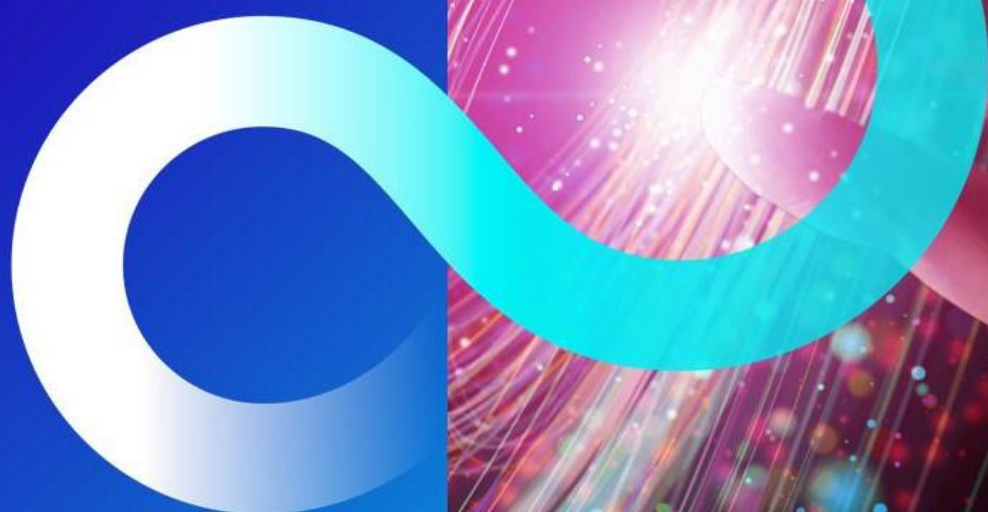


Service Definition

# Customer Experience Advisory

FUJITSU



G-Cloud 15

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## Customer Experience Advisory

We are known for shaping the way organisations embrace new technologies and innovation. From this, we've learned that opportunities for transformation are almost infinite. It is only when the combined efforts of an organisations people, coupled with an understanding of the power of CX, turn this digital potential into enduring customer value. Therefore, we have created the Customer Experience Discovery Model

**CX is now recognised by most organisations as the primary competitive differentiator** and a leading driver of digital transformation; but how do you prioritise investment to maximise value, revenue and customer loyalty to achieve this?

Our CX Discovery model helps you to identify and realise the value of CX across your organisation, through our “converged” CX value framework.

**Regardless of whether you operate in a highly competitive market or public sector, CX offers the opportunity to create value.** Applied correctly it enables positive transformation and is proven to increase customer loyalty, employee engagement and improve commercial performance.

CX is now a core business discipline and set of competencies, impacting every aspect of your organisation. Spanning the lifecycle across attraction, onboarding, service and retention, delivered in person, remotely and via technology; however, those whose strategy, governance and operating model are aligned to optimising CX are still in the minority.

**A “converged” approach helps organisations achieve their CX ambitions and contribute to their commercial success,** by aligning the perspectives, capabilities and competencies required to evolve. It aligns business goals, CX strategy and delivery, employee experience, governance, technology and ultimately culture, to activate change and achieve valuable and measurable outcomes.

A converged CX ethos covering strategic intent and service delivery, that reaches all areas of the organisation is a critical step to maximising the true value of CX. Wherever you are on your CX evolution journey it is a good idea to pause and evaluate your organisations CX capability, then identify where you need to target change by **developing a vision that everyone in the organisation can understand and get behind.**

The first step to developing a “converged” CX ethos is to evaluate the CX maturity and capabilities of your organisation today and identify what the required and appropriate target state ambition looks like with a view of the initiatives needed to achieve it.

