



Experience the commitment®

# Digital Transformation 2.0

## Transforming business operations with Touchless Service Design

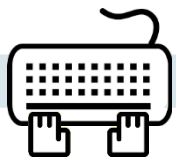
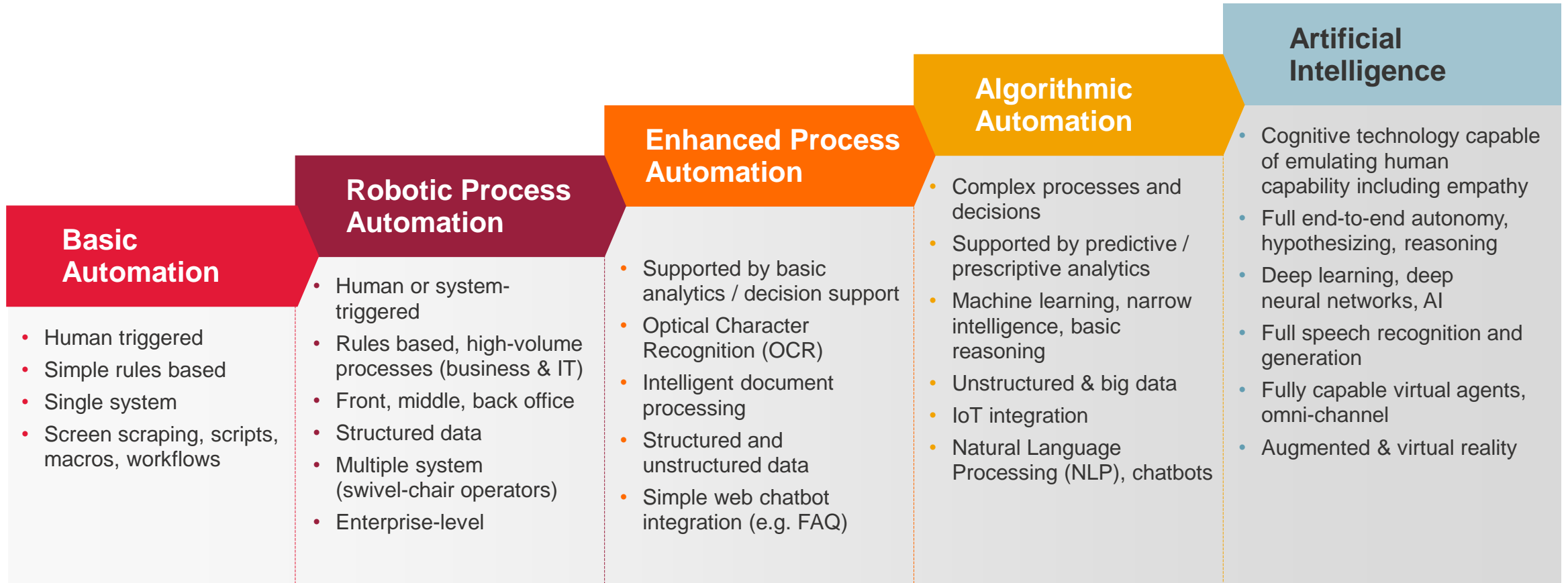
Simon Greenwood

Intelligent Augmentation Evangelist

22 November 2019

# Intelligent Automation Spectrum

Improve outcomes, boost productivity and increase staff morale



# Touchless Service Design

# Touchless Service Design methodology

| Stage       | Description   |
|-------------|---|
| 1 Engage    | <b>Engage stakeholders</b><br>Focus on the needs and experience for both citizens and staff. Baseline current service metrics, capture forecast service demand and define vision for service outcomes improvements.               |
| 2 Assess    | <b>Assess service</b><br>Conduct end to end review through a lean six sigma and digital transformation lens. Capture service current state including processes, channels, work allocation, business rules, pains and constraints. |
| 3 Design    | <b>Design touchless service</b><br>Define end-to-end touchless service across customer, business user, process and technology. Adopt digital and automation capabilities to minimise need for staff interaction.                  |
| 4 Transform | <b>Transform service delivery</b><br>Build, test and deploy new service. Establish service dashboard to monitor key performance indicators, service health and outputs. Train staff to handle business exceptions.                |
| 5 Embed     | <b>Embed change</b><br>Fine tune service operations, capture exceptions and amend service design based on required business outcomes e.g. reduce processing time, minimise business exceptions.                                   |
| 6 Manage    | <b>Manage service</b><br>Amend service based on changes to both business needs and applications. Provide infrastructure, application and business processing support to sustain or increase go live business benefits.            |

# Questions

Please continue the conversation at our stand



**Simon Greenwood**  
simon.greenwood@cgi.com  
+44 (0) 7717 766 309



**Rob Cells**  
rob.cells@cgi.com  
+44 (0) 7780 626 455



**Steve Taylor**  
stephen.taylor@cgi.com  
+44 (0) 7818 015 548