

Service Definition Document for G-Cloud 15 Services

Customer Experience Management Consultancy

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1 Service Definition for Cloud Customer Relationship Management Solutions and Services

1.1 Introduction

This is the Service Definition Document for NTT DATA UK Ltd (NTT DATA) cloud customer relationship management solutions and services on the G-Cloud Framework. The information provided in this document is required by the G-Cloud framework and is designed to help clients determine how these services can meet their requirements.

1.2 Overview of services

Government departments are facing the issue of raising citizen and organisational expectations of government services against a background of reducing budgets. In response to these pressures and the Governments Digital Transformation strategy, departments are looking for ways of making Government services simpler, clearer and faster to use while improving efficiency and effectiveness to reduce costs. Integrated CRM platforms are a cost effective enabling technology for both external and internal ICT services which help departments do more with less and become more agile.

For many years NTT DATA have been working with a number of Government departments with their entire CRM lifecycle from business consultancy covering CRM strategy, business case development and business change to CRM delivery with CRM design, implementation, integration and ongoing support. We are proud of our reputation for quality, innovation and a “safe pair of hands” which we have built over this time. Successful projects include CRM programmes delivered to the Department for Education for correspondence management supporting over 3,000 users resulting in large improvements in efficiency, reduced handling time and adherence to process, and the NHS and Charities Commission where we have designed and implement digital transformation and case management solutions including customer self-service capabilities. The reasons for this success are the quality of our people, our proven project implementation methodologies and our culture of promoting open timely communication and creating a “one team” approach with our clients.

The following services are designed to help clients to plan and implement their cloud-based strategy. Please note that these services work in conjunction with NTT DATA's other CRM services.

- Customer Experience Management Consultancy – citizens and businesses are expecting to engage with the public sector in an equivalent way to that provided by leading brands such as Apple or Virgin. To address this need, public sector organisations need to review and enhance their entire customer engagement strategy and consider the deployment of cloud solutions, supported with appropriate processes, organisational structure, culture, behaviour, and systems.

Please see Section 2 for full service descriptions.

2 Service Descriptions

2.1 Customer Experience Management Consultancy

2.1.1 Introduction

The UK population and businesses have an expectation of engaging with the public sector in an equivalent way to that provided by leading brands such as Apple, Amazon, or Virgin Media. To address this expectation, public sector organisations need to review and enhance their entire customer engagement strategy and deploy appropriate processes, organisational structure, culture, and behaviour, and supporting ICT (i.e. cloud-based solutions). This change will require a fundamental refocusing of the organisation, involving changes to people, processes, and underlying technology, but will in the long term provide improved business effectiveness and efficiencies through driving process efficiency and supporting the digital by default agenda.

2.1.2 Consultancy and Business Change Services

NTT DATA offer a suite of consultancy services that review, define, and implement a new Customer Management Strategy based upon the specific needs and wants of customers and the internal drivers of the public sector organisation:

- Define business objectives – the business objectives are defined in terms on Organisational Drivers, Objectives and Process impact. Initial target benefits are captured alongside constraints, timescales, and risks. The Objectives are used to drive the scope and delivery of your new customer engagement strategy.
- Map customer touch points – through mapping and defining the Customer Journey that an organisation should have, then analysing all the customer touch points (across traditional and social channels) to maximise the experience and efficiency. Moments of truth are identified where specific interactions are key to the overall customer experience (for example registering for digital services) – this allows focus on these touch points to ensure user adoption. Key owners within the organisation are identified for each customer touch point together with actions and desired outcomes. This is an input into the Desired Customer Experience.
- Map desired customer experience – the desired customer experience is mapped across the customer journey and across the different touch points. An analysis of the impact of each touch point is completed (focusing on the Moments of Truth) and ranking assigned for the importance of each touch point. These are used to prioritise improvement programmes.
- Define the high-level customer facing processes – the customer facing processes are documented covering customer actions, organisation actions and automated (system) actions. Target (To-Be) processes are derived from either i) As-Is processes, ii) optimal new innovative concepts iii) combination including customer experience drivers.
- Desired to actual customer experience mapping - a gap analysis is performed between the desired and current customer experience - this is used to identify and prioritise the improvement roadmap going forward.
- Map customer facing processes to IT systems – an analysis of IT Systems is carried out to identify where these can be further exploited, where they need to be replaced with cloud-based approaches and where improved integration can deliver the key benefits. The results of this analysis will feed into a systems improvement/cloud adoption programme.
- New operating model – the To-Be operating model is defined covering organisational impact and a business change programme to ensure internal user buy in.
- Gap analysis and programme prioritisation - a gap analysis is completed, and SWOT/Cost Benefit Analysis used to prioritise the IT and Business change programme focusing on a combination of quick wins and longer term strategic initiatives. A roadmap for change is produced providing a structure for future projects to ensure ongoing benefit accrual.
- Capture business requirements, benefits, risks and KPI - in parallel with the above activities business requirements, typically documented as User Stories, (functional, non-functional, data, etc.) will be gathered along with benefits, new KPI and programme risks.

