



Customer Engagement Transformation for Digital Commerce Excellence

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

Customer Engagement Transformation for Digital Commerce Excellence

Service Description

A premium consulting service empowering to elevate customer experiences through next-generation digital commerce and CRM platforms.

Features

- End-to-end digital commerce strategy design with measurable KPIs
- Customer journey mapping and omnichannel experience optimization
- Advanced CRM system selection, integration, and custom configuration
- Personalisation tactics powered by data-driven insights and AI
- Seamless platform migration and legacy system rationalization
- Robust security, compliance, and privacy framework implementation
- Workflow automation for sales, service, and marketing
- Training for sales and support teams on new technology adoption
- Actionable analytics and real-time performance dashboards
- Ongoing success reviews and continuous improvement planning

Benefits

- Accelerates digital revenue growth and market competitiveness
- Enables superior, personalized customer interactions across all channels
- Reduces operational friction through streamlined, automated processes
- Maximizes CRM and commerce platform ROI
- Improves customer loyalty and lifetime value
- Mitigates risk with robust privacy and security compliance
- Empowers teams with actionable analytics and training
- Speeds up time-to-market for new products and campaigns
- Simplifies integration with existing ERP and marketing tools
- Supports continuous innovation and business agility

Constraints

Requires stakeholder commitment, CRM data access, and alignment of business and IT goals.

CONTACT US

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