



Precision Campaign Orchestration for CRM Success

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

Precision Campaign Orchestration for CRM Success

Service Description

A bespoke consulting service empowering marketing & communications leaders to execute, measure, and optimise CRM campaigns for superior engagement and business growth.

Features

- Comprehensive campaign strategy design tailored to unique business goals
- CRM integration for seamless data-driven campaign execution
- Persona and segmentation analysis for targeted outreach
- Cross-channel campaign planning and coordination
- Automated campaign workflows and performance tracking
- Real-time analytics dashboards for campaign insights
- A/B testing design and iterative campaign optimisation
- Data privacy and compliance consulting for campaign data
- ROI measurement and reporting aligned to business KPIs
- Upskilling internal teams with campaign management best practices

Benefits

- Boosts customer acquisition and retention through targeted engagement
- Enhances ROI with data-driven campaign optimisation techniques
- Improves marketing efficiency via process automation and streamlined execution
- Delivers actionable insights to inform future marketing strategies
- Strengthens CRM adoption and operational effectiveness
- Reduces compliance risks with expert data handling guidance
- Aligns marketing efforts closely with sales and business objectives
- Empowers teams to adapt quickly to market changes
- Increases brand loyalty via personalised, relevant communications
- Transforms campaign analytics into measurable business outcomes

Constraints

Requires existing CRM infrastructure and access to relevant marketing data.

CONTACT US

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