

**ADep Services Lot 3: Business Facilitating Systems
Application Development Service Order**

for

Feasibility & Discovery Customer Contact History and Omnichannel

1 Introduction

- 1.1 This Application Development Service Order constitutes an addition to and to the extent detailed in this Applications Development Service Order a change to the Agreement (as amended by the Parties from time to time) between the Secretary of State for Work and Pensions and the Contractor.
- 1.2 Save as may be otherwise provided in this Application Development Service Order, defined terms and phrases set out in the Agreement shall apply to this Application Development Service Order. In the event of any contradiction between the terms of this Application Development Service Order and the terms of the Agreement, the terms of this Application Development Service Order shall take precedence.
- 1.3 The Parties agree that Section 2 is included to assist the understanding of this Application Development Service Order and shall not form part of the Agreement nor affect the interpretation of the Agreement or this Application Development Service Order.

2 ADSO Supporting Details

Project Name (funding source) & Client Group (including where relevant application name and release number):	Feasibility & Discovery Customer Contact History & Omnichannel		ADSO Reference Number:	ecm_9843 Research & Discovery
			Contractor Reference Number:	IBM 2192
Authority Contact Details: (Name and Title, email address and telephone number)	[Redacted]		Application Development Request identifier (if applicable):	N/A
Contractor Lead: (Name and Title, email address and telephone number)	[Redacted]		Application Development Services Proposal identifier (if applicable):	N/A
Authority Commercial Lead: (Name and Title, email address and telephone number)	[Redacted]		Contractor Commercial Lead: (Name and Title, email address and telephone number)	[Redacted]
Cost Centre:	[Redacted]		Any other relevant reference numbers: e.g. RIO	N/A
Superseding ADSO:	Does this ADSO supersede a previous ADSO No			
Annual ADSO Review	N/A	Yes	No	Rationale for exclusion
This ADSO is in scope for the Annual ADSO Review		X		

3 Scope of Services (2.1):	The Contractor shall perform the Services in each of the following Service Categories pursuant to the terms of this Application Development Service Order to meet the Delivery Plan set out at 7 below:
Service Categories within scope	Relevant information

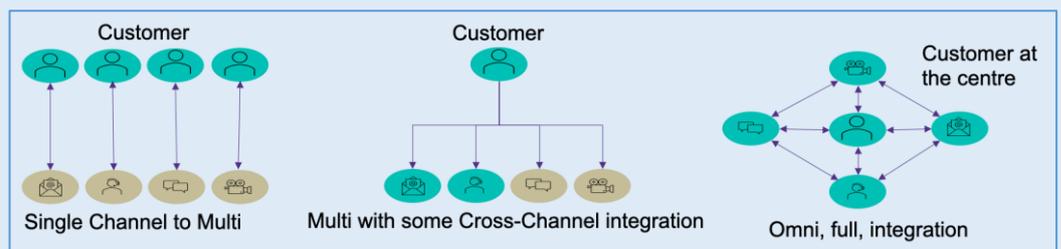
Background

DWP digital channels have, over time, been developing a suite of channels that customers can and do consume from, during this time the concept of Multi-Channel and ultimately Omni-Channel communication has emerged as strategically desirable.

It is recognised that, as this suite of channels has, evolved, and because the department is made up of 16 lines of business. Simply bringing together a DWP Omni Channel offering will be complex.

In the journey towards a more integrated Multi-Channel offering there are several key projects underway already which would be critical to achieving Omni.

One of the key challenges in achieving Omni-Channel will be to align the 16 lines of business in terms of tools CRM/CM, Contact Centre, Data Management and Fulfilment, channels available. So that each line of Business consumes from the same suite of channels. Processes are broadly aligned, access to DWP services is simple and consistent (if not via a single route) and information is deposited in and drawn from a 'single source'.



Whilst a larger piece of work will help to support our Omni-Channel journey, there is a more immediate need around how we track customers across our existing channels and what should this look like for the future.

