

Service Description

Transformational IntelligenceSM as a Service

SUBMITTED BY

NORTH HIGHLAND[®]

10 Bloomsbury Way, Holborn, London,
WC1A 2SL

www.northhighland.com

CONTENT



Service
OVERVIEW

FEATURES



BENEFITS

Service
DESCRIPTION



About
NORTH HIGHLAND

ORDERING, INVOICING
& Termination



GET IN TOUCH

SERVICE OVERVIEW

Using our Transformational IntelligenceSM tool, we combine industry-leading algorithms rooted in natural language analysis and behavioural science, with advanced analytics and AI. This goes beyond surface-level insights to provide confidence and clarity in employee mindset and experience, preventing bad information and inaccurate assumptions from guiding decisions.

FEATURES

1. Fully managed service providing insight for intelligent transformation
2. Identifies underlying drivers of employee behaviour in context
3. Analyses data from emails, phone transcripts, online reviews, and more
4. Moves beyond frequency and impact-based analysis
5. Quantify the value of enhancements to employee experience
6. Apply conversational intelligence to employee interaction data
7. Link key topics with sentiment, emotions, behaviours, and more
8. Identify the granular and nuanced aspects of each experience

BENEFITS

1. Understand influential moments and why they drive specific behaviours
2. Provide actionable insights based on greater accuracy
3. Prioritise investment around the most impactful initiatives
4. Decipher large data with machine learning and AI
5. Generate richer, more candid insight from natural occurrences
6. Understand intent to help drive adoption and guide planning
7. Measure change saturation level and likelihood of change adoption

SERVICE DESCRIPTION

Transformational IntelligenceSM combines industry-leading algorithms rooted in the intersection of natural language analysis and behavioural science, with advanced analytics and AI to go beyond surface-level insights. We use Transformation IntelligenceSM to move from thinking to knowing what is important by:

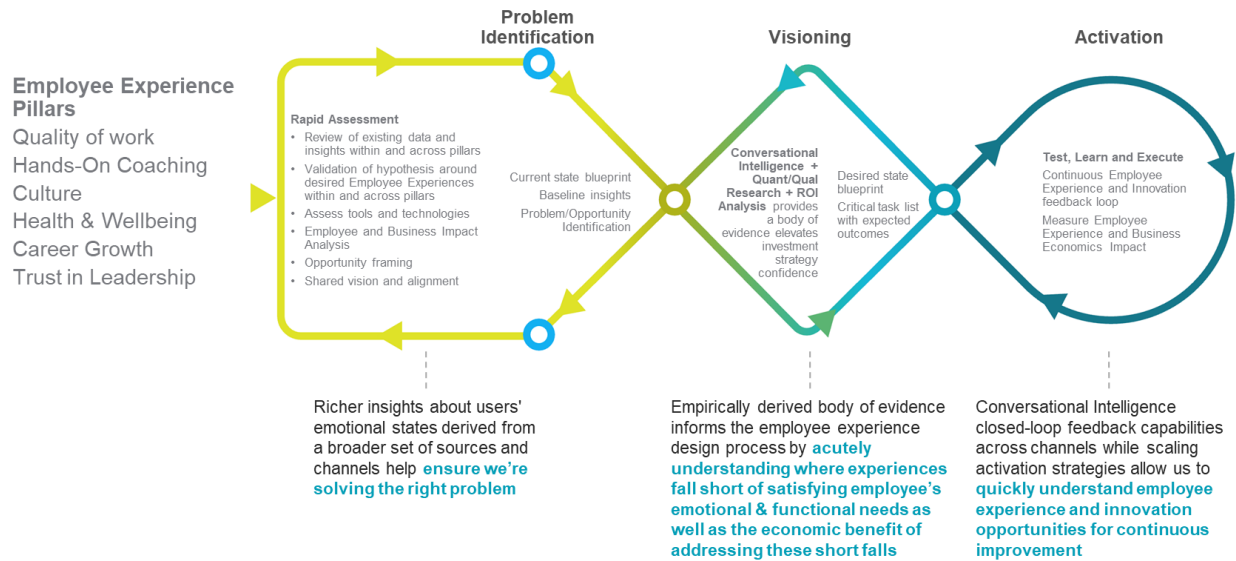
- Applying conversational intelligence to all employee interaction data to detect topics and intent
- Linking key topics with sentiment, emotions, behaviours, and more to identify the granular and nuanced aspects of each experience
- Identifying what most greatly impacts employee behaviour - in other words, we generate the “why” behind people-related outcomes

We listen to natural occurrences and candid interactions, gathering data from emails, phone transcripts, online reviews, and other sources of unstructured language data. Our technology allows us to analyse both individual interactions and collective insights across inputs, relating people’s emotions to their behaviour and driving understanding of unstated motivations.

The true magic of this approach is that we identify the highest-priority moments that truly influence behaviour. We do this by linking the topics discussed with the emotions a person exhibits, leading to an understanding of specific moments within the overall experience that impacts their state-of-mind – and why. The high-priority moments we detect point to the organisational ways of operating (people, process, technology) where you can have the most impact, guiding you to take action on the right things faster and more confidently and with higher rates of project success.

