintenance of these tools or their technical configuration. This support will need to be in place to ensure the tools continue to run smoothly with high availability to facilitate the Employee Experience team to analyse data accurately and consistently and to ensure its integrity
10. Provide access to any data sources identified in the joint consultation that is required in the development of insights.
11. Identification of relevant security and regulatory compliance regimes, and interpretation of requirements
12. Provision of connectivity and access rights to customer shared area.
13. Customer to maintain security compliance and limit distribution of reports stored in customer shared area due to the sensitivity of information.
14. Review and sign off of the deliverables within 5 working days
15. Customer shall provide resources to participate in Change and communication workshops (Optional service element).
16. Provide business and IT resources to participate in design and delivery of the Pilot.
17. Identify Pilot User groups and ensure users participate in the Pilot delivery
18. Participate in the Enhancement Review board governance meetings to approve, reject opportunities and assign ownership.
19. Implement the approved digital experience improvement opportunities as suggested by Fujitsu Employee Experience advisory team.
20. Provision of decision maker resources to participate in the Enhancement Review Board.
21. Implementation of identified and approved employee experience opportunities.

About Fujitsu

As one of the world's leading IT companies, Fujitsu is at the forefront of pioneering technology in the UK since we made our initial investment over 40 years ago. As a key strategic partner we deliver essential services, from our secure hybrid IT which underpins critical national infrastructure to our investment in emerging technologies to boost national capability. Drawing on our Japanese technology expertise we provide bespoke digital transformation solutions. This unrivalled expertise has allowed us to specialise in emerging focus areas; Hybrid IT, AI & RPA, Data analytics, Agile application development/transformation and Security. Together, we offer a full package of solutions to support the UK as a long-term industry supplier.

We believe in realising the significant alignment between the UK and Japan in emerging technologies and in creating a UK-Japan 'Innovation Bridge' to support the UK's science and technology superpower objectives. We are committed to investment in UK skills and research and development, driving customer outcomes and promoting social value. We employ 124,000 people around the globe, including around 8,000 people across the UK, promoting diversity and inclusion as a DWP Disability Confident Leader. We are recognised as a Times Top 50 employer for Women since 2017, a Stonewall Top 100 Employer for 2023 and were awarded an EcoVadis Silver Rating, the world's largest provider for sustainability ratings.

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