

IBM Consulting

A glowing blue cube is positioned in the center of the image. The cube has two cloud icons on its visible faces, each composed of a pixelated pattern. The cube is surrounded by a network of thin, glowing blue lines that intersect at various points. The background is a dark, textured surface resembling a circuit board or a dense array of microchips, with various components and traces visible.

G-Cloud 15 IBM – Generative AI Powered Personalisation for Public Content and Services (including healthcare) Service Definition Document

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IBM Generative AI Powered Personalisation for Public-Facing Digital Content and Services (including healthcare)

Service Overview

Features

- Customises GenAI to produce personalised content and audience segmentation.
- Learn by doing: test, iterate and refine GenAI outputs.
- Robust framework for measuring improvements to user experience.
- Covers user-centred research and design of GenAI content.
- Covers build, integration and deployment of GenAI services.
- Covers support and iterative improvement of GenAI services.
- Covers governance, analytics and dashboards for GenAI services.
- Unbiased advice on selection of GenAI platform and LLMs.
- GenAI platform and LLMs not included.
- Covers documentation for medical device file, if required.

Benefits

- Improves user experience for your public- and patient-facing services.
- Bases data-driven decisions on measurable productivity and quality improvements.
- Maximises improvements to user experience through context-specific customisation.
- Leverages improvements in user experience to reduce overall costs.
- Improvements in user experience drive improved public satisfaction scores.
- Can facilitate compliance with medical device legislation, if required.
- Full governance and auditability of your Generative AI initiatives.

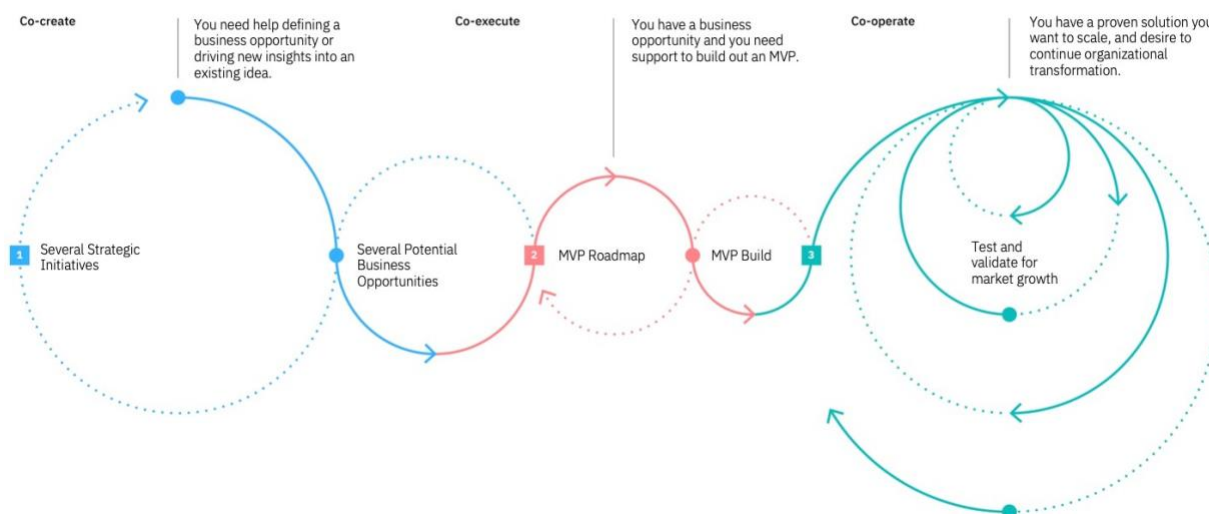
IBM Generative AI Powered Personalisation for Public-Facing Digital Content and Services (including healthcare)

Our Offering

This service, powered by IBM Garage's end-to-end model for accelerating digital transformation, helps public sector organisations improve user experience and reduce costs by using Generative AI to hyper-personalise their public- and patient-facing services.

