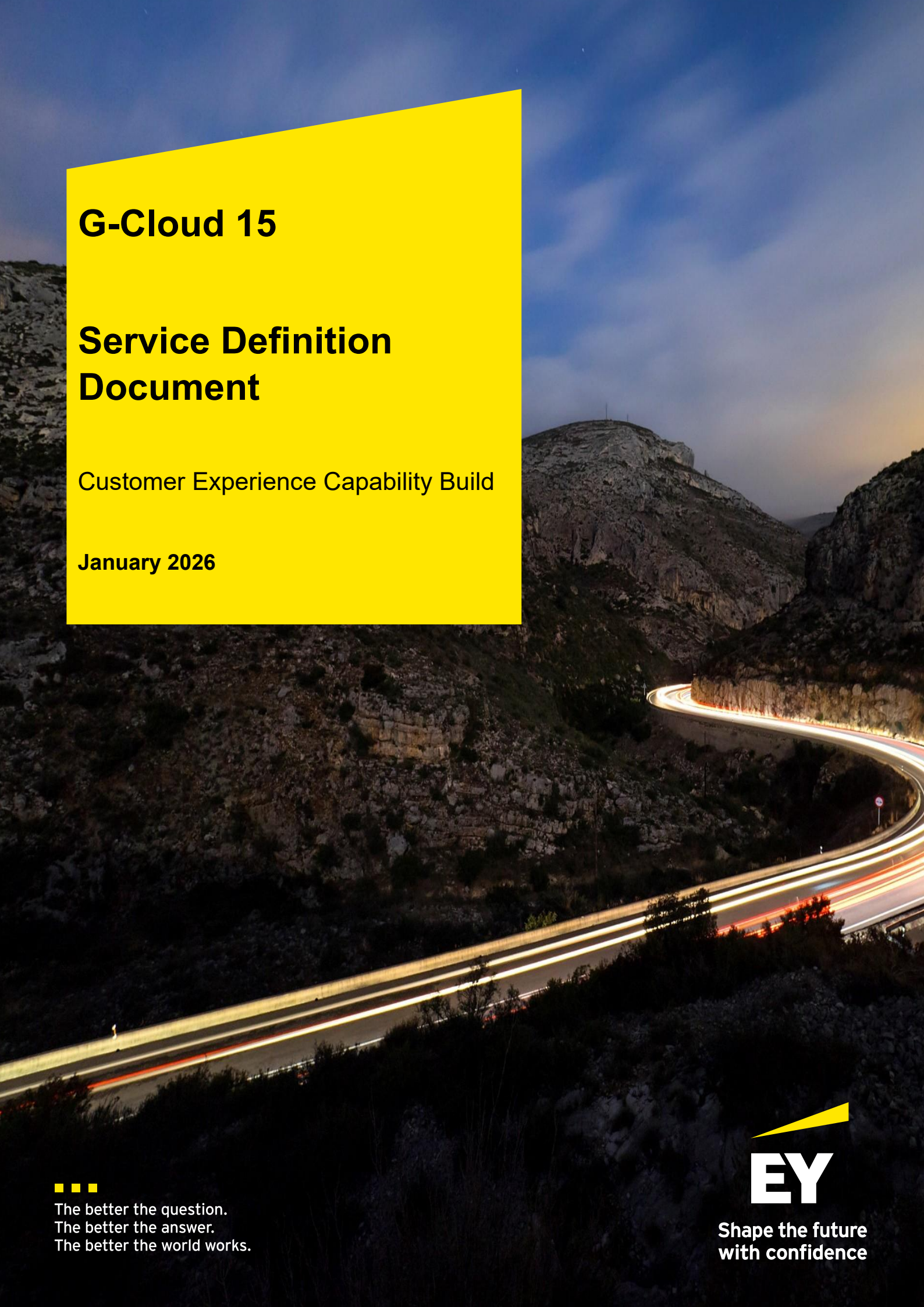




G-Cloud 15

Service Definition Document

Customer Experience Capability Build

January 2026



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



**Shape the future
with confidence**

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1. Service detail

EY and EY Studio+ help public sector organisations build lasting customer experience capability so they can design, deliver and improve services at pace and to a consistent standard. We strengthen skills, ways of working and governance while working on live priorities, so capability sticks.

Our team brings together human centred design, technology, AI, data and agile delivery with methods that are fully aligned to the GDS Service Standard and tested across the public sector. We work alongside service, operations, policy and digital teams to build the conditions for better services, repeatedly, across channels.

1.1. Who this service is for

This service supports organisations that need to scale customer experience practice beyond a small team or a single programme, including:

- Service owners, product leads and transformation leaders
- Heads of design, user research, content, digital and service performance
- Operations leaders (contact centre, casework, frontline services)
- Policy and governance teams involved in service design decisions

1.2. What this service covers

We tailor the capability build around your context and maturity, drawing on five core modules. You can buy these as a programme or as stand-alone blocks.

Module	When it helps most	Typical outcomes
1. Capability diagnostic and plan	When you need to establish a baseline of your capabilities and practical next steps	Prioritised capability roadmap and target operating model options
2. Ways of working and standards	When you need to build efficient and effective practices to enhance quality of delivery	Agreed practices, tools, and methods for communication, collaboration, quality checks, decision-making
3. Method sprints	When you need an accelerated growth on specific skills through doing	Confident teams using shared methods on real problems
4. Curriculum and learning assets	When you want to scale learning and upskilling for the whole organisation	Modular learning, toolkits and a repeatable learning pathway
5. Embedded coaching in live programmes	When you want to build capability through delivery	Skills uplift plus service outcomes, with stronger multidisciplinary working

1.3.1 Module 1: Capability diagnostic and plan

What it is

A short, structured assessment of your current capability across people, skills, ways of working, governance, tools and community. It results in a pragmatic plan that fits your delivery reality.

