



IBM Consulting

G-Cloud 15 IBM - Customer and Service Experience Optimisation

Service Definition Document

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Customer & Service Experience Optimisation

Enabling public sector organisations to improve and manage end-to-end experiences across digital and non-digital touchpoints. We deploy user research, journey analytics and service design to identify friction points and enhancement opportunities. Interactions are analysed, refined and assessed to increase adoption, satisfaction and operational efficiency.

Our approach combines human-centred design with AI-enabled accelerators such as Golden Thread, Pain Point Tracker, AI Insights and the IBM Garage Experience platform to prioritise value and accelerate delivery. We support the design, prototyping and front-end development of experiences, underpinned by modern design systems, SaaS platforms, reusable components and scalable DesignOps practices.

We help you continuously optimise services through data-driven insights, real-time feedback loops, and structured operating models that support consistent multi-channel experiences at scale.

01. Design with insight and value

We use user and citizen research, journey analytics and service design to understand needs, identify friction and prioritise improvements. Our approach combines qualitative insight with tools such as Golden Thread, Service Blueprints and Pain Point Tracker to visualise the end-to-end experience and link issues to measurable value.

With AI Insights accelerating research synthesis, we rapidly create evidence-based personas, journeys and opportunity areas that shape the future customer and service experience.

02. Build with flexibility and intelligence

We design and prototype modern, accessible and consistent digital experiences using proven design systems, reusable components and composable experience architectures. High-fidelity UI/UX, content design and service design artefacts are delivered through collaborative, multi-disciplinary workflows.

We support front-end development for web and mobile, while the Experience Orchestrator and related accelerators help ensure seamless multi-channel interactions underpinned by scalable design and technology foundations.

03. Deliver with agility and scale

We accelerate delivery through IBM Garage Experience (IGX), which provides structured value alignment, AI-supported workflow automation and visibility of progress and outcomes. Value Orchestration, ICA role-based assistants, and AI-enabled prototyping reduce effort and speed up iteration, enabling teams to make informed decisions earlier.

We embed DesignOps and continuous optimisation practices, using VOC, analytics and A/B testing, to ensure services evolve, improve and scale across channels with reduced cost and delivery risk.

Service Description

IBM Enterprise Design Thinking

Upon acceptance of Client's order, this Service Description applies to the Acceleration Services to support your Cloud Service. The applicable order documents provide pricing and additional details about Client's order.

1. Acceleration Service

IBM provides the following subscription services, which for the purpose of this Service Description are referred to as Cloud Services and are available for in each of the following technology areas:

- Integration and Development
- Digital Business Automation
- Management and Platform

2. IBM Enterprise Design Thinking

The Enterprise Design Thinking by IBM is a cloud based online learning and badging certification program that teaches users the practice of Enterprise Design Thinking by IBM. The Solution is comprised of the Practitioner learning course, the Co-Creator learning course, and the Toolkit of activities to develop the user's Enterprise Design Thinking by IBM expertise. The courses include videos, opinions from experts in the field, best practices, and interactive activities. Completion of the Practitioner and Co-Creator course allows users to receive a certified badge from the IBM Open Badging Program.

The Cloud Service is provided in a dedicated cloud environment using computing resources from IBM..

Service Description

Phase One – Project Initiation and Cloud Solution Preparation

Project Initiation

To facilitate the project initiation IBM will send out welcome email to the Client's users and the client will provide the email addresses of all approved users of the Solution or provide email domain to be used for all users.

Cloud Solution Implementation and Customization IBM will:

- a) configure Client system environment / database in accordance with the email domain and seats purchased; and
- b) notify Client that the Cloud Solution is ready for use. Client will:
- c) be prepared to access the Cloud Solution upon notification from IBM.

Completion Criteria

Phase One activities will be complete when IBM notifies Client of the Provisioning Date.

Phase One Deliverables

The following deliverables will be provided to Client point of contact as part of the Services as applicable.
Certified badge from the IBM Open Badging Program* upon Course completion.

1) Practitioner Badge

This badge indicates that Client earner has acquired knowledge of applying Enterprise Design Thinking by IBM and its value. As a Practitioner, the badge earner finds opportunities to try design thinking in their everyday work.

2) Co-Creator's Badge

This badge indicates that Client earner is an active contributor on Enterprise Design Thinking by IBM engagements. They help bring real-world user outcomes to life by growing collaboration skills and finding opportunities to step up and lead.

One copy of each badge, as earned, will be provided by Credly to the Client earner at the successful conclusion of the Course. Badges are awarded through Acclaim in downloadable form.

Service Description

Phase Two – Cloud Solution Access and Ongoing Support

IBM will provide Client ongoing access to, and support of, the Cloud Solution beginning on the Provisioning Date for the specified Term.

Technical Support

Technical support will be provided via email. Support personnel will be available five (5) days per week eight (8) hours per day. IBM will provide support and contact information to submit a support request. IBM will respond within one (1) business day from receipt of a support request.

Maintenance

Scheduled maintenance for the underlying cloud infrastructure or software supporting the Cloud Solution will be performed for each data center location. IBM will notify Client of routine maintenance hours and any other scheduled maintenance as required to minimize service disruption.

Additional Terms

For Cloud Service Agreements (or equivalent base cloud agreements) executed prior to January 1, 2019, the terms available at <https://www.ibm.com/acs> apply.

General

Client agrees IBM may publicly refer to Client as a subscriber to the Cloud Services in a publicity or marketing communication.

Materials

Materials created by IBM in the performance of these offerings and delivered to Client (excluding any preexisting works on which those materials may be based) are works made for hire, to the extent permitted under applicable law, and are owned by Client. Client grants to IBM an irrevocable, perpetual, nonexclusive, worldwide, paid-up license to use, execute, reproduce, display, perform, sublicense, distribute, and prepare derivative works based on those materials.

Data Processing and Protection Data Sheets

No applicable Data Sheet for this Service Description.

IBM's Data Processing Addendum at <http://ibm.com/dpa> (DPA) and the Data Processing and Protection Data Sheet(s) (referred to as data sheet(s) or DPA Exhibit(s)) in the links below applies to IBM's processing of personal data on behalf of Client.

