

 G-CLOUD 15

Service description

Granicus Experience Group



Introduction to Granicus

Granicus is the trusted partner for UK public sector organisations delivering modern, citizen-centric services. Our solutions connect citizens and staff through secure, accessible digital experiences that meet UK government standards. From two-way communications and sentiment analysis to digitised services and streamlined workflows, we help councils and agencies reduce complexity and improve efficiency.

Outstanding citizen experience is key to government priorities: widening access, strengthening trust, and promoting health and wellbeing. Granicus enables authorities to achieve these goals by unlocking actionable insights, creating intuitive digital journeys, and optimising operations. UK councils have used Granicus to **increase participation in public consultations, boost adoption of online services like missed bin reporting, and engage vulnerable residents during winter safety campaigns.** With hundreds of UK customers and thousands worldwide, we deliver measurable outcomes at scale—building stronger communities and better experiences for every citizen.



500

public sector
organisations in
the UK



7,000

public sector
organisations
worldwide



22B

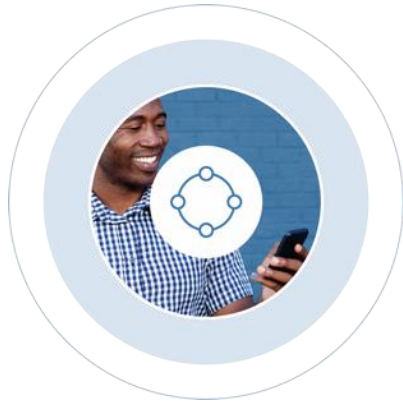
government
messages sent
annually



18M

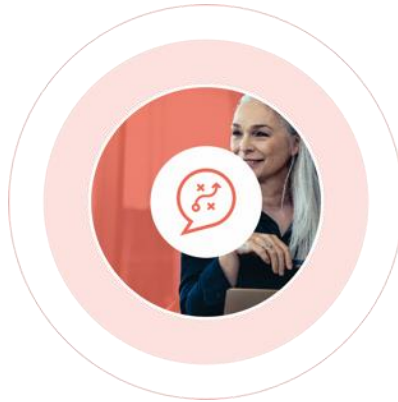
people are
subscribed to
the UK network

Our Government Experience Cloud combines three elements in our solutions to help deliver meaningful outcomes for our public sector customers:



Connected Technology

Technology designed for governments fosters seamless customer experiences, prioritising citizens throughout the journey.



Experience Services

Trusted experience advisors empower governments to design, support, and deliver exceptional services that drive measurable social outcomes.



Data-Driven Insights

Better understand your community using insights from 30B annual government interactions to serve your customers more effectively.

These three elements work in concert to ensure that you deliver integrated, efficient and accessible services, improve engagement, whilst driving trust and tangible outcomes within the communities you serve.



Granicus Experience Group (GXG)

GXG is Granicus' dedicated digital agency, committed to transforming citizen experience and driving meaningful digital engagement. We combine human-centred strategies, actionable data insights, and hands-on consultancy to help organizations unlock the full potential of their technology. Our tailored solutions deliver measurable impact—empowering public services to create better experiences and stronger connections with the communities they serve.

At GXG, our mission is to help public services become truly citizen-centric. Whether supporting a carer, engaging with a concerned resident, assisting a local business, guiding the planning process, or helping a parent or student, we enable you to create better experiences and maximize the value of your Granicus technology. Our guiding principle is simple: ensure people get what they need, when they need it—quickly, respectfully, and with lasting impact.

Our human centred approach to digital transformation focuses on solving problems and providing solutions that help our customers to create better experiences for their customers, foster prosperous communities and increase employee morale.

Over a decade of helping government build better citizen experiences.

What GXG does

We support your digital transformation journey by blending human-centred strategy, Granicus technology, data driven insights, and digital experience consulting to achieve desired outcomes for customers, residents, and society now and in the future.



Customer Engagement

Sophisticated, data driven, customer engagement programmes to enhance the customer experience, building trust at every touchpoint across your owned channels.



Organisational change and capacity building

Human-centred, design-led approach to engage people in the benefits that Granicus technology can bring, winning hearts and minds and driving sustainable and lasting transformation.



Customer Experience

Human-centred approach to delivering sustainable and lasting improvements to how the public and staff interact with digital services.



Digital Services Design

Applying proprietary human-centred design methodology to craft and build digital services that improve the customer experience, drive efficiency, and increase employee morale.



Data Driven Decisions

Using data to uncover opportunities to improve the customer experience across all your owned channels and drive better outcomes for individuals and communities.



AI/ML

AI & Machine Learning(GXA): Predict citizen needs optimise engagement, and deliver smarter services through data-driven insights.