What it includes

- Interviews and workshops with leaders and practitioners across service, ops, policy and digital
- Review of existing artefacts, templates, training and delivery governance
- Skill and confidence baseline for key roles (tailored to your organisation)
- Identification of the few interventions that will make the biggest difference first

What you get

- Capability baseline and priority opportunities
- A tailored capability build plan (phasing, roles, effort, dependencies)
- Practical recommendations on how to embed learning into live work
- Measures to track improvement over time

1.3.2 Module 2: Ways of working and standards

What it is

A practical uplift to the standards and practices that shape day-to-day delivery. This makes quality more consistent and reduces rework, especially across multiple teams and suppliers.

What it includes

- Definition of the core customer experience methods your teams will use (and when)
- A clear set of standards for service and journey work (including accessibility and inclusion)
- Tools, techniques, templates and examples that work within your governance, assurance and delivery rhythm
- A lightweight quality and assurance approach that supports decisions

What you get

- A set of agreed standards and practices on communication and collaboration between members and teams
- A playbook of tools, templates and guidance for common activities (journey work, research, prototyping, service blueprints, backlog translation)
- A simple assurance model, including who signs off what and when
- An onboarding pack for new starters and partner teams

1.3.3 Module 3: Method sprints (accelerated growth through doing)

What it is

Short, intensive bursts that build confidence in specific methods by applying them to a real customer service challenge. This is useful when teams need an immediate step-up in speed and quality.

What it includes

- A focused challenge and clear outcomes agreed upfront

- Immersive sessions (typically 2–5 days) combining learning and application
- Hands-on coaching from credible practitioners
- Show-and-tell sessions that build momentum and shared understanding

What you get

- A team that can apply the method independently and consistently
- Re-usable artefacts from the sprint (maps, blueprints, prototypes, research approach)
- A clear set of next actions and a backlog that can move into delivery
- Targeted recommendations for what to improve next in the capability programme

1.3.4 Module 4: Curriculum and learning assets (scalable learning and upskilling)

What it is

A structured learning pathway designed for scale. It creates a shared language across disciplines and gives people practical tools they can use immediately.

What it includes

- Role-based learning pathways (for example service owners, researchers, designers, content, delivery, ops)
- Blended learning: short modules, live workshops and applied exercises
- A self-serve toolkit that fits your organisation's ways of working
- Curated content based on skills gaps identified in the diagnostic

What you get

- Modular learning content (designed for busy teams)
- Workshop materials and facilitation guides for internal trainers
- Toolkits and templates that match your standards and governance
- A repeatable approach to onboarding and continuous development

1.3.5 Module 5: Embedded coaching in live programmes (capability through delivery)

What it is

An embedded model where Studio+ practitioners work alongside your teams on live programmes, building capability as outcomes are delivered. This is the most effective route when you need sustained uplift and stronger multidisciplinary working.

What it includes

- Embedded practitioners working with your teams in delivery rhythms (sprints, stages, governance)
- Coaching, shadowing and practical feedback in real time
- Clear progression goals for individuals and teams, tracked over the engagement
- Support to strengthen communities of practice and peer learning

What you get

- Skills uplift evidenced through improved outputs and delivery confidence
- Better collaboration across service, ops, policy and technology
- Lasting assets created through delivery (standards, patterns, examples, playbooks)
- A transition plan so teams continue confidently after embed ends

1.4 Our capability build principles

We design the programme so it works in the real world of public services:

- **Embedded credibility:** experienced practitioners work with teams, not at arm's length.
- **Multidisciplinary by default:** learning includes service, operations, policy, digital, data and delivery roles.
- **Integrated into decisions:** capability connects into governance, prioritisation and delivery choices.
- **Action-led:** people learn through doing, with coaching and feedback built into delivery.
- **Context-specific:** the content, tools and standards reflect your services, constraints and users.

1.5 How we work with you

- **Joint team** with clear owners, decisions and working cadence
- **Co-designed learning plan** based on your diagnostic and priorities
- **Regular show-and-tells** so leaders see progress and remove barriers
- **Practical artefacts** produced in formats teams can use immediately
- **Handovers and capability transfer** built into each module

1.6 What we need from you

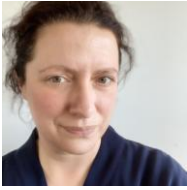
- A senior sponsor and a named capability lead
- Access to delivery teams, governance forums and relevant artefacts
- Availability of key roles for baseline and progress check-ins
- Agreement on what “better capability” means in your organisation and how it will be measured
- A small set of live priorities where learning can be applied

1.7 Typical team (scaled to need)

- Experience/service design and user research
- Interaction design, content design and inclusive design support
- Delivery and product leadership
- Capability lead (learning design, facilitation, coaching)
- Measurement support to track progress and embed routines

2 Key contacts

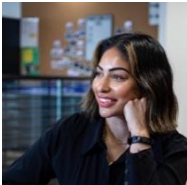
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