

# **Digital experience platform design and performance consultancy**

**G-Cloud 15**

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## Digital experience platform (DXP) design and performance consultancy

Our content and customer experience services reach from behavioural insight and inclusivity strategy, through human-centred service design, to digital experience platform strategy and out into digital, creative, content and UX design and delivery. CDS' comprehensive suite of customer experience services deliver compelling, intuitive and accessible user journeys, improving engagement and supporting the effortless delivery of digital services to our clients' customer bases.

CDS' multidisciplinary agile teams, user research specialists, design studio and accessibility teams provide digital experience platform strategy and implementation, behavioural insight, research and analysis, accessibility and inclusivity strategy definition and implementation, audience engagement/UX services, content strategy and content creation and communications planning and delivery.

We work with trusted open-source and low-code partners to define, architect and build engaging front ends with minimal cost and effortless maintenance, and our content strategists provide clear, concise copy with robust information architectures, keeping our customers' content fresh and accurate.

CDS' content and customer experience services include:

- Accessibility consultancy, training, workshops and support
- Accessibility training: creating PDFs and HTML from source files
- Accessibility training in PDF remediation using Adobe Acrobat
- Accessibility audit and accessibility testing
- Inclusivity consultancy, user testing and research services
- Content strategy, measurement and optimisation services
- Content strategy and design consultancy
- Content design, strategy and editorial services
- Content design for digital channels
- Content production cloud solutions
- Web editing and proofing and content services
- Discovery research and design
- Experience and service optimisation
- Service design and strategy
- User journey mapping and analysis
- Design system and DesignOps
- User experience design consultancy
- Digital experience platform (DXP) design and performance.

Our user-centred approach aligns with the GDS Standard and supports users with a range of digital literacy/skills and accessibility needs.

## Case study

In response to Ofwat's AMP7 regulations, Yorkshire Water needed to rethink how it engaged with its 2.3m customers digitally to deliver more customer-focussed services and deliver its customer experience strategy.

Yorkshire Water's primary customer service channel was via telephone, which was inefficient and, despite the excellent work of its contact centre, did not always meet customer needs. The organisation needed a partner to improve the delivery of its online services and design a new customer-centric digital platform that would reduce the number of inbound calls and ensure customer communications were as inclusive and accessible as possible.

CDS' service design team delivered research and design thinking, aimed at understanding and developing the channel strategy. Our aim was to identify how customer engagement could change in a way that was preferable for customers and manageable for the business, to deliver a better experience for both.

We conducted research to understand where customers were engaging, where they wanted to engage and the challenges they experienced. We mapped user journeys and created 'as-is' maps showing how users interacted with the service, and the steps, actions and challenges they experienced. Using ideation sessions, we created 'to-be' service blueprints and tested them frequently with users, remaining focussed on customer needs and pain-points throughout the design process.

We also engaged with various teams within the business, and added the business perspective of people, processes and systems involved in those journeys.

We presented evidence-based recommendations around what digital channels needed to do to help customers engage with the business, and how channels could operate together to deliver a joined-up experience.

The research underpinned the content strategy and wireframes created by our user experience (UX) and user interface (UI) designers. We undertook a joint approach to development, testing, planning, and prioritising, which ensured the new website went live on time and with more functionality than originally planned.

Since its launch, the new platform has resulted in a 20% reduction in billing contacts, creating improved efficiency and customer experience and significant reduction in ongoing operational costs. The redesigned website won Gold 'Best Use of Digital from the Energy and Utilities Sector' at the Digital Impact Awards 2021.

## Service overview

CDS' DXP design and performance consultancy brings together insight, research, and strategy to design meaningful digital experiences that alter opinions, change behaviour, and build engagement. We optimise performance for SEO and engagement metrics across multiple users including, from an accessibility point of view, those who are considered hard to reach.

As a multi-award-winning strategic change agency, enabling your change in pursuit of improved outcomes, CDS's approach to digital experience platforms (DXP)

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performance consultancy is derived from a deep commitment to human-first design and wide experience across digital channels and platforms.

We work with internal and external stakeholders and users to understand what they need from a DXP, aligning internal operational and budget constraints with the diverse needs of users. We believe that digital experiences should work for and be accessible to everyone. This means that User Research is a central part of performance consultancy for any DXP, and these services are offered in-house.