Powering the employee experience with PEOPLE-centered insights

We create desirable employee experiences by understanding how experiences individually, and in combination influence an employee's satisfaction and behaviours over time.



From Insights to intelligence: building blocks of the ultimate employee experience

We analyse employee interactions to understand implied motivations, perceptions, sentiment, and intent through the following steps:

ONE	TWO	THREE	FOUR	FIVE
DATA INTAKE Collect Voice of Customer (VOC) / Voice of Employee (VOE) data: unstructured text, audio and videos from email, chat, transcripts, reviews and more.	ANALYSIS TOPIC MODEL CREATION Use lenses to filter and understand the data. Each lens is valuable. However, when combined, they provide a richer contextual understanding of the data, revealing not only what's important, but also why it's important.	IMPACT & ECONOMIC PRIORITIZATION Create prioritized list of opportunities. Focus on evidence-based recommendations via unfiltered VOC/VOE. Evaluate organizational readiness to inform the investment decision process. Quantify value of the priorities.	ACTION PLANNING & DELIVERY Based on resulting investment priorities and readiness, Create action plan for workforce digital enablement.	TRANSFORMATION VALUE MEASUREMENT Monitoring the Employee state of mind over time allows us to measure performance and use those insights to continuously improve employee experiences by identifying the next new coaching and design opportunities to be considered.

We deliver this through our proprietary Diagnostics IQ tooling:

What is NH Diagnostic IQ?

NH Diagnostic IQ is our integrated approach that combines proven North Highland methodologies with smart use of technology to deliver richer, faster client insights. NH Diagnostic IQ offers a **comprehensive suite** of diagnostic tools designed to **enhance client engagements** through various methods such as **surveys, workshops, interviews, and AI-driven interviews**.

All diagnostic questions are built on our consulting frameworks, industry research, and lessons learned from hundreds of client engagements. They are vetted by internal experts and refined over time through active use. While the diagnostics use a standardised question set to maintain consistency and **benchmarking potential, customisation is available**, including the ability to add or modify questions for specific engagements.

Why use NH Diagnostic IQ?

NH Diagnostic IQ transforms how we deliver diagnostic capabilities - saving time, ensuring consistency, and boosting impact.

- **Efficiency:** Reduces survey creation and analysis time by up to 60%, replacing manual processes with templated, automated workflows.
- **Built-In Intelligence:** The diagnostics leverage standardised question banks, logic, AI analysis capabilities, and integrated dashboards for faster, smarter insights.
- **Aligned and Actionable:** Ensures diagnostics are aligned with NH methodologies and client objectives - producing consistent, high-quality deliverables.

How it works in client delivery

NH Diagnostic IQ is a holistic approach that is best leveraged in the discovery, transformation, or assessment phases - either early in a project to establish a baseline and shared understanding, or at key milestones to measure progress. **The diagnostics directly map to our firm's frameworks** (e.g., Change, Agile, PPM) and provide maturity indicators that guide recommendations and prioritisation.

Outputs can include tailored **Power BI dashboards** with executive summaries, key themes, and visualisations designed for client presentations. Results can be segmented by geography, function, or organisational level.

NH DIAGNOSTIC IQ

Our diagnostic tool allow for comprehensive evaluation of our clients



ABOUT NORTH HIGHLAND

North Highland is a leading change and transformation consultancy, helping organisations transform with people at the heart of every decision. Our talented teams partner with clients to navigate their most complex, high-priority, and urgent challenges. With every engagement, we make change happen, helping organisations across the public sector transform.

We support clients as they improve efficiency and productivity, modernise data and technology, and build and advance new capabilities that fuel growth and competitive differentiation. We also implement, manage and drive adoption of it all, ensuring successful translation of strategy to day-to-day operations.

North Highland offers an unblemished record of delivering leading expertise across industries, as shown by the numerous awards and accolades we have received in recent years from Forrester, Gartner, ALM and other highly regarded organisations. Firmwide, 94% of North Highland's business is with repeat clients – a testament to the high quality of our services.

ORDERING, INVOICING & TERMINATION

Our Master Services Agreement (MSA) contains our standard terms, and we start work when we have a Statement of Work signed by both parties, on a mutually acceptable date. Invoicing is monthly in arrears, unless agreed otherwise and either party may terminate a Statement of Work or the MSA in accordance with the usual terms set out in the MSA.

GET IN TOUCH



We have a frameworks office that monitors correspondence for G-Cloud opportunities.

They can be reached directly at nhuk.frameworks@northhighland.com



You can reach us on the phone at **+44.020.7081.2544**

Please ask for the Strategic Proposals Team who will be able to deal with your enquiry directly or put you in touch with the right person to discuss your requirements.



Write, or come and visit us at our London office:

**10 Bloomsbury Way, Holborn,
London, WC1A 2SL**