## Minimum and Maximum terms

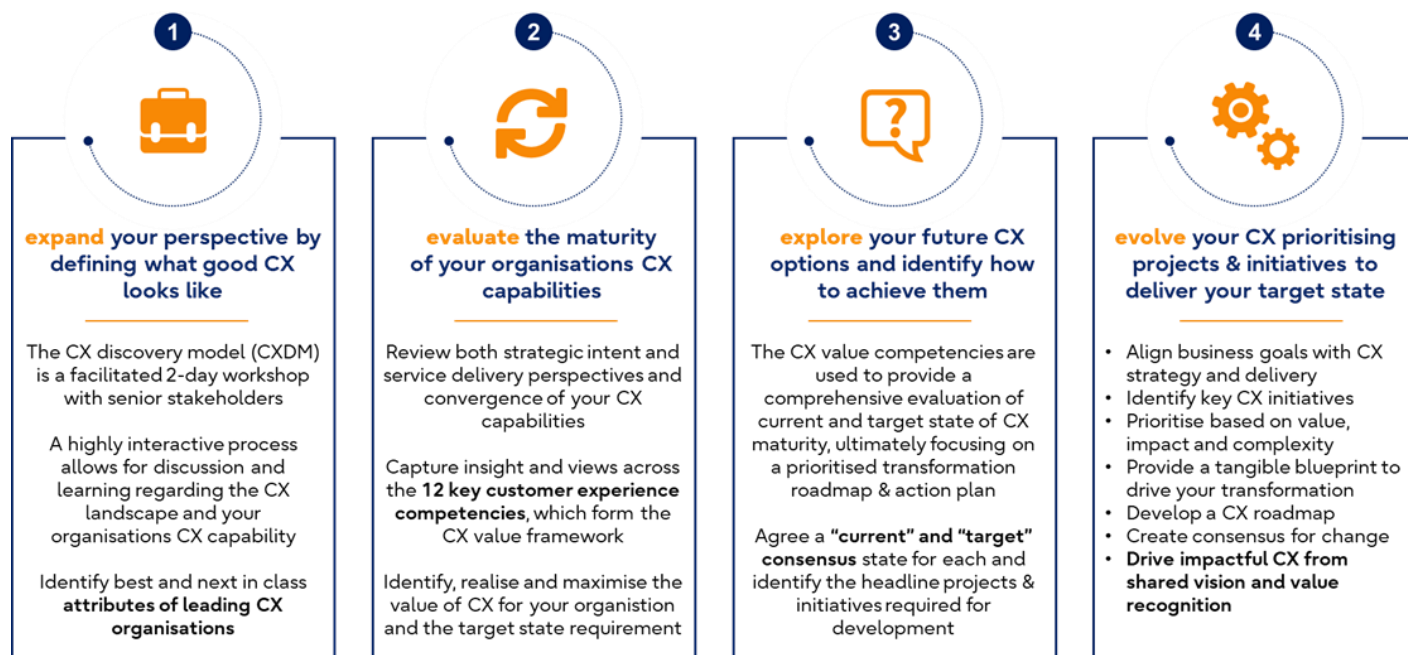
The Supplier shall:

### How we help you achieve your CX ambition?

Our CX Discovery model enables organisations to quickly identify the “converged” CX strategy & delivery approach they need to achieve exceptional experiences, evaluating maturity gaps and defining the required business outcomes.

Fujitsu’s Customer Experience Discovery Model (CXDM) was developed to optimise converged customer experiences by helping organisations understand their current CX capabilities and define a required target state.

CXDM provides a practical, strategic transformation planning approach that assesses your CX capability against a set of CX maturity competencies and value framework to create an action plan, helping to define and deliver your CX strategic ambition.



## 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. Have a nominated single point of contact (SPOC) to act as the focal point for the workshop activities and subsequent service provision.
2. 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.
3. Where requested Customer to provide the Supplier with any experience tools and technology architecture documentation, support documentation and configuration information.
4. 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.
5. 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.
6. Make available the resources required to run the CXDM workshop, 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
7. Provide access to any data sources identified in the joint consultation that is required in the development of insights.
8. Identification of relevant security and regulatory compliance regimes, and interpretation of requirements
9. Provision of connectivity and access rights to customer shared area.
10. Customer to maintain security compliance and limit distribution of reports stored in customer shared area due to the sensitivity of information.
11. Review and sign off of the deliverables within 5 working days

## 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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