Our behavioural insight teams deliver the following services as part of our DXP design and performance consultancy:

- User research
- User experience design
- Service design
- Accessibility and inclusivity consultancy and design
- User interface design
- Customer journey planning and design.

We then work with trusted partners including Umbraco and Optimizely to design, architect, and build engaging front-end experiences, while minimising cost and complexity to create fully featured DXPs that are easy to maintain.

Application testing and research are crucial to performance. Understanding whether your project is compatible with all devices, so that your brand presence remains consistent to all end-users, whilst increasing your reach amongst your targeted audiences is also key. We benchmark your DXPs performance and help you optimise your platform across devices, using insight from web analytics and feedback on the usage of our robust information architectures.

Users expect quality at all touchpoints, so your platforms must deliver consistent, seamless experiences. Performance analytics can help you futureproof your platform so that your user's digital experience remains flexible, and you are both aware and able to make decisions about adoption of compatible, emerging technologies that might integrate within your channels to enhance engagement or personalise connection with your audience.



## Features and benefits

### Features

- Extensive and proven experience in cloud and digital transformation
- Agile delivery, in line with GDS Design Manual and Service Standard
- ISO27001, Cyber Essentials Plus and ISO20000 Service Management
- Optimizely Premium and Umbraco Gold partners for delivery of DXP
- Experienced and expert in systems integration and support
- Specialists using analytics and data to understand and enhance performance
- Extensive UK team experienced in Government digital delivery
- Support customer on-boarding and self-reliance
- Security cleared staff
- Experts migrating data, users, and online platforms to the cloud.

### Benefits

- Assured successful digital delivery by experienced team
- Meet requirements for GDS assessments
- Efficient communications and management
- Gain deep insights into your DXP data and audience behaviour
- Flexible reporting and governance
- Ease of management of multiple projects and programmes
- Improved user and internal team engagement
- Analytics enable you to optimise your DXP and CMS content
- Easily transition your team to manage new digital services
- Identify opportunities, risks, and rewards
- Practical architectural and system design to meet your requirements.

## Our approach

Analytics is embedded in our process from benchmarking and discovery in the research/learn phase, to reporting and optimisation once a project is live. Data drives our design decisions. We set up the software and reports and provide configuration for campaign tracking and training for customers.

Our approach is based on collecting requirements, goals and KPIs at the research/scoping phase and gaining access to current reports and analytics. We then create a benchmark report, highlighting any opportunities or problems and recommended next steps. We have a suite of tools we can deploy on-site to collect additional metrics in the initial scoping phase.

We use these tools to track and benchmark performance across user behaviour, satisfaction, search results and survey data to audit and define key content and services.

For example, for one of our utility sector clients, we implemented a range of analytics tools to track and benchmark performance, user behaviour, satisfaction, and search

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results against defined KPIs e.g., channel shift calls to the contact centre by a minimum of 12% pa. This also included measuring the effectiveness and completion of key user journeys for paying a bill, reporting a leak, and moving house. Reports are produced every month and CDS provides recommendations for optimising ongoing performance.

For Optimizely DXP customers, we implemented optimization modules with an A/B testing function that enables tests to be set up and run over a defined period, outputting quantitative data results.

We use a mix of quantitative and qualitative measures as part of a user-centred design approach.

For the Cabinet Office, CDS maintained the government's property information and management system, which underpins the business of the Office of Government Property. Used by over 900 government agencies and 10,000 users, it enables pan-government data collection, workflow and reporting performance trends used to shape government policy and estate strategy.

Implementing industry-standard tools like Google Analytics and developing and providing innovative and bespoke performance consultancy services is part of our DNA.

## Business continuity and disaster recovery plans

CDS is committed to minimising and managing its exposure to disruption to the business and the services provided to our customers. This encompasses robust systems and processes necessary to maintain continuity of service and operations.

CDS maintains a comprehensive Business Continuity and Disaster Recovery (BCDR) plan, certified to **ISO 23001**, that defines clear roles, responsibilities, processes, and procedures for assessing and responding to disruptions to ensure continuity during disruptions. **Our plan is tested annually with lessons learned incorporated into plan improvements.**

Our Business Continuity Management System (BCMS) is underpinned by regular business impact assessments and threat and risk analyses, and annual tests to ensure all contingencies remain effective, current, and fit for purpose.

