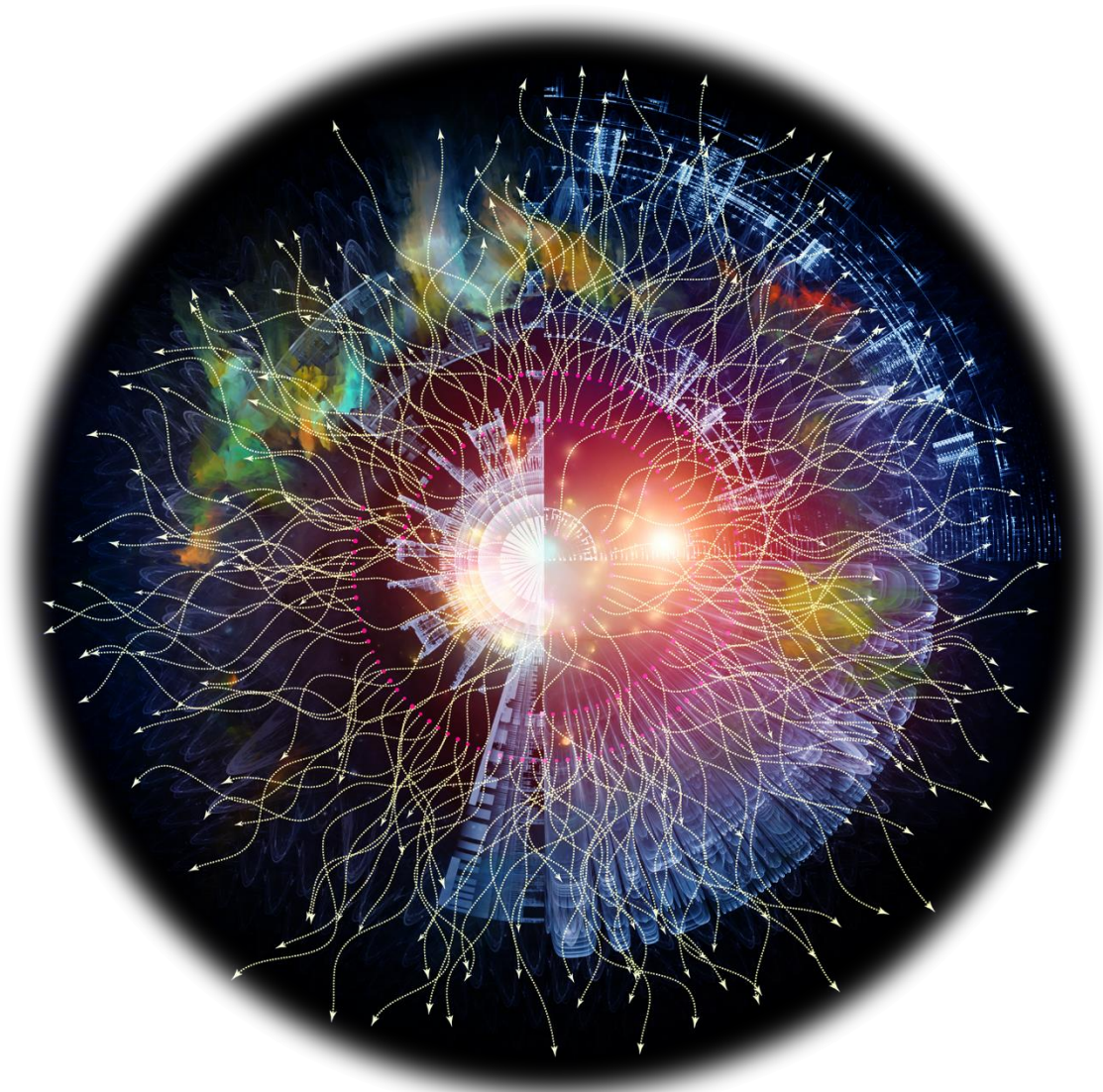




Cloud-based Consultation Response Analysis & Support

G-Cloud 15 Service Definition Document

January 2026

Contents

1	Deloitte Overview	1
2	Service Overview	3
3	Detailed Service Description	4
4	Contact Details	7

1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver** and **Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹ and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

Originating in 2021, Deloitte has been recognised as a Leader in this category for four years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019, the previous form of this category.



