



CRM-Driven Service Transformation

G Cloud 15 - LOT2B

1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

3. Services

Service Name

CRM-Driven Service Transformation

Service Description

A strategic consulting program enabling organizations to elevate customer service through optimised CRM technology, processes, and talent. Designed for enterprises seeking to build competitive, customer-centric operations.

Features

- Comprehensive customer service process assessment and gap analysis
- CRM platform evaluation and future-state roadmap design
- Integration mapping with existing enterprise applications and data sources
- Deployment of CRM-driven omnichannel service capabilities
- Customer journey mapping and touchpoint optimization workshops
- Guided change management and tailored end-user adoption programs
- Custom analytics dashboards for service KPIs and customer feedback
- Automated workflows to streamline case management and escalation
- Advisory on customer self-service portals and knowledge base enablement
- Continuous improvement framework with quarterly service maturity reviews

Benefits

- Accelerates delivery of seamless, high-quality customer experiences
- Reduces case resolution times through automation and integrated workflows
- Enables data-driven insight into customer behavior and satisfaction
- Increases customer retention and lifetime value through targeted engagement
- Aligns customer service operations with best-in-class industry practices
- Enhances agility to adapt to shifting customer and market demands
- Boosts employee productivity and satisfaction via intuitive tools
- Fosters a culture of continuous improvement and customer focus
- Improves visibility and control for service leadership and executives
- Drives measurable ROI from CRM and service transformation investments

Constraints

Requires stable CRM platform and access to customer service data; change management buy-in is essential.

CONTACT US

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