GXG services

Granicus' mission is to help bring government and citizens closer together. GXG's range of services are designed to support this mission, offering a unique combination of digital consultancy and programme management to help you get the most out of Granicus technology. Scoped to your requirements, our multi-faceted services can be deployed in isolation or blended to achieve your critical outcomes.

> Multichannel Customer Engagement Strategies and Journey Management

Digital engagement isn't just about convenience—it's about creating healthier, safer, and more connected communities. By leveraging digital tools, councils and agencies can: drive awareness, boost engagement, prevent issues early, improve customer experience, and enhance outcomes



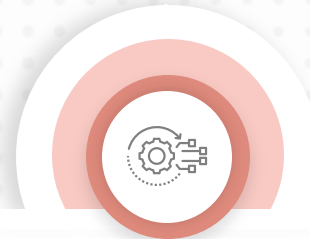
Drive Awareness & Boost Engagement

Reach residents where they are – online, mobile and social. Grow your owned audience for unfiltered two-way conversations, not one-way broadcasts and avoid misleading social media narratives.



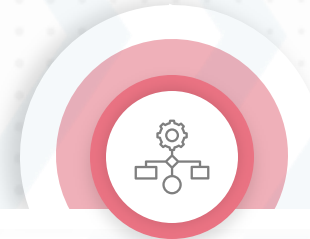
Prevent Issues Early

Grow, know and optimise your audience to drive personalised and engaging content. Use data-driven insights to anticipate needs and intervene before problems escalate. Encourage people to “wait-well” providing timely and targeted information, advice and guidance



Improve Customer Experience

Deliver accessible services that are simple and easier to use. Ensure residents are informed and updated throughout the customer journey. Use data and segmentation to manage the end-to-end process to maximise digital adoptions and minimise unwanted contact



Drive Outcomes

Effective digital pathways help UK public services deliver faster, more inclusive services, reduce costs through automation, and use data to prevent issues before they arise—ultimately, saving money, improving resident satisfaction, trust, and community wellbeing.

GXG Health Check and Roadmap Service

GXG's digital engagement strategy offering delivers a comprehensive audit of your customer experience technology to assess your current state and uncover opportunities for improvement. We focus on what matters most—resident experience, audience insight, content effectiveness, and data optimisation—helping councils build a clear roadmap for modern, inclusive, and impactful digital services.

GXG CX Fundamentals Service

GXG's Essential Starter Package lays the groundwork for a seamless, intuitive resident experience by unlocking the full potential of your Granicus technology. It provides a strong foundation for creating cohesive, user-friendly digital services that drive engagement, build trust, and deliver measurable impact for your community.

GXG Transformations Service

GXG's digital services empower government to transform customer experience by unlocking the full potential of the Granicus platform. We help councils move beyond basic digital delivery to create seamless, personalised, and intuitive interactions that build trust, drive engagement, and deliver measurable impact for residents.

GXG Operate and Act Service

Our “we do it for you” offering provides hands-on delivery for councils and government bodies with complex, time-sensitive communications, resident engagement, and digital transformation needs. We take care of day-to-day management of your digital services—ensuring campaigns run smoothly, engagement stays high, and outcomes are achieved without adding pressure to your internal teams.



Digital Service Design

Digital service design can transform your interaction with residents, customers, and staff, providing services people want to use, cost less to deliver, and free up staff to focus on higher value activities. GXG's proprietary approach to digital service design and digital service blueprinting eliminates waste and poor experiences. Our team leans heavily into research and discovery to understand "what needs to be fixed," isolating current state pain points before designing digital services that not only save money but improve the experience for individuals and communities.



Customer Insight and Community Engagement

Our citizen-centric programmes and campaigns will help you improve community engagement, increase participation in public consultation, generate meaningful feedback, and produce better insights to inform your policies, plans and key decisions.



Web Content Strategy

Our CMS services focus on creating a website experience that meets the needs of our customers' customers by adopting GXG's strategy-led, human-centred design approach that focuses on the unique needs of citizens, putting the information they need front and centre. Our services make it easier for customers to self-serve and our design-thinking approach creates a web experience that is user friendly and built with the citizen journey in mind.



AI/ML

Develop trusted and public service focused 24/7 support for customer requests. Our services optimise AI/ML to predict citizen needs, maximise engagement, and deliver smarter services through data-driven insights. We ensure your agentic services are accessible and inclusive and ensure customers can complete their transaction quickly with the minimum amount of effort.

GXG Workshops and Training



Digital Services University

An intensive curriculum that equips your staff with the essential principles and practices of digital service design. The DSU curriculum covers contemporary teaching in design thinking for digital services, human-centred future state blueprinting, UX writing for Granicus forms, user acceptance testing (UAT) and much more. DSU graduates gain the ability to build end-to-end digital services that are centred on the needs of the customer, design out inefficiency, and improve the customer experience.