Gartner

Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2025

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Industry Cloud Professional Services 2024** Vendor Assessment. We have also been recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



Source: IDC, 2024

IDC MarketScape: Worldwide Industry Cloud Professional Services Vendor Assessment © IDC inc. 2024

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

Public consultations are a crucial part of public policy design and creation. They provide government departments with detailed insight into public views and preferences, bring greater insight and understanding of policy consequences, and support department planning for implementation. Many consultations, especially those involving high-profile or wide-ranging policies, generate a high volume of responses that require informed analysis and review.

Deloitte's Cloud-based Consultation Response Analysis and Support service combines a powerful, cloud-based data analytics and AI review platform with scalable teams of experienced professionals to quickly analyse, prioritise, review, and report on public consultation responses. We work in tandem with policy teams, providing the technology, operational processes, and people to tackle the time-intensive task of analysing high volumes of public responses – allowing the policy teams to focus on higher-level policy design.

Features

- Secure cloud hosting compliant with all major security standards
- Multiple user access with single- and multi-factor authentication
- Advanced AI-driven analytics, concept clustering, and near-duplicate response identification
- Flexible, real-time dashboard reporting, configurable to requirement
- Consultation design and format assistance
- Scalable, experienced review teams to review consultation responses
- Detailed categorisation of consultation responses, customisable per question
- Robust quality assurance framework
- Quantitative reporting on responses, respondent types, and other data points
- Qualitative reporting of key themes and insights

Benefits

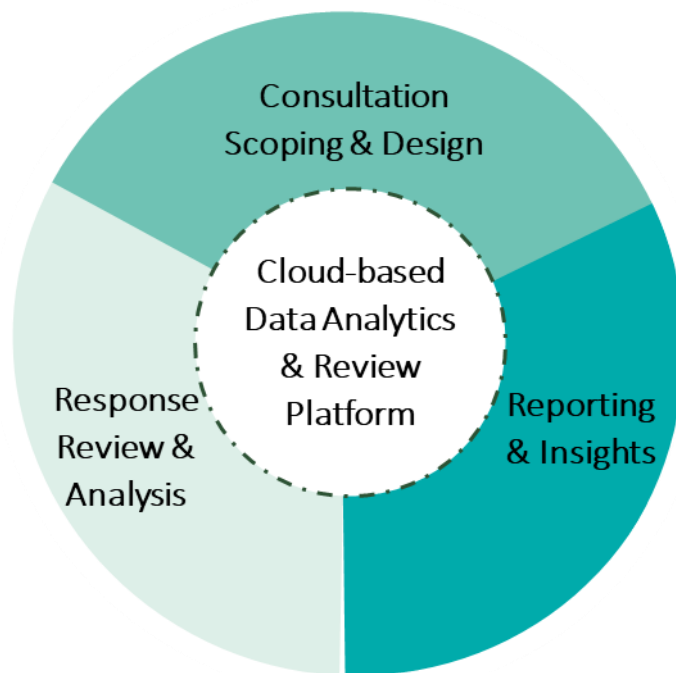
- Access to best-in-class data analytics and review platform
- Ensures highest level of data security compliance
- Scalability to provide support only when needed
- End-to-end support on public consultations
- Early insights into consultation responses
- Increased MI across consultations
- Dedicated project management teams reduce policy team workload
- Auditable decision-making processes
- Solution to satisfy a wide range of consultation sizes and scopes
- Flexible, component-based offering to fit your needs and budget

3 Detailed Service Description

Approach

Our Cloud-based Consultation Response Analysis and Support service brings together four key components underpinned by Deloitte’s cloud capabilities. Each component aims to simplify and expedite public consultation response analysis to efficiently generate data-driven insights. Whilst interlinked, the components can be split out and provided on an individual basis, recognising the diverse needs of different purchasing authorities and the broad range of consultation-related requirements across the public sector.

