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Hitachi Solutions Europe

G-Cloud 15 Service Definition Document

Enabling D365 Customer
Insights for Public Sector

Enabling D365 Customer Insights for Public Sector

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What the service is, what you get, and the benefits

Service Description

Implement Microsoft Dynamics 365 Customer Insights to unify citizen or customer data from multiple systems for public sector communications. We configure data unification, segmentation, web forms, journeys, email templates and campaign or event management. Includes security testing, analytics dashboards, data migration, training, go-live planning, hypercare and handover.



Service Features

- Discovery workshops to confirm goals and priority use cases
- Process and requirements review for communications and journeys
- Customer data mapping across systems and sources
- Configure Customer Insights data unification and identity matching
- Build segments, subscription lists and preference management
- Configure emails, web forms, journeys, campaigns and events
- Implement analytics dashboards for engagement and performance
- Data migration and validation to support unified profiles
- Security testing and access controls configuration
- Training, go-live planning, hypercare and operational handover



Service Benefits

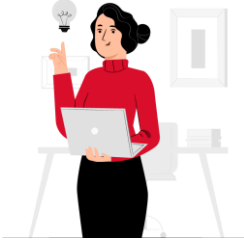
- Create a single contact profile across disparate systems
- Support data-first, compliant communications, not sales-led marketing
- Target messages using dynamic segments and behavioural triggers
- Automate multi-step journeys from events and data changes
- Improve trust with timely, consistent and relevant communications
- Reduce duplicate or avoidable contact and operational effort
- Generate content faster with Copilot-assisted email authoring
- Measure engagement using out-of-box insights and metrics
- Manage consent, subscriptions and channels in one place
- Faster time to value without replacing existing business systems



Enabling Customer Insights for Public Sector

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Turn fragmented contact data into joined-up communications



What this service is for

A communication platform which brings together customer data into one unified view

Public sector teams often hold contact data in multiple places, making it hard to communicate consistently and confidently. This service implements Dynamics 365 Customer Insights to bring those signals together into a single, permission-aware view.

We configure the core platform capability needed to create segments, web forms, emails, campaigns and event-led journeys. The focus is practical enablement: clear use cases, working configuration, training for your teams, and a supported go-live with handovers.

Key outcomes: Unified contact profile | Targeted segments | Automated journeys | Consent and preferences managed | Engagement insight dashboards



Why this service is useful

Build a 360-degree view of your customers

When data is dispersed, teams spend time reconciling records, creating lists manually, and repeating the same messages across channels. Customer Insights helps convert disconnected data into actionable segments and event triggers, so communications are based on evidence rather than guesswork.

You can reduce duplicate or avoidable contact, improve trust through consistent messaging, and see what is working using built-in insights and metrics. This supports better service experiences while staying aligned to data protection expectations.

Common triggers: Data spread across systems | No single contact profile | Manual segmentation and lists | Limited insight on engagement | Consent management complexity | Need event-driven communications



Why this service is different

A data-first, not sales-first, marketing and communications implementation

We implement Customer Insights as a communications capability, not a sales-led marketing tool. That means prioritising data unification, preference management, and journeys that help people get the right message at the right time, in the right channel.

We focus on getting the key content and journey components working quickly, then making them safe to operate through security testing, training and handover. Delivery is iterative and decision-led, so you can start small and scale based on proven outcomes.

Differentiators: Data-first, trust-led communications | Works across multiple source systems | Security testing built-in | Train teams to be self-sufficient | Faster time to value on existing platforms