Digital Services Academy

With our Digital Services Academy, your team will learn how to build and design forms from a user's perspective, equipping them with the ability to design online forms that are customer friendly.



Experience Centre Workshops

Successful digital initiatives require more than just the right technology. Organisations also need the right strategy and culture. GXG's Experience Centre workshops are designed to solve customers' unique pain points and enable progress toward an achievable goal. The GXG team of strategic designers will facilitate a virtual workshop with a series of design-thinking and brainstorming activities to better understand a customer's current state and foster alignment across teams. Together we will co-create a new path forward for customer experience and digital transformation.



Team Capacity Building

The GXG team will develop a custom capacity building curriculum to grow your team's comfort and ability with Granicus technology. The training curriculum will be developed based on your specific needs and current knowledge gaps.



Email Campaign Academy

A practical, two-part virtual workshop designed specifically for UK public sector organisations to master the art of impactful email outreach. Using Granicus' proven strategic planning framework, we'll guide you step-by-step through creating best-in-class campaigns that drive engagement and deliver measurable outcomes. From defining clear objectives to crafting persuasive content, this hands-on academy equips your team with the tools and confidence to succeed. You'll receive a comprehensive campaign planning template and expert-led guidance, complete with real-world examples and actionable insights - ensuring your communications resonate with residents and achieve your organisation's goals.



Email Communications Workshop

This expert-led workshop is designed to help UK public sector teams master the principles of effective digital communication through email. We'll show you how to craft messages that resonate with residents, build trust, and drive meaningful action. The session covers everything from strategic content planning and best-practice email design to identifying key performance indicators (KPIs) that demonstrate impact. With hands-on exercises and real-world examples, your team will learn how to create clear, engaging, and accessible email content that supports your organisation's goals and enhances citizen experience. By the end, you'll have the confidence and skills to deliver campaigns that truly make a difference.



Governance and Playbooks

To enhance and close identified gaps, the GXG team will design and deliver a custom governance document, which could include scalable processes for onboarding and system usage, how-to tips and tricks, Granicus product terminology and 101 basics, how to engage with partners for efficient collaboration, and a playbook of standard best practices for all team members to apply when developing and executing digital programs, engagement, services, or websites.



GRANICUS
EXPERIENCE
GROUP

Our story

For over a decade, Granicus's GXG has partnered with UK public sector organisations to design digital experiences that make it easier for residents to access vital services and support—strengthening communities and improving lives. Our human-centred, design-led programmes have transformed the experience of millions of people and thousands of local communities. By aligning with Granicus's mission, we help councils and government bodies deliver critical outcomes that matter most: better engagement, greater trust, and measurable impact for residents.

★ Accessing healthcare ★ Becoming a foster parent ★ Being safe in winter ★ Using slick and easy online services e.g., reporting a missed bin or a troublesome pothole ★ Helping those in need access social care or welfare support ★ Increasing employee morale ★ Reporting problems with highways, streets, or anti-social behaviour ★ Creating cleaner neighbourhoods ★ Enrolling millions of people onto digital services ★ Capturing customer insight, community feedback ★ Getting free school meals ★ Feedback on policy changes and plans ★ Hearing from diverse voices ★ Making online experiences consistent and easy ★ Increasing access to childcare ★ Making self-service the best option ★ Eliminating waste and increasing efficiency ★ Increasing customer satisfaction

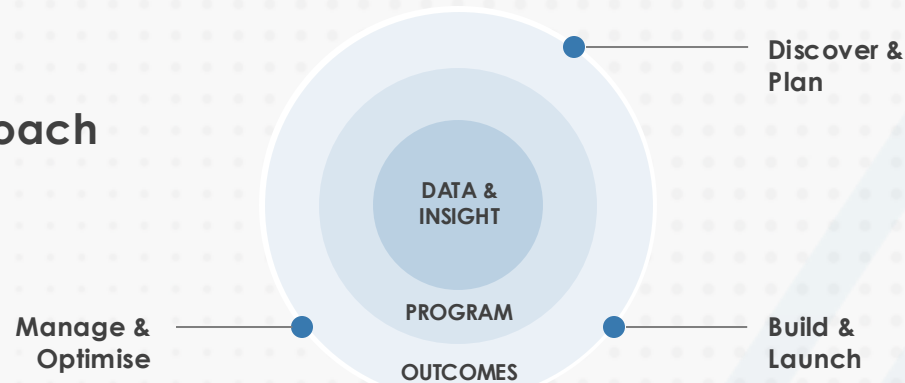
How we work

More than 6,000 government agencies have chosen Granicus to modernise their online services, web presence, and communications programmes.

GXG's proven approach breaks down silos across departments and unites key stakeholders around a single, shared view of the citizen. By mapping end-to-end experiences, we help councils and government bodies design joined-up services that deliver better outcomes—more efficient operations, stronger engagement, and improved trust with residents.

