



Digital Experience & Insights Service

G-Cloud 15 Framework
Lot 3 Cloud Support: Service Definition

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Service overview

Organisations often invest heavily in digital services without seeing the return they expect. Experiences, processes and data become fragmented across teams, channels and technologies, meaning users struggle to complete tasks and service owners struggle to diagnose why. The result is inefficient user journeys, inconsistent service quality and limited insight into what drives outcomes.

AtkinsRéalis' Digital Experience and Insights service connects your management, people and operational data into a single, governed insight layer, turning previously disconnected information into a unified, decision-ready asset that helps you spot opportunities, address issues earlier and **optimise how your organisation works.**

We help organisations understand what users are trying to do, why friction occurs, and how to improve journeys, value chains and processes in ways that are measurable and sustainable. Our work across national and local programmes has delivered tangible value, including airport-scale improvements in throughput and availability, significant reductions in rework and failure demand, and **tens of thousands of hours saved** through streamlined journeys, data standards and actionable insight in lived experience reporting.

Using our four stage Digital Insights and Enterprise Experience Framework



We ensure every intervention is grounded in evidence, aligned to strategy and delivered with the engineering discipline expected in regulated environments.





Our service in action

Digital Experience and Insights is a flexible service that meets you where you are. Whether you need help clarifying the problem, understanding real user behaviour, designing better journeys, making investment decisions, building benefit cases or embedding measurable improvements, we tailor our support to your organisational context.

Each phase can be delivered on its own or combined into an end-to-end service, giving you confidence that improvements and advance digital solutions are evidenced, feasible and aligned to your wider digital ambitions.

Discovery and alignment

(Framework: Discovery)

We begin by working with your teams to understand **what your users are trying to do, and what your organisation needs to achieve**. This includes reviewing current journeys, channels, processes and constraints, and identifying where value is created or lost.

You get a **clear understanding of the problem space**, defined outcomes, agreed measures and a prioritised roadmap linked to your portfolio roadmap. Everyone gains a shared narrative about what good looks like and how to get there.



Experience and service design

(Framework: Qualify and Validate)

We then build a complete picture of real behaviour and experience. Through interviews, workshops, journey analysis, sentiment insight and operational data review, we identify where journeys break down and why.

You receive **evidence that is simple to act on** – what users do, what slows them down, which steps create waste, and which interventions will make the greatest difference. Insights are visualised through user friendly maps and dashboards, so decision makers can see the whole story.

Working collaboratively with your users and stakeholders, we design and test **new concepts** that improve journeys across your digital and assisted channels. Prototypes demonstrate how processes could flow, how information should be structured and how channels should work together.

You receive **validated concepts** that fit your operating model, meet accessibility standards, that are backed by evidence from user testing. This ensures changes are feasible, inclusive and set up to succeed.

Implementation and adoption

(Framework: Operationalise)

We turn designs into **operational improvements**. We support your teams to implement changes, embed experience reporting, **introduce automation** where appropriate, and establish Experience Level Agreements (XLAs) so performance is continuously monitored.

You gain **live services that continue to improve** over time. New ways of working are supported through coaching, guidance and change enablement, so benefits are realised and sustained.

Tangible and measurable outcomes

(Framework: Evaluate the outcome)

We ensure solutions deliver tangible, measurable improvements across user experience, operational efficiency, and strategic impact, while maintaining transparency, accountability, and long-term value.

Our Digital Experience and Insights service is **practical, iterative and grounded in real evidence**. By combining your knowledge of your organisation with our expertise in behaviour, design and operational delivery, you get solutions that improve outcomes for users and deliver value for the organisation.



Our approach & methodologies

To deliver the Digital Experience and Insights service, we apply a broad toolkit and methodologies that helps us understand real behaviour, generate evidence and design solutions that work operationally.

Our approach is built on the understanding that digital services only **succeed when experience, behaviour and operational reality work together**. By combining **human centred design, behavioural insight and engineering discipline**, we create improvements that are grounded in evidence and shaped to fit your organisation.

Central to our approach is our **Digital Insight and Enterprise Experience Framework**, described above, which provides a structured, repeatable method for discovery, analysis, validation and operationalisation. Leveraging this framework, we ensure that every intervention is strategically aligned, technically rigorous and operationally feasible.

We draw upon a range of tools and methods to evaluate your users' experience:

- **Systems thinking**, to understand how people, processes, technology and governance interact across the end-to-end service landscape.
- **Theory of Change**, to clarify goals and desired outcomes, mapping organisational ambitions to the behaviours and conditions required to achieve them.
- Behavioural models, such as the **Capability-Opportunity-Motivation Behaviour model (COM B)** and **Self Determination Theory**, to enrich understanding of why users behave as they do, and what motivates successful engagement.
- **CATWOE** (Customer, Actors, Transformation Process, Worldview, Owner, and Environmental Constraints), to frame the problem from multiple perspectives, ensuring we capture the views of users, service owners, operations, policy and governance, so teams align early on the nature of the challenge.