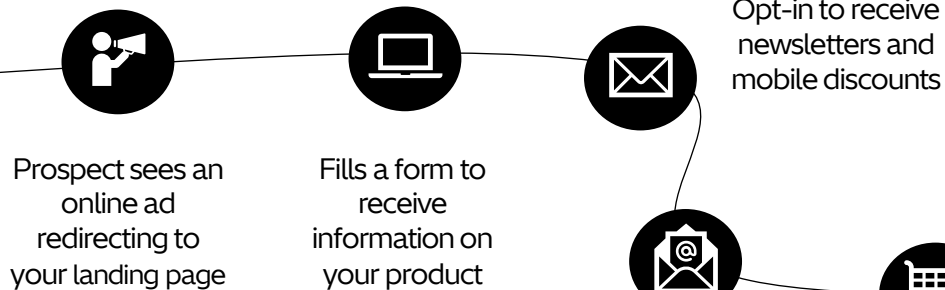
Build unique cross-channel experiences

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with D365 Customer Insights

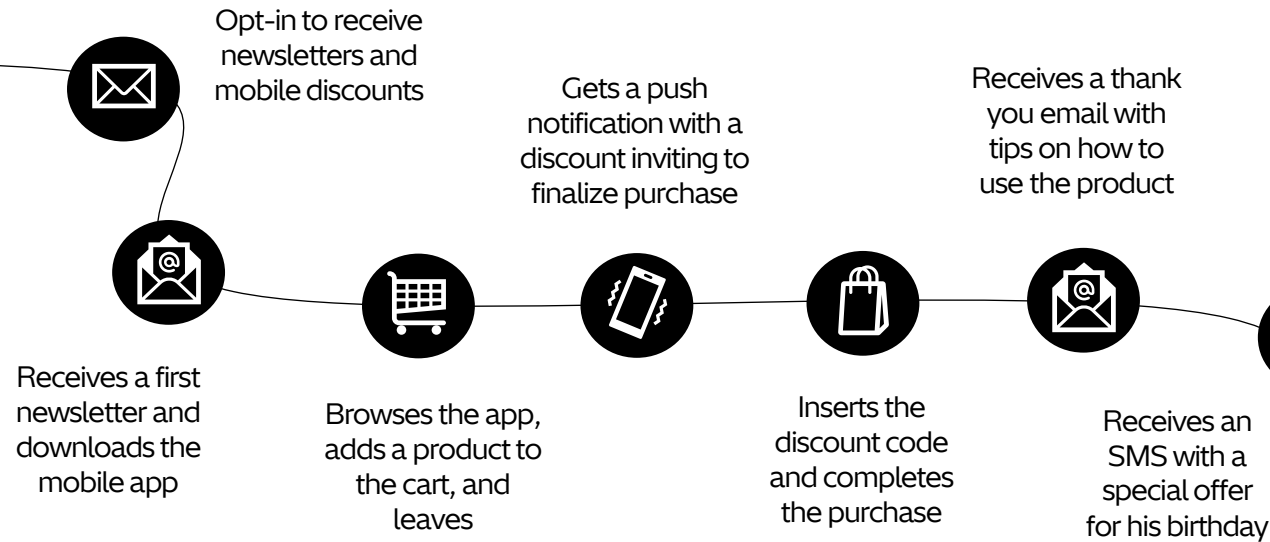
MEET

Prepare your first interaction



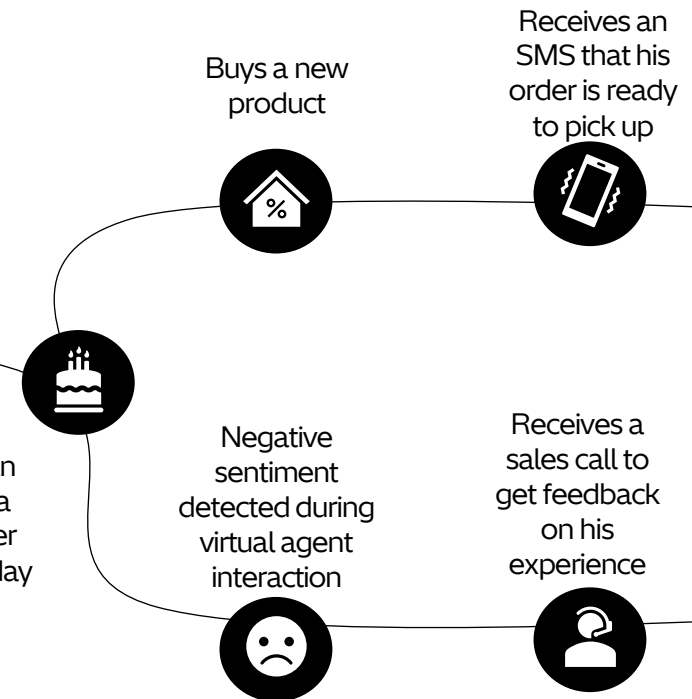
BUILD

Drive engaging interactions



RETAIN

Extend interest and build loyalty



Awareness

Acquisition

Retention

Dynamics 365 Customer Insights - Journeys

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Enable **moments-based** marketing -
with real time journey
orchestration



Build **collaborative**
experiences - across
people, departments, and
channels for meaningful
engagement



Embrace
personalised
content - to grow your
audience engagement



Leverage the **power**
of data and AI - to
market at scale and
achieve higher levels of
marketing maturity



Dynamics 365 Customer Insights

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Key capabilities and supporting features

Engage customers in real-time

Orchestrate real-time, customer-led journeys