Service Components



Deloitte’s Data Analytics & AI Review Platform

Our cloud-based data analytics and AI review platform provides a comprehensive, fast and reliable way of hosting and analysing large volumes of consultation responses. Through the use of advanced analytics and large-language AI models – driven by experienced analysts – organisations can quickly gain insights into public consultation responses and efficiently organise their review of those responses to generate more nuanced and data-driven analysis than with manual review alone.

Our data management professionals will work with you to identify and collect the consultation responses requiring analysis, which can be hosted on our public or private cloud analytics platforms. We can then deploy any combination of the below analytical methods to reduce and/or prioritise your analysis:

- Identify duplicate responses to reduce manual review
- Identification of textual near-duplicate responses to group similar responses together
- Concept cluster to dynamically organise responses into related clusters and identify key themes at a glance
- Keyword searching to identify responses mentioning specific words or phrases
- Use of AI to automatically categorise responses based on decisions made on similar documents

The cloud-based analytics platform is accessible by you, and our professionals are available to ensure we help you maximise the benefits that you can gain through the intelligent use of our technology.

Consultation Scoping & Design

The initial design and format of a public consultation has a significant impact on the ease, speed and accuracy of the response analysis. The importance of the consultation design is paramount, and our team of specialists have significant experience in working with organisations to create effective surveys and outreach campaigns. We understand the requirement to elicit responses containing relevant and useful information, but also appreciate the importance of that information being in a format that is readily and quickly analysed, thus helping to reduce the cost and time taken to deliver insights and help you shape policy.

Key Outputs and deliverables: Consultation Format & Question Assessment

Response Review & Analysis

In addition to providing a cloud-based platform for analysis, we can also support a managed review of the responses. Built on our long-standing document review capabilities, we can provide much-needed support to the policy teams running consultations, thereby allowing them to focus on higher-level policy design.

Our experienced document review management team will work with you to create the framework for the response review.

- **Categorisation Setup:** By understanding your requirements from the outset, we can provide feedback on categories to be used during the review, which will be tailored to ensure the responses are analysed and classified in a productive manner for your response.
- **Scalable Review Teams:** Our flexible, scalable resourcing model allows us to adjust our team size quickly, ensuring we are aligned with your needs and keep costs and operational overheads to a minimum. Our response review team consists of trained document review individuals with deep experience conducting complex document review across all types of matters.
- **Robust Quality Assurance:** Throughout our review, we deploy a robust quality control and assurance framework which leverages technology to streamline and prioritise. These processes reduce manual errors and result in more accurate analysis.

Our recommended approach to the Response Review & Analysis component is based on our experience of large-scale and complex managed document reviews. Maintaining a flexible approach and adapting to the specific requirements of a given public consultation is important and our experienced team of technologists, paralegals and document review managers understands this.

Key outputs and deliverables: Response Analysis Playbook, Quantitative Findings Report

Reporting & Insights

In addition to the quantitative findings report provided as part of the Response Review & Analysis component, we also have capabilities to provide more in-depth, qualitative reporting across the consultation responses. Whilst useful in many scenarios, quantitative data alone is often not sufficient to fully inform policy decisions, and therefore more substantive reporting with a qualitative focus is preferred. The cloud-based analytics and review platform allows us to consolidate our analysis across all consultation responses, generating data-driven insights that can be combined with the subject matter expertise of the purchasing authority to help shape the official response to the consultation.

