

G-Cloud 15 Service Description

Customer Access Strategy & Roadmap

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Our service helps you develop your Customer Access Strategy based on evidence and anchored in the needs of both the customer and the organisation, to ensure that customer access channels are part of an overall customer experience that is valuable to the customer and cost-effective to the organisation.

What is the Service

This service designs how customers access services and how they experience their interactions and journeys with an organisation.

We utilise user research, service design, and customer journey mapping techniques to understand the needs and perspectives of different stakeholder groups, and work with our clients to understand the strategic intentions of the organisation.

We then design strategies and plans that help organisations meet their needs of their customers in dynamic, flexible, accessible and cost-effective ways.

This service is supported by our expert knowledge in latest call centre and web technologies, and our understanding of the required processes, cultures and strategies that are required to implement and deliver radical change to customer experience.

What can it do for you

This service allows you to develop clarity about the purpose and direction of your customer facing services, helping you understand your customers and their needs, becoming more intentional and purposeful in how your services are provided to them.

It will link your overarching vision as an organisation through the interactions you have with customers. It will then outline the projects and activities that will be undertaken to realise your Customer Access strategy. This gives you an aspirational picture of the future, a sense of direction, and robust plans for getting there. This can lead to greater innovation, customer satisfaction, and a reduced cost of service delivery.

Service Features

1. Understanding of industry best practice
2. Evidence and data driven
3. Anchored around user needs
4. Benefits/value-led approach to strategy development
5. Development of vision
6. Development of contextual understanding and situational awareness
7. Collaborative and iterative approach
8. Planning of projects and activities
9. Dynamic and interactive strategy
10. Capability analysis

Service Benefits

1. Identification of potential cost savings
2. Assurance of current approaches, measured against industry best practice
3. Improved customer experience
4. Improved customer insight
5. Clarity of strategic direction
6. Golden thread between vision and delivery activities
7. Link from strategy to delivery roadmap and action plan
8. Agile collaborative delivery, co-production, coaching and knowledge and skills transfer

Contact details

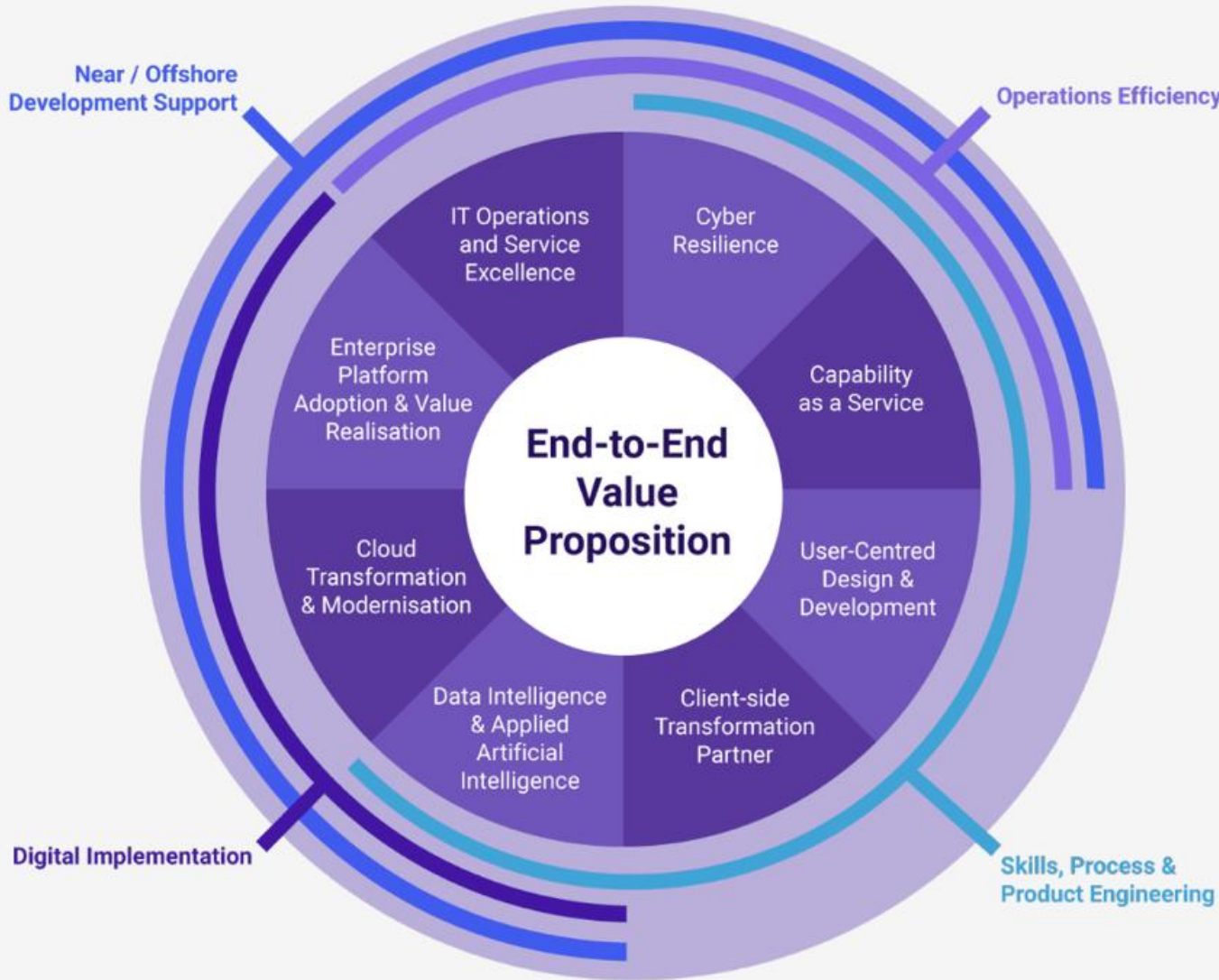
End-to-end transformation and innovation experts