Leverage customer interactions to trigger or measure journeys

Create impactful content with dynamic authoring and digital asset management

Reach customers wherever they are using SMS integration or mobile notifications.

Win customers and earn loyalty faster

Design end-to-end journeys across marketing, sales, commerce and service.

Target the right audience using segment builder and natural language

Nurture leads and accounts with relevant content, lead scoring and ABM

Turn event, meeting, and webinar attendees into loyal customers

Personalize experiences with AI

Create engaging content with AI assistance

Run experiments to optimize content and channels

Improve marketing effectiveness with real-time KPIs and dashboards

Turn customer Insights into relevant actions to improve targeting and personalization

Visualize customer interactions

Build customer trust with a unified, adaptable platform

Unify and share customer data more securely

Comply with regulations such as GDPR and HIPAA

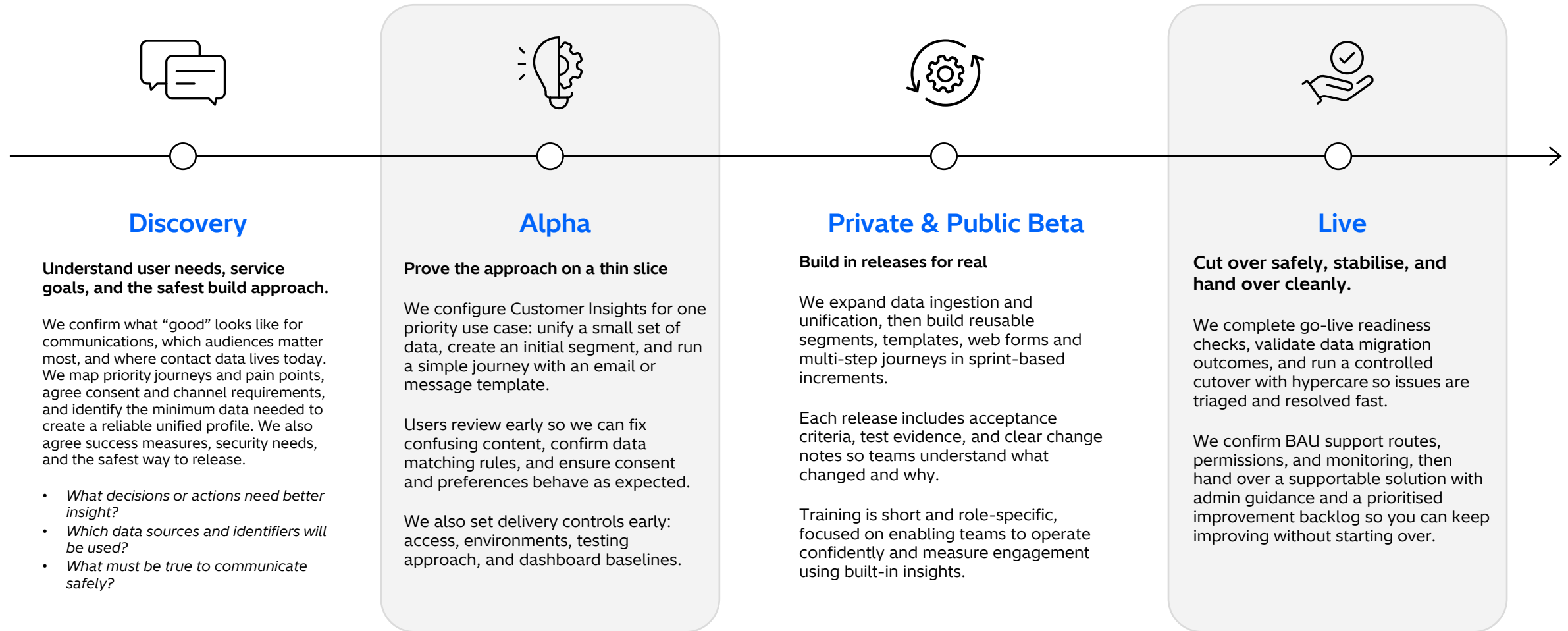
Easy to customize and extend to meet your business needs