Key outputs and deliverables: Qualitative Consultation Analysis Reports

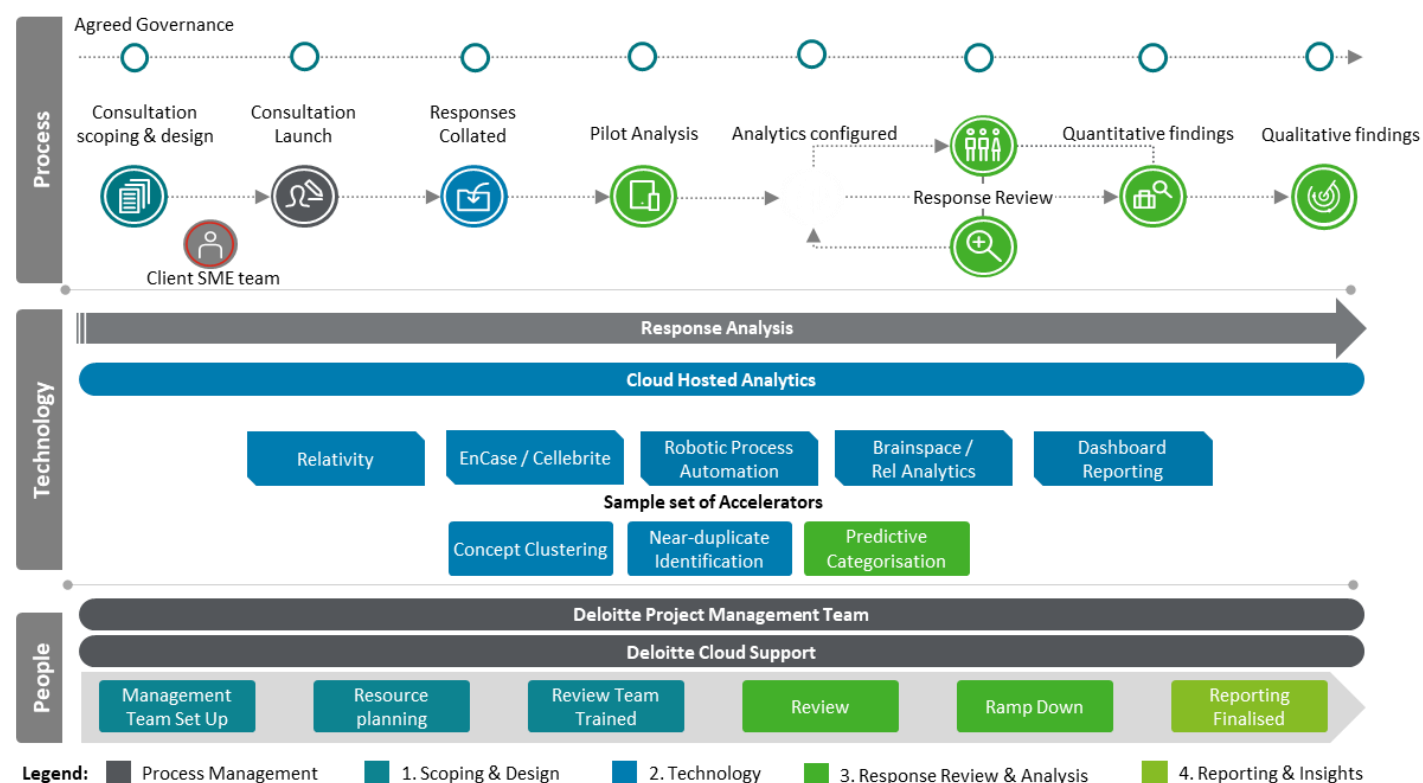
Critical Success Factors

The following factors we have found critical to the success of this service:

- Cost reduction through use of advanced, cloud-based analytics to reduce manual review
- Engaging early in the scoping and design phase to ensure that consultation responses can be analysed effectively and efficiently by the technology and review team
- Creating and agreeing robust quality assurance processes
- Early definition of a stakeholder engagement strategy to meet the authority's objectives
- Scalable resourcing models to react quickly to changing demands of ongoing consultations
- Clearly articulating the review process in an operational playbook that is both practical and detailed enough to guide reviewers without the need to regularly refer things back to the authority

Consultation Response Analysis

The diagram below provides an illustrative view of a consultation response exercise utilising all four component parts of our service. This high-level view demonstrates the flow of information and the way in which the service components interlink, together helping to support public sector organisations through the consultation process.



Our Team

We provide a dedicated project team, led by a Lead Engagement Partner who is accountable for the delivery of our service. This support is part of our service and is provided throughout the duration of our service provision. It is typically available during working hours (Monday to Friday) but, with agreement, we can provide service and support for critical deadlines outside these hours

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



This publication has been written in general terms and we recommend that you obtain professional advice before acting or refraining from action on any of the contents of this publication. Deloitte LLP accepts no liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London, EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NSE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

© 2026 Deloitte LLP. All rights reserved.

