

Scrumconnect Service description

Multi-Channel Strategy



**At Scrumconnect, we deliver
user-centric digital solutions
that transform public services.**

**Our team of expert consultants
excels in full lifecycle
development, turning complex
challenges into actionable
results that drive real impact.**



Our mission is to make digital services and products easy to use for our clients and their customers, creating great user experiences for everyone.

Where we excel

Product and design

Ideation & User Research

Digital Strategy

Product Design & Development

User Experience Design

Service Design

Content Design

Minimal Viable Product (MVP)

Design, Development & Launch

Ways of Working

Agile Coaching

Agile Transformation

Communities of Practice

Technology and data

Software Delivery

Hands-on Team Optimisation and

Education

DevOps/Cloud: Migration Products /

Services to the cloud

Data Engineering

Machine Learning

Agile Engineering / XP Best

Practices

Legacy Code Modernisation



What we do

Multi-Channel Strategy

Our Multi-Channel Strategy service is designed to maximize your business's reach and effectiveness across various distribution and sales channels. By analyzing market trends, consumer behavior, and channel performance, we develop a tailored strategy that aligns digital and physical channels to your business objectives. This holistic approach ensures optimal integration of e-commerce, retail, and wholesale channels, enhancing customer experiences and driving sales growth. Our expert team employs advanced analytics and strategic planning to identify the most profitable channels and streamline operations, helping you to achieve a sustainable competitive advantage and improve ROI across all channels.

Service Features



Channel Performance Analysis: Evaluates each sales and marketing channel for performance metrics and ROI, high-impact areas for investment and improvement.



Customer Segmentation and Targeting: Utilizes advanced data analytics that meet diverse customer needs and maximize engagement.



Integrated Channel Management: Coordinates your online and offline channels to provide a customer experience, reducing and reinforcing big brand consistency.



Technology Optimization: Implements cutting-edge technology solutions, including CRM and ERP integrations, to data synchronization.



Continuous Improvement and Adaptation: Adopts an agile approach to channel strategy to changes and continuous optimization based on real-time feedback

What we do

Service Benefits:



Enhanced Customer Reach: Expands your market presence by effectively utilizing multiple channels, increasing customer touchpoints and market penetration.



Increased Sales and Profitability: Optimizes channel operations to improve sales volume and profitability, ensuring each channel is performing at its peak.



Improved Customer Satisfaction: Delivers a consistent and seamless customer experience across all channels, which enhances brand loyalty and customer satisfaction.



Agility in Market Response: Enables rapid response to market trends and consumer demands, keeping your business competitive and relevant.



Efficient Resource Allocation: Allocates marketing and operational resources more efficiently, reducing waste and increasing the return on investment.

Service Delivery:

Strategic Planning and Execution:

Develops a comprehensive plan that includes detailed channel analysis, strategy formulation, and execution timelines to ensure effective implementation.

Technological Integration and Support:

Seamlessly integrates necessary technologies to support channel strategies, including e-commerce platforms and backend systems for inventory and customer relationship management.

Expert Consultation and Advisory:

Provides ongoing expert advice to navigate complex channel dynamics, including market entry strategies and competitive positioning.



Technological Integration and Support:

Seamlessly integrates necessary technologies to support channel strategies, including e-commerce platforms and backend systems for inventory and customer relationship management.

Ongoing Monitoring and Optimization:

Employs continuous monitoring tools to track channel performance and implement optimizations in real-time, ensuring strategies remain aligned with business goals.

Training and Empowerment:

Offers extensive training sessions for your team to manage new systems and channels effectively, promoting self-sufficiency and sustained growth.

DATA PARTNERS

We work alongside you to harness the full potential of your data ensuring it drives meaningful outcomes and business success.

Data Engineering

Data Operations

Data Science and AI

Data Analytics and Insights



DESIGN PARTNERS

We understand the unique challenges you face in delivering exceptional design and research. We've been there and done it and delivered positive impact.

Service Design

Interaction / UX Design

User Research

Content Design

Design Strategy

Design Leadership



TECHNOLOGY PARTNERS

We partner with you to harness the latest technologies ensuring your systems are efficient, scalable and future-proof.