Run business unit-level marketing and promote content re-use

Send up to 100 million interactions per month to increase reach with real-time marketing

GDS phases for D365 Customer Insights enablement, from data to live

Start with real work and real users, prove value early, then scale safely



The Hitachi logo is displayed in a bold, white, sans-serif font in the upper right corner of the image. The background is a photograph of a grand, multi-story classical building with a curved facade, many windows, and a balcony with a decorative railing. A large Union Jack flag is flying from a pole attached to the building. The overall image has a muted, greyish tint.

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Hitachi Solutions Europe

UK Government Overview

Hitachi Solutions for the UK Government

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Our **vision** is to be government's partner of choice for the design and delivery of **sustainable, human-centred, Microsoft Solutions and digital services**.

Human-centred Services

Every service starts with people and how technology can make their day simpler.

+

Deep Microsoft Expertise

Hitachi Solutions is dedicated exclusively to the Microsoft ecosystem.

+

Emotionally Aware Delivery

Our former civil servants bring deep understanding and cultural alignment.

=

+

One Hitachi

Hitachi Solutions is part of Hitachi, Ltd., one of the world's largest and most respected organisations.

Sustainable government transformation.

Human-centric by default.

Powered by Microsoft.



Our Credentials

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Microsoft



Microsoft global Government and Finance
Partner of the Year 2025

Microsoft Partner of the Year 2025 Finalists in
Build and Modernise AI Apps, Dynamics 365
Supply Chain, Dynamics 365 Sales and Customer
Insights, and Low Code Application Development

22 Years in **Microsoft's Inner Circle**
(including 2025)

Microsoft Solutions Partner across AI Business
Solutions, Cloud and AI Platforms and Security
with **18+ specialisations**