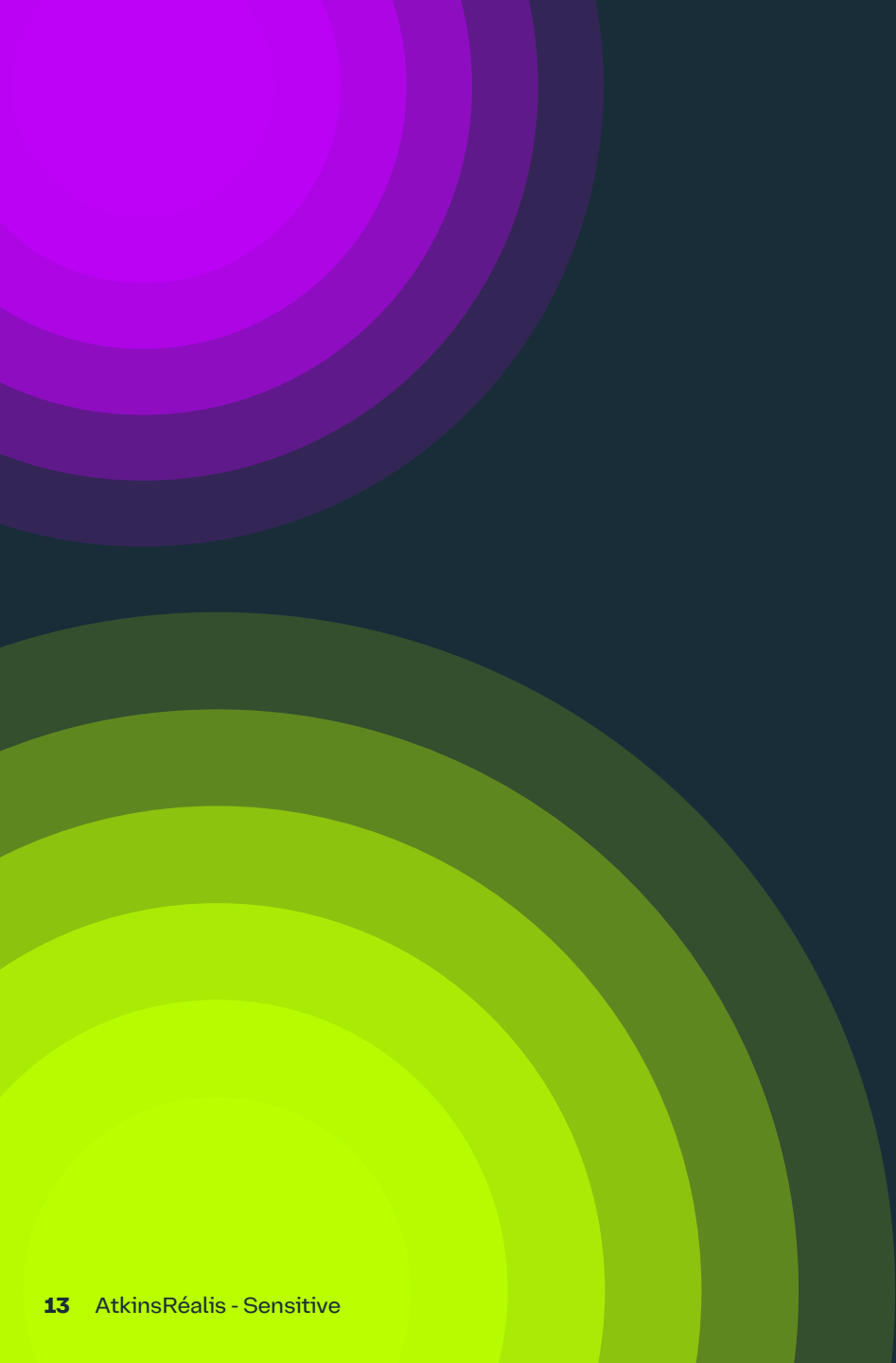


To generate evidence and insight, we use a blend of qualitative and quantitative methods:

- Interviews, workshops and contextual inquiry **reveal lived experience**.
- **Value assessment, organisational performance assessment, experience analytics, sentiment analysis, social listening, and operational data** help us understand broader patterns – enabling us to explain not only what is happening, but why it is happening.
- **Dashboards, heatmaps and trend charts** help communicate complexity in a simple, accessible way. By using visual tools, we make evidence easy to understand for both technical and non-technical stakeholders.

To design and test solutions, we use:

- **Structured prototyping methods**, appropriate to the type of solution being developed. These may include experience prototypes, service simulations, operational walkthroughs, behavioural trials, and low-fidelity organisational or process models.
- By **testing early and often**, we de-risk change and ensure concepts work in the real world, not just on paper.
- For digital, service or operational journeys, we use **journey pattern development and structured concept testing** to understand the impact of different solution options. Techniques such as A/B testing help us compare variations, whether a new process flow, a behavioural prompt, a service intervention or a digital interface, to identify which approach best supports user outcomes and organisational goals. Where technology or digital services are involved, we evaluate usability and accessibility in line with the **Web Content Accessibility Guidelines (WCAG) 2.2**, ensuring solutions are inclusive and meet statutory accessibility requirements.
- For wider organisational and service solutions, we **assess feasibility, operational impact, behavioural alignment**, and **organisational readiness**.
- We use artefacts such as **journey maps**, service blueprints, operating models, process maps and clickable or conceptual prototypes to illustrate how proposed experiences or solutions will work in practice. These assets provide clarity for decision-makers, showing how design choices connect to **business objectives, operational realities** and **measurable outcomes**.