Applying our skills in innovation and collaboration from across the Methods Group, to deliver end-to-end business and technical solutions that are people-centred, safe, and designed for the future.

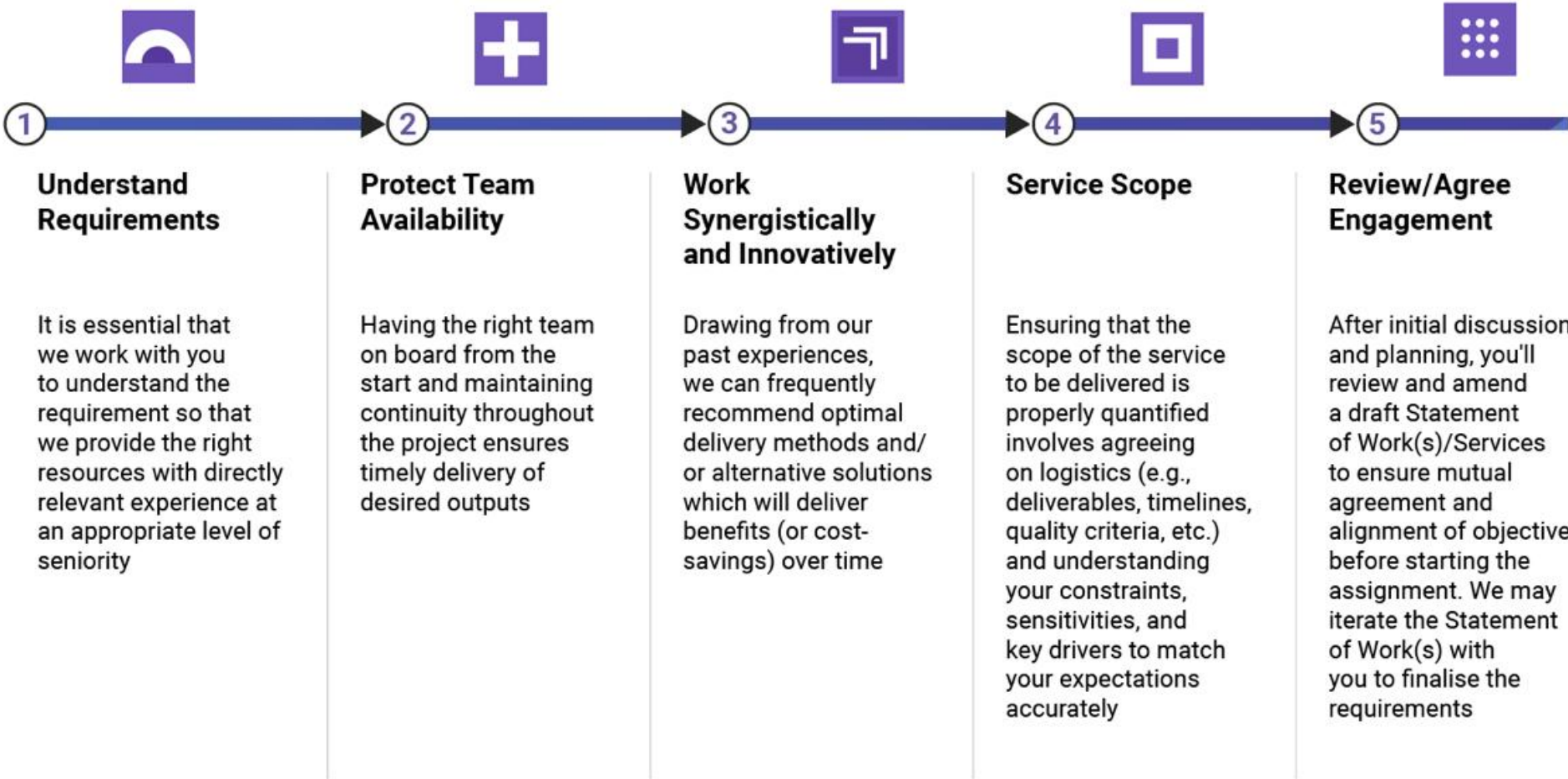
Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

