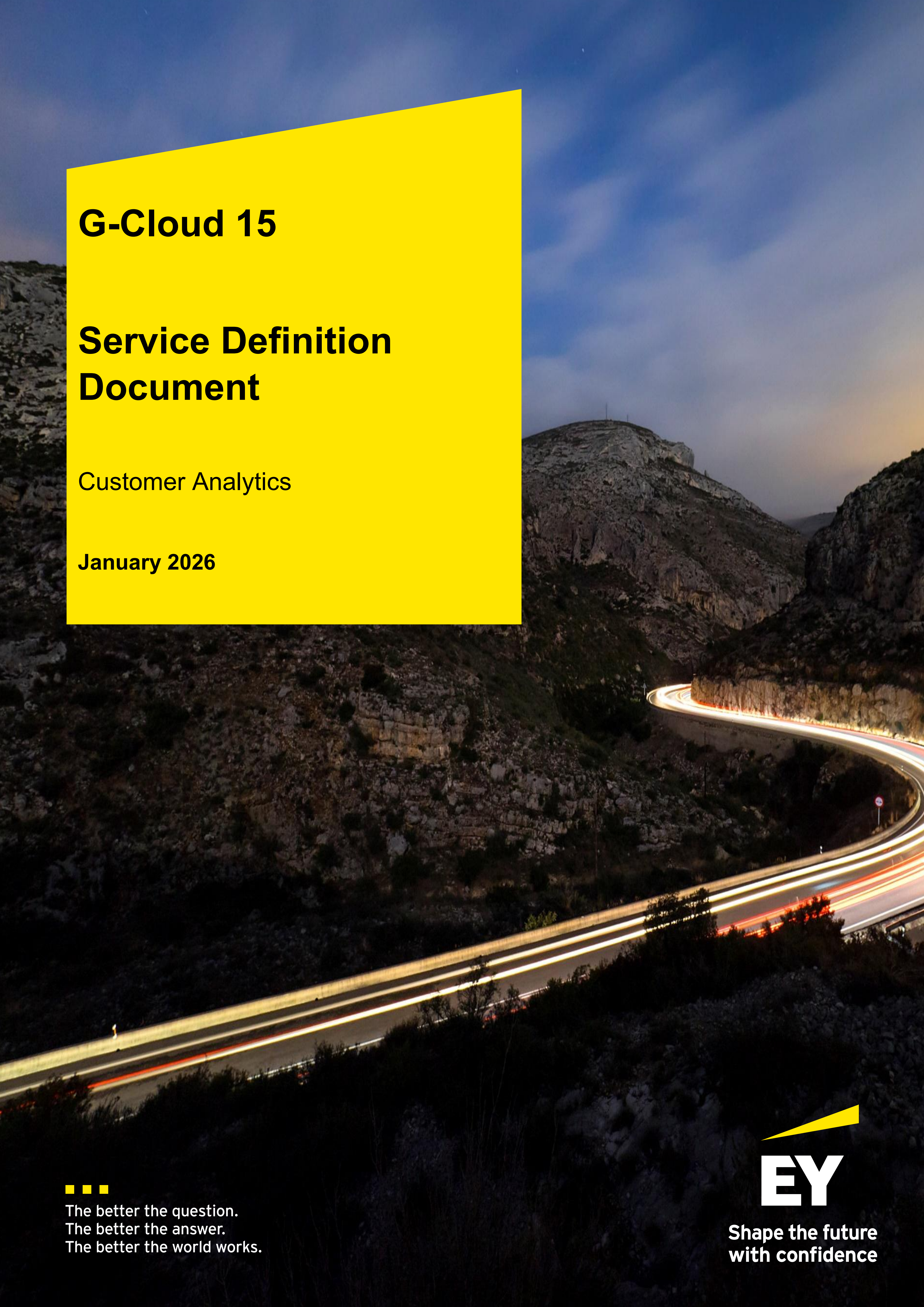

G-Cloud 15

Service Definition Document

Customer Analytics

January 2026

The better the question.
The better the answer.
The better the world works.