Our success comes from a proven, proprietary approach that combines digital experience design with robust programme management. Using design thinking, we work hand-in-hand with councils and government bodies to create strategic and practical digital solutions that deliver real impact—helping you achieve critical outcomes such as improved resident engagement, streamlined services, and measurable community benefits.

GXG approach



By embracing human-centred design, we work alongside our customers to create customer experiences that are not only efficient but compassionate—not merely functional, but truly transformative..

Who we are

GXG brings together a multi-disciplinary, international team of experience consultants, digital strategists, project managers, Granicus technology specialists, and data analysts—all united by a single purpose: helping government deliver smarter, more connected services for the public in today's digital world.



Human-centred design practitioners

understanding best practices, regardless of technology or use case, and always putting people at the centre of our solutions..



Digital content creators and strategists

applying best practices to evaluating current content, developing key messages, and identifying optimisation opportunities.



Data-driven thinkers grounding our insights and recommendations for growth in measurable data and context.



Innovators leveraging design-thinking and other frameworks to keep our work fresh and help government adopt a mindset for change. We drive toward success with a spirit of experimentation and agility.

Onboarding and fostering a continuous partnership

GXG is an agile delivery partner, helping councils deliver projects that adapt to changing priorities and achieve critical outcomes. From initial consultation to statement of work, we define scope, outcomes, governance, and resources - ensuring clarity and success from day one.

The typical stages we follow are:

- 1 Confirm the project lead and begin to secure and mobilise wider Granicus resources.
- 2 Hold a kick-off meeting to build understanding of the approach and establish relationships that will be critical to the project's success.
- 3 Begin the project and schedule weekly internal and external status meetings — formal and informal updates — to monitor progress.

Once our project is complete, we ensure customers have all the tools they need to maintain, iterate, and manage their ongoing requirements. Our intention is always to provide you with a technical handover and documentation to continue to successfully work with your Granicus technology.

Throughout our work together, we provide you with one-pagers to help you continue the success we've had over the project. For example, one-pagers may include information on our service design methodology, testing, building services, getting and maintaining buy-in for residents and internal stakeholders.

However, while individual projects will end, others will begin, and our approach is to be present at your side, sharing our learning, extending our practice together, and improving outcomes. Our intention, is to be a long-term partner, helping to achieve critical outcomes by evaluating what works best and iterating our programmes of work for optimal impact, time and time again.



“GXG leverages best-in-class **human-centred** practices and a **design-thinking** approach to help governments better connect with the people they serve. We discover better **insights**, build better **experiences**, and achieve better **outcomes**”

Angy Peterson

Vice President, Granicus Experience Group

Our values

GXG's mission is to empower government to build better customer experiences and get more value out of Granicus' civic-engagement technology. Our values help us to stay true to this mission and help our customers achieve their critical outcomes.



Empathetic

We are collaborative and agile with our teammates and colleagues. We invest in understanding our clients' current state and immediate needs. We meet people where they are.



Collaborative

We work in an environment that openly encourages cross-lane sharing and discussion, constantly sharing what we know and do with one another to create new and innovative ideas from diverse perspectives.



Accountable

We do what we say we will, when we say we are going to. We let others know if we are stuck or behind. We volunteer to take on tasks and proactively report on our progress.



Balanced

We take our work seriously. But we also find humour and the chance to laugh whenever we can. We work hard, and we laugh often.



Growth Minded

We are growth-minded. We push our work forward on projects. We support customers in working toward their goals. We expand our team's expertise in Granicus technology. And we expand our team's services.



Authentic

We are true to ourselves and the work that we do. We are the same people to different customers. We don't compromise ourselves or our work. We are honest, truthful, direct in our conversations, and work openly with colleagues and customers.



Reliable

We communicate roles and responsibilities clearly. We take ownership of our own tasks and projects and do our very best to exceed expectations on or ahead of schedule.



Diverse

We embrace different points of view. We know we are stronger when we leverage our varied experiences, backgrounds, and disciplines. We embrace the grey — not the black and white.



Innovative

We relentlessly advance our customers' mission and help them drive toward success through innovation and experimentation. Our ideas create real-world impact.



Best in class

We work hard to deliver innovative solutions while avoiding repetitive ideas. We consistently search for new technology and tactics that we can implement while keeping an open mind.



Inclusive

We talk openly about challenges and needs to bring people along in our thinking. If there are issues, we talk through them and work out how to get the job done right. We provide feedback and seek feedback directly.



Do more with Granicus

Ready to take the next step?

Granicus solutions and services work seamlessly together to deliver an end-to-end platform that helps councils modernise services, build public trust, and boost resident satisfaction. From digital engagement to service transformation, we enable government experiences that are inclusive, efficient, and impactful. Contact the Granicus team today to discover how we can help you create services that truly work for everyone.

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