With a focus on driving interoperability and innovation in UK Central Government, we have helped multiple organisations in the sector modernise their IT architecture, systems, strategy, and operating models to improve organisational resilience and service delivery.

Methods deliver wide-ranging services and thought leadership to support delivery including:



Onboarding and offboarding process



Ordering and Invoicing

Once we have agreed a Statement of Work(s) we will sign the appropriate agreement and complete a Call Off contract with an attached Statement of Work(s), and submission of a Purchase Order. We will then set up a mutually acceptable start date and commence work.

Payment terms are 30 days or less as may be agreed.

Please note - we are unable to accept Government Procurement Card (GPC) payments.

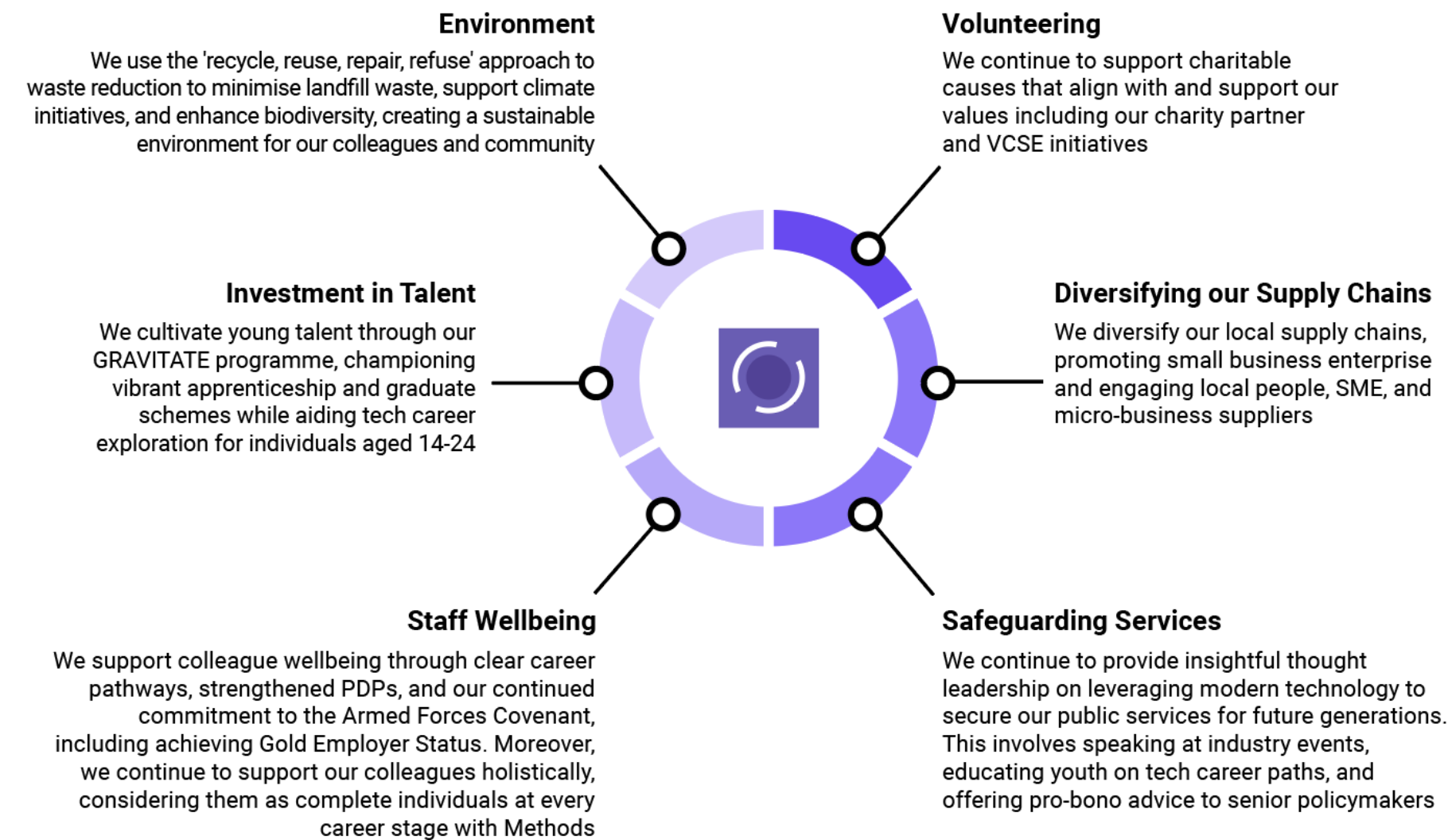


Customer Responsibilities

For any given requirement, we will identify any dependencies on the customer (e.g. access to key stakeholders, facilities, documentation, etc.) and agree these at the start of the work.

Making a difference

The work we do each day is focused on delivering a positive difference for the public sector for the benefit of society as a whole.



Customer stories

Cloud Hosting & Service Modernisation
Modernised digital services using secure cloud hosting, streamlined legacy workflows, and improved data insights. Delivered faster decisions, reduced manual effort, and a more transparent, **user-friendly experience** for internal teams and external users.

Cloud-Based ITSM Consolidation
Unified multiple service desks onto a cloud-based ITSM platform, standardising processes and automating workflows. Improved incident, change, and problem management, **boosting overall service reliability, efficiency, and organisational visibility.**

Large-Scale Cloud Migration (100+ Apps / 120TB)
Delivered cloud migration of **100+ legacy applications** and **120TB of data** with **100% availability.** Strengthened compliance, improved transparency, and significantly enhanced operational resilience across critical digital services.

Azure Migration & Modern Workplace Enablement
Migrated data centres to Azure and deployed modern workplace cloud services, delivering secure, scalable infrastructure. Achieved improved user experience, strengthened security posture, and **£1m savings** - all with zero service disruption.

Cloud ITSM Migration (ServiceNow SaaS)
Successfully migrated from a legacy ITSM tool to a modern, cloud-based ServiceNow platform. Delivered scalable, robust service operations, strengthened governance, and enabled faster, more consistent digital service delivery across the organisation.

Cloud-Native Data Pipelines (Azure Integration)
Built automated Azure Data Factory pipelines into a Lakehouse architecture, using Bronze/Silver/Gold layers and Delta with CI/CD. Delivered secure daily refreshes, improved data quality, lower manual effort, and more efficient reporting.