IBM Garage Methodology

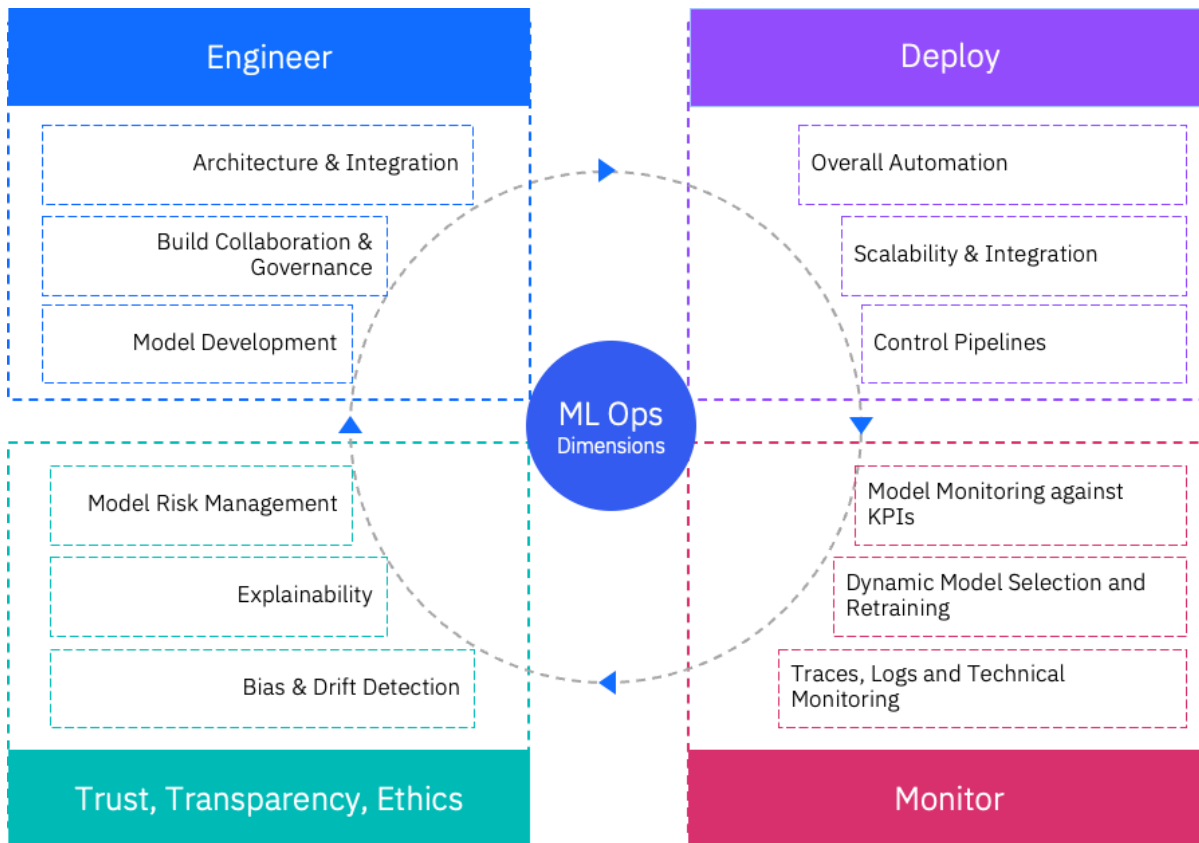
De-risk digital transformation through structured innovation



The service supports GenAI-produced content and data-driven audience segmentation, integrating with technologies such as Salesforce, Adobe Experience Cloud, and Adobe Firefly. It works with the organisation's chosen GenAI platform and Large Language Models (LLMs), which are procured separately.

Features include customised GenAI content and audience segmentation, learn-by-doing testing and iteration, and a robust framework for measuring user experience improvements. The service also covers user-centered research and design, build, integration, and deployment, as well as support and iterative improvement of GenAI services.

Benefits include improved user experience, data-driven decision making, maximized improvements, reduced costs, improved public satisfaction scores, and full governance and auditability of Generative AI initiatives.



IBM's model for AI / Machine Learning Operations

About IBM

Supporting Government

We help government organisations in the UK and worldwide deliver and transform essential public services – our teams are passionate and proud about helping you to make a real difference to people's lives.

Government Services Supported by IBM



Defence and Intelligence



Public Safety and Policing



Healthcare



Life Sciences



Tax and Revenue



National Infrastructure



Social Care



Education



Work and Pensions

The problems we solve for clients are complex and cannot be satisfied with technology alone. They require a partner that can also offer deep industry expertise and a relationship of trust.

IBM combines the portfolio, people and sense of purpose necessary to meet today's enterprise demands.

Every day, we support and manage complex delivery for government clients where the impact of delivery has wide-reaching impact on citizens and national services.

We bring access to the industry experience, insight and technology capability to deliver and operate secure, scalable, optimised and available services for government.

We support you by bringing:

- Industry expertise – Professionals who understand and are passionate about delivering quality public services and can bring industry insights and apply innovation to your business processes
- Trust and security capabilities – Protecting valuable data and insights and deploying new innovations responsibly
- Innovative technology – Expertise in areas such as AI, blockchain, 5G, Automation, IoT, cybersecurity and quantum, delivered in a Hybrid Cloud environment
- Experienced Services professionals to support strategy, innovation and deliver transformation and change to processes, applications, and cloud infrastructure
- Global alliances – valuable partnerships with the world's leading vendors