- Build business cases for change – to develop a cost benefit analysis and KPI to prove and measure the business benefit of change.

The above offerings are typically combined together based on the specific needs of the client with some or all of the steps being delivered.

2.1.3 Implementation and Adoption Services

These include:

- Product selection - advising you on the Customer Experience Management platform (potentially covering CRM, Marketing Automation, Channel Automation and Digital Services) and cloud-based approach that best fits your business requirements.
- BI strategy and product selection - integrating to the customer management strategy and ensuring the right metrics are in place for business improvement.
- Integration strategy - advising on how best to provide a seamless customer experience across multiple cloud and legacy IT systems.
- CRM system implementation and roll out - including configuration, integration and user training and adoption utilising a proven agile delivery methodology.
- Transition planning and delivery – within public sector organisations, managing a successful change to ways of working involving people, process and technology is a key factor in the ROI of a project. Through support, guidance, and leadership of our Business Change team, we will plan, detail and deliver the strategy that will ensure employee adoption and ownership of new ways of working, systems and culture through:
 - NTT DATA's unique business change processes (refer to the NTT DATA Business Change Service)
 - Change Strategy Planning
 - Stakeholder Management
 - Communications Planning
 - Project Management
 - Knowledge transfer
 - Quality assessments (Customer, Staff and Process)
 - Change Risk register and mitigations
 - Deployment management
 - Delivering and integrated approach technology deployment and user adoption

3 Commercial Arrangements

3.1 Parent Company Guarantee (PCG)

Please note that NTT DATA is not able to provide a Parent Company Guarantee (PCG).

3.2 Use of subcontractors and partners

These services are delivered by NTT DATA with support from selected, specialist partners only where required, and with approval from the client in advance.

3.3 Pricing

Please see the Digital Marketplace for the NTT DATA Pricing associated with these services.

3.4 Ordering and invoicing process

Clients will be expected to follow the G-Cloud 15 ordering process as outlined in the Framework's Terms and Conditions. This will ensure that the scope, timeline, and technical requirements are understood, agreed and can be delivered.

Each assignment will then require a formal work order to be raised, which would define:

- The name and contact details of the consumer's representative
- The objective(s) of the work and the Key Performance Indicators
- The amount and type of resource required (number of roles and duration)
- Start and end dates for the project
- The scope and requirements for the project
- The specific technical or business knowledge required by NTT DATA
- Advise whether the project is expected to be carried out on the consumer's premises (in which case location is required), or at NTT DATA's premises
- Expected deliverables, quality levels and acceptance criteria for sign-off

Upon receipt of a work order, NTT DATA will evaluate the requirement and confirm a start date. Once NTT DATA accepts a work order, we will commence work upon receipt of a purchase order.

NTT DATA will operate the following invoicing process:

- For time and material projects and assignments - monthly invoices will be issued in arrears for payment within 30 days
- For fixed price projects and assignments - invoices will be based upon agreed staged payments associated with formal client sign-off of interim or final deliverables. Invoices are issued in arrears for payment within 30 days
- For managed services - Transition Charges based on milestones, with Managed Services Charges invoiced quarterly in advance

3.5 Client responsibilities

The client will provide a Project Manager responsible for the following activities:

- Ensure the organisation is aware that external support is being provided by NTT DATA and that staff and teams are clear about the project, its scope and their roles and responsibilities in it.
- Manage the client personnel and responsibilities for this project.
- Serve as the interface between NTT DATA and all the client's departments participating in the project.
- Administer the Change Control Procedure with the NTT DATA Project Manager.
- Participate in project status meetings.
- Obtain and provide information, data, and decisions within three working days of NTT DATA's request unless a different response time is agreed in writing.
- Review and approve the Milestone achievements.
- Help resolve any project issues and the client deviations from the estimated schedule, and escalate issues within the client organisation, as necessary.
- Provide staff as required to undertake the User Acceptance Testing.
- Ensure client staff are made available for any meetings, interviews, document review and presentations within the proposed timescale.
- Provide client staff able to deliver authoritative answers to questions and clarification requests in a timely manner.
- Provide NTT DATA personnel with suitable office space, other accommodation and facilities that personnel may reasonably require to perform the services required during the project.