Industry



Keystone member of the **Government Digital
Sustainability Alliance**

Crown Commercial Service Supplier

Cyber Essentials Plus Certified

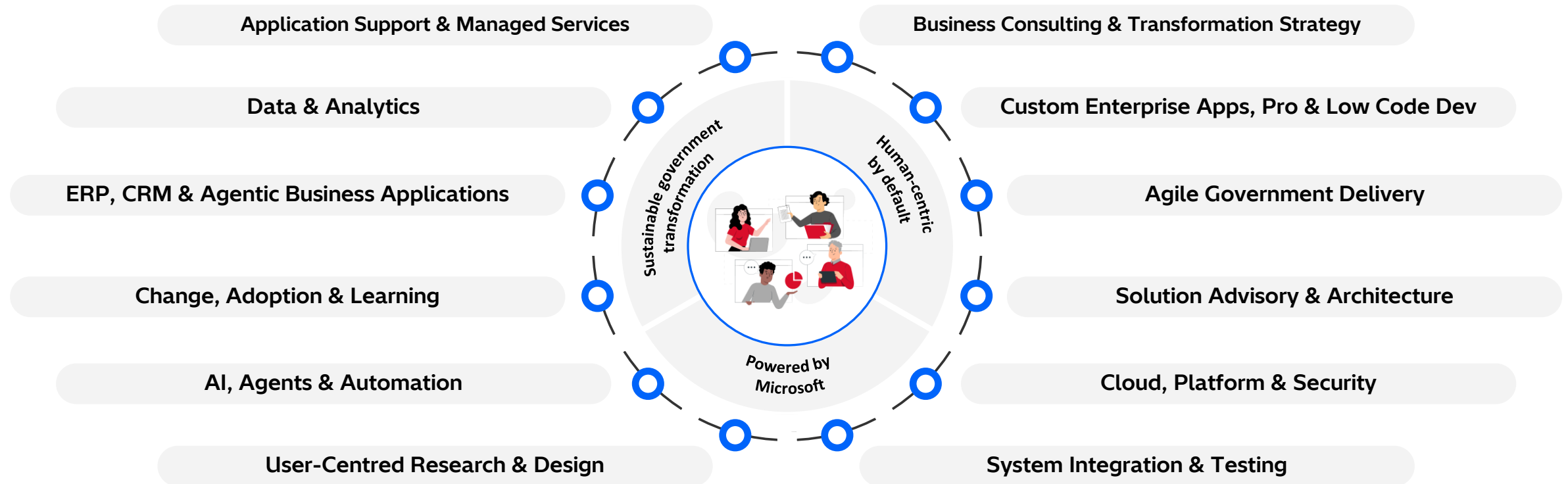
ISO-certified across Quality, Environment, Service,
Business Continuity, Information Security, and
Privacy Management

Recognised in the **Smarter Working Live Awards**
for our regulatory services Customer Experience
work with the Environment Agency

Our Services and Expertise

HITACHI

Sustainable business transformation through tailored advisory, consulting, and technology solutions.



Our Clients

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"Hitachi Solutions brings substantial digital expertise to the table, complementing our robust business experience. Their insights have been instrumental in identifying opportunities for enhancement and accelerating our initiatives."

Gillian Pratt

Deputy Director Future Regulation
at Environment Agency



"Hitachi Solutions brought in a great project team who we kept for the full duration; they engaged with The Royal Mint side of things very effectively. It really felt like they were part of our own team."

Richard Hobbs

CIO The Royal Mint



"Hitachi Solutions bring the innovation, space and expertise needed to deliver digital transformation at a pace that is needed."

Andy MacDonald

Director of Customer Services,
Aberdeen City Council



"Hitachi Solutions were really good to work with, expertly turning our processes into slick system functionality. Their patience, understanding and "one team" approach to this project facilitated a free-flowing, inclusive environment. Hitachi Solutions' expert technical teams have delivered a great user experience, employing creative thinking to deliver to our often complex requirements."

Daniel Saward

OIA Head of Digital Technology



"DHSC collaborates closely with Hitachi Solutions LTS, emphasising the significance of our enduring partnership characterised by collaborative teamwork and mutual trust. Operating with a framework of high trust and capability, Hitachi Solutions ensures the delivery of quality and excellence to DHSC. Hitachi Solutions should be very proud of their track record in DHSC."

Bryan Rayner

Head of IT Business Systems



"Right from the start, we recognised in Hitachi Solutions a potential partner that would listen to us and really recognise the value of what we were trying to achieve, the lifesaving benefits of what we were trying to build and support."

Alex Duncan

Chief Technology Officer



Centre for Environment
Fisheries & Aquaculture
Science



Department
for Environment
Food & Rural Affairs



Valuation Office
Agency



HM Revenue
& Customs



Rural Payments
Agency



City of Westminster



Homes
England



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



UK Export
Finance



Forestry and
Land Scotland
Coilltearachd agus
Fearann Alba

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