



Case study.

The 848 Group and Deloitte collaborate to Accelerate the Digital Transformation of a UK Government Agency.

A UK Government Agency was implementing a new mobile application that allowed field service workers to access information and features on the move. In addition, the client was transforming the experience for the public and service providers which required changes to all the back-office services.

Key facts.

Industry sector
**Public Sector
Agency**

Size
Enterprise Scale

Solution
**Tailored CRM
system**

Overview.

- The client was implementing a new mobile application and needed specialist skills to address key challenges they were facing.
- Deloitte brought 848 in to design and implement an integrated CRM system to support key features and digital services of the mobile application.
- 848 provided architecture guidance across business, security, service and application domains to ensure a consistent approach.
- The new CRM provided a platform for a single source of the truth and laid the foundations for an enterprise-wide approach which would drive a more information driven organisation.

The challenge.

Deloitte was successfully engaged in providing the mobile application and supporting services whilst the provision of the public and service provider experience was being analysed. A key factor was the provision of on-account balance features allowing service consumers to lodge funds and use them to pay for services later.

Deloitte required specialist skills to augment their team and looked to 848 to support them. Two key challenges were addressed. Firstly, proving the viability of using a CRM system to support the key features required including the external facing digital services. Secondly, once proven, to plan, design, build and test a solution to meet those needs.

The solution.

848 provided an experienced team with a Senior Functional Consultant and Engagement lead to examine the needs and appraise the viability of a CRM approach. Subject matter experts were called upon as required to examine technical details and provide robust information allowing the client to make well informed decisions.

The key area of on-account balances was addressed and a viable method of managing them agreed. This in turn helped the client agree to proceed and seek a partner to deliver it.

848 and Deloitte were successful in providing a compelling offer to implement a solution and proceeded to run a proof of concept on some key areas such as on-account balances and GDS compliant portals.

The success of these and the adaptability of the solution provided, meant the customer became interested in utilising the CRM to provide resource scheduling features which 848 proceeded to prove as a viable approach.

848 adopted the programmes Kanban methodology by adapting the typical delivery to allow consistent reporting. 848 provided architecture guidance across business, security, service and application domains to ensure a consistent approach.

848 provided 3 teams to deliver the implementation of 3 key products required by the programme and to integrate them. 848 built and tested external facing portals as well as key features to handle the selling of the services and payments including on-account balances. The finance ledger system was adapted to provide accurate recordings of business transactions and allow for a simplified ledger to ledger integration for consolidated accounting.

Members of the customer service and sales team from 848 provided support throughout to enable effective onboarding and ensure an efficient knowledge transfer.

The result.

A key outcome was the ability to replace several systems with the new consolidated platform. This supported a move away from a legacy hosting solution whilst reducing the estate complexity.

Further to this the orchestration of key business processes such as service provider onboarding, field service worker scheduling and service bookings became more efficient through integration. Benefits in data integrity and reduced manual intervention were recognised.

Accurate consolidated reporting was achieved by a seamless integration and adapting the ledgers allowing for more efficient and effective corporate reporting.

The new CRM provided a platform for a single source of the truth and laid the foundations for an enterprise-wide approach which would drive a more information driven organisation.

Our methodology in action.

Plan.

After a technical examination and client workshop, 848 designed a tailored CRM system that would integrate seamlessly with their application and solve their challenges.

Build.

848 provided 3 specialist teams to build, test, implement, and integrate the system and programme. 848 then delivered an effective onboarding and efficient knowledge transfer.

Run.

The client now benefits from a modern, centralised CRM system that's integrated and allows for more efficient and informed reporting and decision making.