## Onboarding and offboarding

### Onboarding

CDS provides a tailored onboarding pathway, based on clients' individual requirements.

Onboarding is a collaborative process, through which we fully understand our clients' short-, medium- and long-term goals, and plan our service accordingly, to deliver best value and appropriate resourcing, governance, communication and planning.

Our multi-disciplinary agile teams will work with project stakeholders to understand the client and project needs and requirements.

We will define and capture ways of working, including definitions of 'ready' and 'done', and identify acceptance criteria for each sprint, underpinned by modern test practices and OKRs.

## Offboarding

Upon starting the engagement, CDS will provide an exit plan for client approval. This will cover matters such as knowledge transfer and documentation, roll-off schedules, data and asset transfer, intellectual property and removal of access / permissions and return of devices / equipment.

Ownership of data contained in any solution belongs to and rests with the client; as the service is decommissioned, raw data will be transferred to the client. CDS is certified to ISO 27001 for data security and will always adhere to these standards – including data removal and destruction.

## Ways of working

At CDS we apply agile principles across our projects, primarily using the SCRUM Agile methodology. We operate multi-disciplinary squads that combine domain expertise with technical excellence, delivering value early and iteratively through two-week sprints. Our approach is underpinned by the following core practices:

- **Daily standups:** A team call for 15 minutes each morning to track progress, surface blockers and ensure sprint goals are achieved.
- **Sprint planning:** Held at the start of each sprint to prioritise the work, align on objectives and ensure the team is fully prepared.
- **Sprint review:** At the end of the sprint, the team demonstrate to all stakeholders the deliverables achieved and present the sprint goal for the next sprint.
- **Sprint retrospective:** For each sprint the team will review what went well, identify areas of improvement and embed lessons learned to drive continuous improvement.

Additionally, we have an Agile mindset and culture at CDS, in which we apply:

- **User-centred design and customer-focus:** Through collaboration and partnership working we deliver outcomes that meet user needs.
- **Adaptability and flexibility:** Short feedback loops enable us to respond quickly to change, with teams empowered to pivot as required.
- **Continuous learning:** Retrospectives encourage open, honest feedback to continually improve ways of working and delivery effectiveness.
- **Partnership and teamwork:** We create a one-team culture with our clients and their supplier partners, working collectively towards shared project goals.



## Training

As well as continual ‘on the job’ knowledge transfer to upskill client teams, CDS can provide formal, comprehensive training for administrators and users prior to handover and go live designed to support successful change management, ensure smooth implementation and embed solutions that are integral to business operations. Our training also builds internal technical capability, empowering teams to become self-sufficient and reduce the long-term cost of change.

In most cases, we adopt a ‘train-the-trainer’ model, delivered through a blend of on-site and remote sessions. This is supported by comprehensive training materials and easy-to-follow digital end-user guides, written for non-technical audiences and compliant with WCAG 2.2 accessibility guidelines.

## Quality assurance and performance testing

CDS applies rigorous testing as part of our Quality Assurance process (ISO9001) to ensure we maintain quality across our deliverables and that outcomes are fit for purpose and fulfil functional and performance requirements.

Our testing capability is led by ISTQB (International Software Testing Qualifications Board) qualified testing experts with all the skills and expertise to quality assure AI, technology & cloud services.

We use a flexible, agile testing approach utilising tools and techniques tailored to each client’s context to ensure solutions meet business objectives and success criteria.

We adopt an automation-first approach, embedding high-quality automated checks into robust CI/CD pipelines to ensure quality is treated as a first-class citizen throughout the deployment process.

Our testing services include:

- Test strategy
- Test planning
- Automated test frameworks
- Testing, defect management and reporting
- Support of customer UAT
- Security (perimeter/application) testing / DevSecOps
- Performance and stress testing.

## Security services

CDS holds certifications to international standards - Cyber Essentials Plus and ISO27001 Information Security, encompassing physical security, personnel security, storage, electronic data handling and secure destruction.

We embed ‘secure-by-design’ principles in our standard service design approach, aligned with security best practises and in addition we provide expert security consultancy.

CDS works closely with National Cyber Security Centre CHECK-accredited providers to conduct IT Health Checks (ITHC)/penetration testing in line with best practice.