Understanding, Feasibility and Options Evaluation

- **As is discovery and analysis**

- Review current Multi-Channel offering and current tactical Channel development roadmaps. This must also include Document Management and Notifications service offerings.
- Produce Stakeholder analysis across all lines of business identified (DWP Lines of Business, Customers (Citizens/Customer journeys) to better understand how that is executed now and also bring them along on the journey.
- Document Customer Contact History (including the impacts, positive and negative on our Agents). The exploration of Customer Contact History must include a full understanding of available tools (brands, suppliers, available solutions e.g. Genesys et al), how they can be integrated with DWP existing Channels and Agent Desktops.
- Undertake a current environment solution analysis across the lines of business identified to understand what solutions are available and determine which solutions would be fit for purpose complying with DWP Technical ARA steering.

- **To be design and gap analysis**

- Produce customer experience design to how Customer Contact Management/History would be applied across all DWP Channels, demonstrating how interactions will be 'recorded, stored and retrieved across Channels (in short how Customer Contact History will be brought together across all channels).
- Examine, demonstrate, and evaluate the benefit of, creating One Agent View.
- Documenting all Stakeholder interactions and obtaining LOB sign-off to the requirements they have helped develop.
- Conduct a Gap Analysis, identify the specific and key activities/tools required to achieve 1st Customer Contact History including riskiest assumptions.
- Produce a 'to-be' high level solution options to enable customer contact history and outline path to omnichannel from an architecture perspective.
- Produce a business case to the DWP standards making sure we address points pertaining to business justification, technical implications and financial and commercial activities.

Resulting from the above activity will be a Business Case supported by as-is analysis and to be design OUTPUT

- **Path to Omnichannel**

- Define what is Omni-Channel in context of DWP and obtain a minimum of three 'benchmarks' (these do not have to be solely UK based) of active and successful Omni-Channel offerings

Resulting from the above activity will be a recommendation paper – essentially a Point of View in relation to the feasibility from business and architectural design OUTPUT

IBM is bound by confidentiality under the ADEP agreement and these would be applied within this process.

Dependencies

- Lines of business are supportive of the proposition or aware and informed.
- The authority will provide current user research, service journey and business analysis completed thus far.
- The authority will give access to any system as required for the performance of the activities
- The authority will share previously completed work and status.
- The Authority will ensure availability of key DWP staff to attend workshops to support the delivery plan.
- The authority will appoint a DWP programme lead and provide support for validation purpose for architecture and SME's for respective lines of business (Universal Credit, Working Age, PIP or any further benefit in scope)

The Authority shall ensure the Contractor does not have access to Personal Data and that no Personal Data is shared with the Contractor.

Contractor to provide the below structure team (contractor staff in green and the authority staff in grey)










	Responsible	Accountable	Consulted	Informed
Prepare the business case following DWP processes covering items such as purpose, deliverables, options considered, scope, constraints, key risks, benefits and commercial proposition.	IBM	DWP	DWP	
Complete service design journey	IBM	DWP	DWP	
Approve service design journey		DWP		
Complete draft potential solution analysis	IBM	DWP	DWP	
Draft business process mapping	IBM	DWP	DWP	
Approve business process mapping		DWP		
Manage business case submission and approvals through standard DWP process	IBM	DWP	DWP	
Approve business case		DWP		
Provide existing material for the project (business case, user research, business process mapping, current consideration)	DWP	DWP		IBM
Align and refine the service design journey across lines of business in scope	IBM	DWP	DWP	
Undertake business analysis activities	IBM	DWP	DWP	
Complete solution analysis including proposal	IBM	DWP	IBM	

Detailed timescales for the below activities will be worked through once we have done the pre-discovery 2 weeks analysis of existing content.

4 Application Requirements	For the purposes of the services provided under the terms of this Application Development Service Order, the Application Requirements are set out in Section 3 of this Application Development Service Order.
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7 Delivery Plan: The Delivery Plan for performance of this Application Development Service Order is as follows.

Detailed timescales for the below activities will be worked through once we have done the pre-discovery 2 weeks analysis of existing content.

3 Months

- Focus on user needs
- “Solve a whole problem”

Review findings & fine tune plan

Mobilise & align

Understand DWP Landscape

Explore challenges & options

Validate & refine

Final outcome

Understand and work completed to date, agree joint plan, stakeholder mapping plan and existing service design

Explore current channels, information flows & scenarios

Explore user research and current customer experience.

Explore system landscape and inter-dependencies

Identify technical and business challenges based on current landscape.

Shape prioritization backlog and identify impediments

Execute Design Workshop for customer contact history: explore ideas, assess & prioritise options

Develop recommendation for experience and solution based on initial existing user needs.