To operationalise and embed change, ensuring improvements deliver sustained value, we:

- Establish experience reporting models **and Experience Level Agreements (XLAs)** that provide transparency on performance.
- Support **workflow optimisation**, automation and channel alignment where these create operational benefit.
- Deliver change enablement, through structured methods such as the **Agile Mindset, ADKAR (Awareness, Desire, Knowledge, Ability, Reinforcement) model** and **Nudge Theory**, helping teams adopt new ways of working and maintain improvements over time. Governance, compliance and assurance are built into every stage, ensuring traceability and audit readiness as services evolve.

This combination of system thinking, structured data analysis, behavioural insight, design rigour and operational discipline ensures that improvements do not stop at concept level.

They translate into reliable, high-quality services that evolve over time, supported by a framework that provides structure, repeatability and a clear foundation for continuous improvement.

Why choose us? – trusted results, proven impact

A proven network of SMEs across behavioural science, business analysis, experience management and data analytics.

AtkinsRéalis brings the combination of **discipline, evidence and engineering capability** that complex digital experience work demands. Our clients trust us because we do not treat experience improvement as a creative exercise alone. We treat it as an **operational, behavioural and analytical challenge that must be grounded in measurable insight, clear governance and repeatable methods.**

Our heritage in regulated and safety-critical environments, such as Government, Defence and Nuclear means we understand the importance of **accuracy, traceability and reliability**, and we apply that same standard to the way your digital experiences are understood, designed and improved.





Supported by teams who understand the realities of operational delivery, we bring depth across **research, behavioural science, service design and analytics**. This allows us to connect experience to performance in a way that many providers cannot. We work collaboratively and transparently, ensuring that **decisions are evidence led and that solutions are feasible** within your organisational and technical context.

Our Digital Insight and Enterprise Experience Framework provides structure and consistency across the full lifecycle, ensuring you benefit from a proven methodology while retaining the flexibility to adapt to your needs.

Get the job done – a trusted partner with repeat engagements and proven impact.

Organisations choose AtkinsRéalis because we do more than create good ideas. We create clarity, reduce risk, strengthen decision making and support the adoption of changes that last. Our work delivers improvements that are **measurable, practical and sustainable**, supported by a team that combines deep expertise with a commitment to delivering the right outcomes for users and the organisation.

Case studies

Find out how our impact is demonstrated through
real-world delivery

CASE STUDY

Heathrow Airport

Biometric passenger experience trials

We designed and tested Heathrow's end-to-end biometric journey, mapping behaviour across enrolment, bag drop, security and boarding. Trials involved **3,000+ passengers**, **14 biometric pilots** and **2,000+ touchpoints**, demonstrating a seamless, low friction experience. Our insights informed Heathrow's automation strategy and proved the viability of biometric journeys for airlines and government.



CASE STUDY

East Coast Digital Programme (ECDP)

User led concept design

We supported ECDP by applying user led design across operations, maintenance and control room roles. Through collaborative journey mapping and prototyping, we simplified processes underpinning digital signalling and helped shape new rules and standards. The work informed changes affecting **4,000+ rules**, aligned **60+ projects**, and reduced user adoption risk across the programme.



CASE STUDY

Severn Trent Water

Customer experience insight at scale

We analysed 500,000+ customer feedback records and 5,000 daily contacts using AI powered experience analysis. The work revealed the behavioural drivers of poor customer journeys and provided clear, operationally relevant themes. STW used the insight to target frontline improvements and embed a shared, data driven understanding of customer experience



About AtkinsRéalis

AtkinsRéalis is a global leader in engineering, design, and digital services, renowned for delivering end-to-end solutions across government, infrastructure, energy, transportation, and technology sectors.

Founded in 1911, our company operates in over 160 countries with a workforce of more than 36,000 professionals, combining deep technical expertise with cutting-edge digital innovation. Notable for internationally recognised engineering projects such as the Burj Al Arab, the Ho Chi Minh City Skyscraper and the Elizabeth Line, alongside digital projects for MoD, HMRC, National Highways and Heathrow, we have earned a reputation for consistently delivering high-quality work.

Our digital capabilities span business strategy, architecture, design, implementation, project management, and lifecycle support, leveraging advanced technologies such as AI, digital twins, and data-driven systems to transform government, infrastructure and energy systems worldwide. With our strong focus on human-centric design, resilience, and sustainability, AtkinsRéalis is a trusted partner for complex, mission-critical projects for clients across government, defence, infrastructure and beyond.



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