



Omnichannel Customer Engagement 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

Omnichannel Customer Engagement Transformation

Service Description

A consulting solution for government organisations seeking to modernise and optimise contact center operations for seamless, impactful customer experiences.

Features

- Comprehensive assessment of current contact center environment and touchpoints
- Design and roadmap for omnichannel engagement strategies
- Integration planning for CRM and contact center platforms
- Advanced analytics and customer journey mapping
- Workforce optimization and performance management advisory
- Automation enablement including conversational AI and chatbots
- Unified communication and collaboration tool recommendations
- Best-practice knowledge management and agent enablement
- Change management and upskilling programs for staff
- Security and compliance evaluation for customer data handling

Benefits

- Delivers a seamless, unified customer experience across all channels
- Increases operational efficiency and reduces average handle times
- Boosts customer satisfaction and loyalty through personalized interactions
- Enables data-driven decision-making with actionable insights
- Drives higher agent productivity and engagement levels
- Maximizes technology ROI through smart platform integration
- Ensures compliance and mitigates regulatory risks
- Accelerates digital transformation in customer-facing teams
- Reduces cost-to-serve through automation and workflow optimization
- Supports sustainable business growth with scalable service models

Constraints

Requires access to existing CRM and contact center data. Change readiness is essential.

CONTACT US

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