Document customer experience and agent journey including supporting documentation such as business process mapping and solution landscape.

Draft point of view for 'path to omnichannel' covering key recommendations in terms of feasibility (business and technical)

Fine tune customer and agent experience journey

Refine, business process and capabilities scope

Refine solution analysis and recommendation

Paper covering as-is analysis

Recommendation paper – essentially a Point of View in relation to the feasibility from business and architectural design

IBM

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Milestone	Deliverables and Assurance Criteria	Delay Payment
Services Complete This Milestone is not a Key Milestone	IBM will support the Authority as outlined in Section 14 up to the completion of the period within the Authorised T&M value cap of this ADSO at which point the milestone will have been met	N/A

For the avoidance of doubt relevant Authority Responsibilities are limited to those detailed in Schedule 3 of the Agreement and any additionally documented in this section of the ADSO.

	Authority Responsibility	Date
AR1	the authority will provide laptops for IBM personnel with required software	04/01/2022
AR2	The authority will appoint a DWP programme lead and provide support for validation purpose for architecture and SME's for respective lines of business (Universal Credit, Working Age, PIP or any further benefit in scope)	04/01/2022
AR3	The authority will agree with IBM on detailed scope of this project by end of week 2 of the project.	17/01/2022
AR4	Initial business requirement gathering has been completed	04/01/2022
AR5	The authority will share previously developed work and status	04/01/2022
AR6	The Authority will be responsible for removing or anonymising all Personal Data from all information and systems access provided to the Contractor.	04/01/2022
AR7	The authority will give access to any system as required for the performance of the activities	04/01/2022
AR8	The authority will review and approve the documents produced: Business Case and the Omni-Channel recommendation document	24/03/2022
AR9	Documentation provided to IBM will be appropriately Protectively Marked and handled accordingly. In the event, that documentation to be shared with IBM has a marking above OFFICIAL, then mechanisms for secure transfer and storage must be agreed and implemented between the Authority and IBM	04/01/2022

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8 Assurance procedure and criteria:	The assurance criteria is as set out in the Delivery Plan at Section 7 above. The assurance procedure in respect of the above milestones shall be consistent with the process set out at Appendix 4 to schedule 2.7 of the Agreement.	
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9 Software to be used in delivery:	As detailed in Appendix 1	
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10 Sub-contractors and/or third party suppliers to be used in provision of the Services:		
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11 Progress Reporting:		
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12 Key Personnel		
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13 Known Governance Gates		
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14 Gated Review and BCL process anticipated:		
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15 Amendments or variations to the [ADep Agreement]		
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16 Termination Rights:	The following Application Development Service Order(s) are related to this Application Development Service Order for the purposes of clauses 58.6.1.3 and 58.6.2: N/A	
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17 Maximum Termination Value		
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18 Exit Arrangements:		
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19 Application Development Service Order: signed and agreed on behalf of the Parties:

On behalf of the Authority:	[Redacted]	Position: Commercial Lead
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		Date:23/12/2021
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On behalf of the Contractor:	[Redacted]	Position: Associate Partner Enterprise Strategy & Service Design Lead
		Date: 23/12/2021

Appendix 1 - SOFTWARE USED IN DELIVERY

The following Software, over that already included in Schedule 5.1, will be utilised in the provision of the Services:

A	B	C	D	E	F	G	H	I	J	K
Software	Supplier	Affiliate of Contractor	Software Type	Purpose	No of Licences	Restrictions	No of Copies	Other	To be deposited in Escrow (Deposited Software)	Date procured / deployed
		Yes/No	Contractor/Third Party						Yes/No	

Column Notes

- A Description of the software by name and version. May include other useful identification information where agreed.
- B Name of the supplying organisation providing software.
- C Confirm whether vendor is an Affiliate of the Contractor.
- D Confirm whether software is either Contractor Software or Third Party Software as defined in the ADep agreement.
- E Describe the purpose for which the software is being used including system name and description of the component within the system (if appropriate).
- F Number of licences to be procured/deployed as a result of the ADSO.
- G Detail any restrictions placed on the licences by the vendor that replace the general licence rights presented through Schedule 5.2.
- H List the number of copies of the licence to be procured/deployed.
- I Any other comments.
- J Confirm whether the software is to be deposited in escrow pursuant to Clause 40.
- K Confirm the date that the software will be procured and/or deployed.