CDS staff are BPSS cleared as a minimum. We can deploy SC, NPPV cleared teams and staff with DV clearance, if required.

## Ongoing support

Our service model is designed to provide comprehensive, proactive support that operates to

**ISO20000:2018 Service Management and ITIL best practices**, covering the full-service management lifecycle.

We deliver a fully managed service that encompasses application support, platform maintenance, incident management, problem management, change management, supplier management, and out-of-hours support for major incidents. This approach ensures that business-critical systems remain operational and performant whilst maximising customer value through continuous service improvement.

All CDS Service Delivery team are ITIL-certified.

We offer three service levels (Bronze, Silver and Gold) each providing:

- Online Service Desk Portal available 24x7 for logging and tracking incidents and requests.
- Telephone support via a dedicated helpline available from 9am to 5pm Monday – Friday (excluding English Bank Holidays).
- Highly skilled service desk team who manage and resolve incidents and requests in accordance with the agreed SLA.
- Ongoing maintenance including application of security patches.
- Structured change management to ensure updates are properly assessed, approved and implemented.
- Monthly performance report to provide visibility of service levels and operational metrics.

Support and maintenance contracts stipulate a minimum level of support provision per month, appropriate to the size and complexity of the service, aligned to the preferred service support tier. Additional time is chargeable at the day rates listed on the rate card.

## SLA Incident response

| Service                                        | Bronze         | Silver          | Gold            |
|------------------------------------------------|----------------|-----------------|-----------------|
| <b>Incident response</b>                       |                |                 |                 |
| P1 - To be called in                           | 15 minutes     | 15 minutes      | 15 minutes      |
| P2                                             | 1 hour         | 1 hour          | 1 hour          |
| P3                                             | 1 hour         | 1 hour          | 1 hour          |
| P4                                             | 4 hours        | 4 hours         | 1 hour          |
| P5                                             | 1 working day  | 1 working day   | 1 hour          |
| P6                                             | 1 working day  | 1 working day   | 1 hour          |
| <b>Target incident resolution - core hours</b> |                |                 |                 |
| P1                                             | 8 hours        | 6 hours         | 4 hours         |
| P2                                             | 15 hours       | 11 hours        | 8 hours         |
| P3                                             | 5 working days | 3 working days  | 1 working day   |
| P4                                             | 7 working days | 5 working days  | 3 working days  |
| P5                                             | N/A            | 14 working days | 10 working days |
| P6                                             | N/A            | N/A             | N/A             |
| Major Incident Report                          | N/A            | 10 working days | 5 working days  |

## Hosting managed services

CDS provides a range of consultancy and management services for design, implementation and management of application infrastructure, including:

- Technical architecture and implementation
- Infrastructure management and maintenance including:
  - Critical security patches
  - OS (operating system) patches: testing and deployment

- Application and platform availability
- Anti-virus & Malware updates
- Obsolescence management
- Proactive monitoring and alerting of Infrastructure & solution performance and function.

## Service constraints

Attainable service levels will be dependent upon the service performance of cloud suppliers within the service chain. Maintenance windows may apply, and clients should refer to the SLA for the specific service in use.

## Ordering and invoicing

We recommend contacting CDS before placing an order via G Cloud 15, to confirm and agree scope, scale, SLAs, KPIs, outcomes, etc. We will be pleased to support clients to define statements of work that reflect their requirements.

Invoices are issued monthly in arrears, with payment terms of 30 days.

## Pricing

Timescales and costs vary, depending on several factors; we recommend a preliminary review to provide a firm cost.

Please refer to our pricing document and rate card.

## Industry standards

CDS delivers all its services to internationally recognised standards. CDS is accredited to the following standards:

- ISO 9001 Quality Management System.
- ISO 27001 Information Security Management.
- ISO 20000 IT Service Management and IASME certified.
- ISO 14001 Environmental Management.
- BSI 1008 Electronic Information.
- ISO 22301 Security and Resilience (Business Continuity).
- ISO 45001 Health and Safety Management.
- ISO 10008 Evidential Weight and Legal Admissibility of Electronic Information.
- ISO 50001 Energy Management Standard.
- Cyber Essentials Plus.
- IASME certified.
- ITIL compliant service desk.
- PlanetMark Sustainability.

We comply with the Data Protection Act 2018 and UK GDPR regulations.

## Contact details

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