Software engineering

Cloud and architecture

Service management

Legacy code modernisation

Automation

Artificial intelligence



STRATEGY PARTNERS

We collaborate with you to create and implement strategies that ensure sustainable growth and competitive advantage.

Product strategy

Data strategy

Technology strategy

UCD strategy

Digital strategy



Why us?

Track record

Experienced delivery partner for private and public sector clients.

UK Govt trusted partner

We've been working in the UK Public Sector for 10 years.

Cross-sector delivery experience

DWP, MoJ, HMPO, DfE, GDS, SITA, Cora, Bank of England and ASOS.

Value for money

Clear vision for improvement, TCO benefits, competitive rates & experienced team.

Hand picked team

10+ years experience of picking bespoke digital teams to meet customer demands.

Delivery mindset

Delivered 40+ projects over Discovery, Alpha, Beta and Live.

Quality

Meeting user needs as default.

Standards

Adherence to GDS and Industry SDLC and Designs, tech community participation. Certified to Cyber Essentials Plus, ISO 9001/27001.

**Delivering over 20% of
the top 75 UK
citizen-facing public
services and a number
of private sector
customer facing
programmes.**



68 user-centred digital
services across 14
major clients.

350 people currently
deployed on client
projects.

50m UK citizens user
our solutions.

Our Digital Transformation for the UK Public Sector

Transforming pension experiences at the Department for Work and Pensions

Scrumconnect transformed pension experiences with our award-winning Get Your State Pension service for DWP. Serving 12 million UK citizens, we achieved an 80% digital adoption rate and over 95% satisfaction, managing £101 billion annually. Welcome to the new era of pension management.

Building the Ministry of Justice exemplar service

Scrumconnect pioneered one of the Ministry of Justice's earliest exemplar services, spearheading the adoption of a cloud-first approach and modernizing their organizational structure. Based in Manchester magistrates' court, our team developed a product aimed at minimizing unnecessary visits, driving efficiency and effectiveness.

Digital Transformation of HM Prison and Probation Service

Scrumconnect consultants are at the forefront of addressing major challenges within prisons and probation systems. With issues spanning across the board, timely access to pertinent data can be lifesaving for prison officers. Our consultants are dedicated to developing cutting-edge products and services tailored for a modern prison system, ensuring efficiency and effectiveness at every step.



Our Digital Transformation for the Private Sector

Expanding capacity and capabilities with speed at Cora

Cora aimed to expand its IT capacity for delivering more features to customers efficiently. Scrumconnect assembled a team of 30 FTEs, enabling experienced staff to focus on client engagement, yielding a 10x return on investment. Let's explore further opportunities to deepen our partnership.

eCommerce programme for international airline

We managed the development of three distinct E-Commerce solutions for a global airline undergoing extensive integration. Our responsibilities included overseeing site development, maintaining release schedules, sprint and release planning, and complete stakeholder management. We provided thorough reporting on deliverables and outcomes throughout the process.

Revolutionising the Bank of England's Cloud Migration: From Days to Minutes

In a groundbreaking initiative, Scrumconnect facilitated the seamless transition of the Bank of England to the cloud, slashing analysis time from 20 days to a mere 30 minutes. Our approach, which included secure landing zones, application on-boarding mechanisms, containerization, and extensive training, has not only streamlined operations but also laid the foundation for a resilient, forward-thinking cloud strategy.

We're guided by our values at all times

Collaboration

We believe that we are stronger as a team than as individuals. We create and solve problems together.

Early Value Creation

We find the quickest route from idea to product because that is where our business value is. Customers rely on us to impact their business and we always deliver.

Learning

The future belongs to those that can adapt fast. We do this by continuously learning, sharing and growing as individuals and as teams.

Integrity

Teamwork requires trust with everyone that we work with. We can always be relied upon to behave with the highest standards.

Commitment

No matter what, we always give our 100% to achieving our goals. Our focus and motivation is always the highest.

Any questions? Please contact:

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