Shape the future
with confidence

Contents

1. Service detail

1.1. Introduction to the Service

COVID-19 will have an ongoing impact on all areas of the value chain:

1. **Demand**: Customer behaviour will be different, and competitors will be impacted. Our key solutions include strategic modelling and social media analytics
2. **Operations**: Operations will be constrained and not aligned to the change in demand. Our key solutions include workforce analytics and retail network analytics
3. **Supplier**: Suppliers and logistics providers will be impacted. Our key solutions include procurement and supply chain analytics
4. **Finance**: Cash flow will be tight and spending will require tight controls. Our key solutions include cashflow modelling and analytics

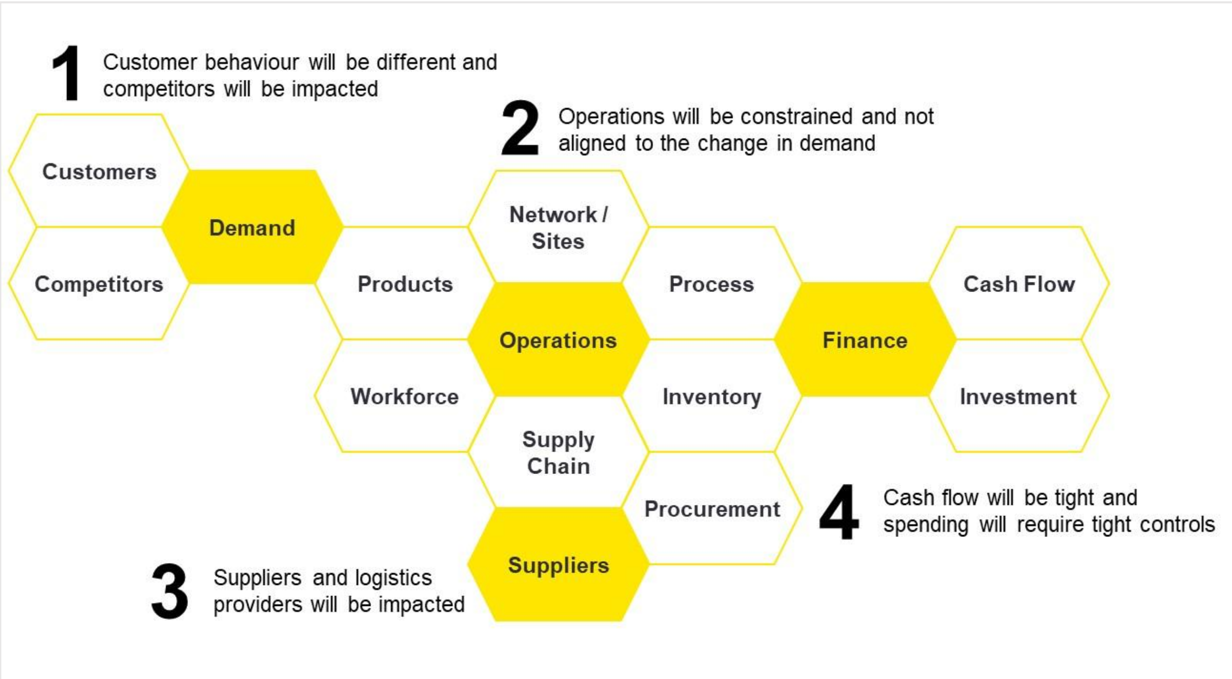

Figure 1 – Customer Analytics Value Chain

1.2. Service Description

- **Strategic modelling and scenario planning**: Using robust and flexible strategic model quantifying cost, benefits and covenants under different economic scenarios and operating model options to inform long-term strategic, investment and financing decisions
- **Social Media Analytics**: Leverage social media data to quickly gather insights on customer sentiment and expected spending patterns to inform recovery plan
- **Workforce analytics**: Identifying key areas of growth and forecast demand and optimise productivity and set up an organisation fit for the future
- **Retail Network Analytics**: Leveraging advanced operational research and scenario modelling techniques to optimise retail network performance
- **Procurement & Supply Chain Analytics**: Identify opportunities across the entire supply chain to support recovery, enhance operational resilience, reduce costs and environmental impact
- **Cash flow modelling**: Enhance visibility of cash and liquidity needs using detailed data driven approach and identify working capital improvements to release cash to support business recovery and growth

1.3. Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc. EY is also able to provide off-shore and near-shore pricing at reduced rates. ‘Ordering and Invoicing’ and ‘Termination’ are to be undertaken in accordance with G-Cloud 15 contract terms unless varied by mutual agreement and detailed within a call-off contract.

2. Key contacts

For further information please get in touch via the email address below.

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