

IBM Consulting



G-Cloud 15 IBM – Citizen and Customer Data Services Service Definition Document

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Citizen and Customer Data Services

Key features of this service

IBM's Citizen and Customer Data Services offer a comprehensive suite of consulting and implementation capabilities designed to manage and leverage data for enhanced citizen and customer experiences. These features ensure that organisations can effectively collate, analyse, and activate data to provide personalised and timely services to the citizen and customer.

- **Ingestion and Consolidation:** Collate and integrate data from multiple sources to create a 360-degree view of citizens and customers.
- **Insight and Selection:** Develop relevant insights and identify specific audiences for targeted treatments using advanced analytics and machine learning.
- **Orchestration and Activation:** Support and orchestrate the activation of personalised experiences across various channels and media.
- **Data Governance and Quality:** Ensure high standards of data governance and quality, aligning with regulatory requirements.
- **Real-time Data Processing:** Enable real-time data ingestion and processing to support timely decision-making and personalised interactions.
- **Agentic AI Enablement:** Provide structured, high-quality data foundations that empower AI agents to autonomously deliver proactive citizen services, handle complex queries, and execute multi-step workflows with contextual understanding and minimal human intervention.

Citizen and Customer Data Services

Why this service is needed

In the UK, government agencies and organisations face challenges in managing vast amounts of citizen data spread across siloed systems. There is a pressing need for a unified approach that can provide a single view of the citizen, enabling more efficient and personalised services. IBM's Citizen and Customer Data Services address these challenges by delivering technology agnostic consulting and delivery capabilities, that integrates, analyses, and activates data to improve citizen engagement and service delivery.

Key benefits of this service

IBM's Citizen and Customer Data Services offer numerous benefits that enhance citizen engagement and operational efficiency. By leveraging advanced analytics and real-time data processing, organisations can make informed decisions and deliver personalised services that meet the unique needs of citizens.

- **Enhanced Citizen Engagement:** Deliver personalised and timely services to citizens, improving their overall experience and satisfaction.
- **Operational Efficiency:** Streamline data management processes, reducing the reliance on IT resources and enabling faster response times.
- **Informed Decision-Making:** Leverage advanced analytics and insights to make data-driven decisions that benefit citizens and the organisation.
- **Regulatory Compliance:** Ensure compliance with data protection regulations such as GDPR, safeguarding citizen data.
- **Cost Savings:** Optimise resources and reduce operational costs through efficient data management and automation.

Citizen and Customer Data Services

Key IBM differentiators

IBM stands out as a leader in customer data management services, with decades of experience and a strong track record in data and AI engagements. IBM offers end-to-end capabilities, from data ingestion to activation, ensuring a seamless and integrated approach to customer data management.

- **Industry Leadership:** IBM is recognized as a leader in data management services, with decades of experience and a strong track record in data and AI engagements.
- **Advanced Technology:** IBM's platform incorporates cutting-edge technologies, including AI and machine learning, to deliver superior data insights and personalisation.
- **Comprehensive Solutions:** IBM offers end-to-end capabilities, from data ingestion to activation, ensuring a seamless and integrated approach to data management.
- **Proven Results:** IBM has successfully implemented customer data platforms for various organisations, delivering significant benefits such as increased engagement, cost savings, and improved decision-making

Citizen and Customer Data Services

Service Description

50-word summary:

IBM's Citizen and Customer Data Services provide a comprehensive service to manage, analyse, and activate citizen data, enhancing engagement and service delivery while ensuring regulatory compliance and operational efficiency.

IBM's Citizen and Customer Data Services offer comprehensive consulting and delivery capabilities to manage and leverage data for enhanced citizen and customer experiences. Key features include data ingestion and consolidation, advanced analytics for insights and selection, orchestration and activation of personalised experiences, robust data governance and quality and AI and Agentic-AI Enablement. This service addresses the challenges faced by UK government agencies in managing vast amounts of citizen data spread across siloed systems, providing a unified platform for efficient and personalised services. Benefits include enhanced citizen engagement, operational efficiency, informed decision-making, regulatory compliance, and cost savings. IBM's differentiators include industry leadership, advanced technology, comprehensive solutions, and proven results. The delivery approach involves assessment and strategy development, personalisation workshops, vendor selection and implementation, incremental deployment, and continuous improvement. By leveraging IBM's expertise, UK government agencies can transform their customer data management practices, delivering better services to citizens and achieving their strategic objectives.

Citizen and Customer Data Services

Delivery Approach

IBM adopts a value-led, use case-driven incremental delivery approach for its Citizen and Customer Data Services. This approach ensures that the service is tailored to meet the specific needs of UK government agencies, enabling them to transform their data management practices and deliver better services to citizens.

- **Assessment and Strategy Development:** Conducting a thorough assessment of current data management practices and developing a tailored strategy and roadmap. This includes establishing a baseline, envisioning the target state, and designing the roadmap.
- **Personalisation Workshop:** Conducting a workshop to determine the personalisation strategy for citizens, evaluating the current personalisation maturity and defining the target state.
- **Vendor Selection and Implementation:** Evaluating and selecting the best-fit technology solutions, followed by seamless implementation and integration. This includes long list vendor selection, short list finalization, RFP issuance, vendor presentations, and PoC development.
- **Incremental Deployment:** Rolling out the platform in phases, starting with a minimum viable product (MVP) and gradually expanding

Citizen and Customer Data Services

IBM Experience

Telecommunications Industry:

A major telecom company needed more predictive and proactive ways to inform and orchestrate every customer intent and interaction across the journey and across all channels. IBM co-created and developed a digital-first platform with cross-channel real-time data, streaming analytics, and an AI/ML architecture. This enabled ML/AI-driven personalisation, insights, recommendations, and model scores. The results included billions of recommendations served, millions of emails/SMS/updates served leading to call centre volume reduction, and millions of content requests processed.

Insurance Industry:

An insurance carrier faced challenges with digital channels not being personalised and cumbersome testing processes. IBM deployed a real-time Customer Data Platform and integrated it into customer channels, activating personalisation across digital channels and the customer lifecycle. This included anonymous content optimisation on the prospect home page, customized quotes during the sales process, personalised email engagement to lapsed prospects, and content optimisation across the online customer experience.

Financial Services Industry:

A financial services company specializing in retirement programs lacked personalised web content for customers and automated ways for financial advisors to prioritize customer contacts based on critical transaction or life events. IBM deployed a real-time customer data platform to support both inbound and outbound customer interactions. The platform was integrated with content and campaign management systems, displaying targeted content across web pages using business rules and AI, and advisor alerts on CRM pages.