3.6 Accreditations

For these services, NTT DATA has corporate membership of the ITSMF, SDI and MCA trade bodies and holds a number of relevant accreditations including:

- ISO 9001 Quality Assurance
- ISO 14001 Environmental Management
- ISO 27001 Information Security Management
- PRINCE2 Practitioner Project Managers
- ISO 20000-1 IT Service Management
- ISO 22301 Business Continuity
- ISO 45001 Health and Safety Management Systems
- Cyber Essentials
- Cyber Essentials+

4 About NTT DATA

4.1 Globally

NTT DATA Corporation is a global IT innovator delivering technology-enabled services and solutions to clients around the world and is a top tier global IT Services provider (reference: Gartner). It employs more than 190,000 people across 70 countries.

For more than 50 years, the NTT DATA Corporation has been successfully providing IT services to a wide range of clients in the automotive, electronics and high technology, energy and utilities, financial services, healthcare and life sciences, insurance, manufacturing, media and entertainment, professional services, public, retail, telecommunications and transportation and logistics sectors.

NTT DATA has significant global coverage across Europe, the Americas, the Middle East, Africa, and Asia Pacific regions.

4.2 In the UK

NTT DATA UK Ltd (NTT DATA) is a subsidiary of the NTT DATA Corporation and is a systems integrator headquartered in the City of London and Birmingham. NTT DATA in the UK is a £400m+ per annum turnover organisation that focuses on supporting clients in:

- Public Services
- Automotive
- Banking and Financial Services
- Education and Research
- Energy and Utilities
- Healthcare
- Insurance
- Life Sciences and Pharma
- Manufacturing and Consumer Packaged Goods
- Retail
- Telco, Media and Technology
- Travel, Transportation and Logistics

NTT DATA has partnerships with a number of leading software vendors and works closely with NTT group companies to provide a wide range of solutions to UK clients.

4.3 How we help our clients

NTT DATA provides a portfolio of services to support every aspect of its clients' business technology life cycle, including:

- Strategy to create competitive advantage
- Implementation with speed, confidence, efficiency, and surety
- On-going management to optimise your assets with the best resource mix and cost
- Evolution to create new opportunities and future-proof your enterprise

NTT DATA helps its clients by building value through the visualisation and realisation of innovation. This involves working in close partnership with clients to:

- Design innovation - create robust IT strategies geared towards optimising business processes and the use of IT and networking concepts along the customer's entire value chain. We help our clients use IT to differentiate themselves from their competitors
- Develop solutions - use our advanced systems structuring and application capabilities to develop and provide solutions that make business innovation a reality
- Drive performance and efficiency - provide constant support for our clients helping them exploit the full potential of their IT solutions and take advantage of the latest IT innovation thinking

4.4 Trade body membership and accreditations

NTT DATA has corporate membership of the MCA trade body and our activities are supported by technical and vendor accreditations:

- Snowflake Global Elite Partner
- Informatica Enterprise Premier Partner
- Google Cloud Platform Premier Partner
- Microsoft Solution Partner Designation: Business Application, Data & AI, Digital & App Innovation, Infrastructure, Security, Modern Work.
- AWS Premier Partner | AWS Partner Programs; Premier Tier Services, AWS Managed Service Provider, Authorized Commercial Reseller, AWS Public Sector Partner, AWS Solution Provider Program, AWS Public Sector Solution Provider, Authority to Operate on AWS
- AWS Competencies | Machine Learning Consulting, Telecom Services, DevOps Consulting, Government Consulting, Migration Consulting
- Salesforce Platinum Partner
- Genesys Global Gold partner
- Service Now Elite partner
- Red Hat Premier Business Partner
- Palo Alto Networks Diamond Innovator (Global)
- Check Point 5 Star Partner
- Fortinet Global Partner
- F5 Platinum Partner
- Zscaler GSI
- Cisco Gold Partner
- SAP Global Platinum Partner
- Dell Titanium Partner

4.5 Services

We support UK clients through the following digital focus areas:

- Customer Experience - engaging with customer to maximise user understanding, engagement and support
- Data & Intelligence - excel in new data model creation using gathered intelligence that can produce actionable results for organisation success
- Intelligence Automation - automate repetitive business processes for success in a digitally-dynamic environment
- Internet of Things - connecting and communicating with an ever-expanding base of devices connected to the internet
- IT Optimisation - revolutionising IT environments by delivering the agility necessary to remain effective in a rapidly changing landscape
- Cyber security - protecting against data breaches and unauthorized use of confidential information in today's connected digital world

4.6 Further information

See <https://uk.nttdata.com> for further information, or contact us at nttdatauk.requirements@nttdata.com