

Thriving in a digital world

Achieve your digital ambitions by implementing a strategic roadmap

The move to a digital world changes everything in business — how you engage with customers and employees, how you run resilient operations efficiently and effectively, and how to thrive in the new competitive water market.

Your best chance of success comes from developing a business strategy with digital at its core, providing you with a clear implementation roadmap for Digital Transformation.

CGI'S SOLUTION

Our business outcome led approach to Digital Transformation allows us to identify the right, executable solutions that are clearly connected to business priorities and value.

Value Analysis — confirming digital return on investment

Our approach starts by conducting Value Analysis to identify expected returns/targeted outcomes to be achieved by your organisation. This can be shaped around a value chain and by building value trees to measure economic value. This stage would typically overlay existing lead and lag Key Performance Indicators (KPIs), checking to see if measurement is focused on the right things.

Business Imperatives — confirming what needs to be done to achieve the strategic plan

Through a series of structured interviews with senior stakeholders, we establish and verify key strategic imperatives and priorities. This is an important step as it enables your senior team to agree the focus areas on what “needs to be done well” to support the strategy and objectives of your organisation going forward.

Customer Journey Analysis — confirming key friction points across the customer journey

Our approach to Customer Journey Analysis captures key inputs through running customer journey interviews with nominated service line personnel. These candidates for interview will be identified by the senior stakeholders in the initial value and imperative interview(s). These interviews enable us to capture the as-is customer journey across all available channels, map out the to-be journeys and assess the capability gaps, including people, process and technology factors to shift contact through digital channels.

Information Landscape — confirming the critical information needed to support decision making

Forming the bridge between the target outcomes/priorities and execution is the role of information. We focus on defining the critical information needed to achieve the key strategic priorities and unlock the social and economic value set out earlier in the engagement.

Implementation Roadmap — establishing what needs to be done to enable Digital Transformation

By completing the outlined digital strategy approach, you will be provided with a Digital Strategy & Implementation Roadmap detailing the recommended path to adopt. It is clear that organisations face a range of options when seeking to digitise their businesses, therefore, selecting the right mix of solutions, that results in the intended outcomes being met, is the key challenge.



WHY YOU SHOULD BE TAKING ACTION NOW

The water sector faces unprecedented change. Water competition has begun. Since April 2017, non-household customers in England have been able to choose their retailer of water and wastewater services. Now is the time for water retail companies to make sure that they are equipped to thrive in this market.

Through PR19, Ofwat is demanding that water companies deliver improved “digital age” customer service whilst reducing bills. To do this, it expects you to make a step change in efficiency.

This means that you have to adapt to the changes, overcome the challenges, and capitalise on the possibilities that the digital world brings.

Our roadmaps typically contain a range of people, process and technology elements, with activities sequenced to allow early benefits — “quick wins” — to be released and then subsequently phased across the Digital Transformation programme.

CGI'S SERVICES

Transforming business operations to make the most of new digital opportunities is no easy task.

You have to know which solutions will work for your organisation, the value they can generate, and how to implement them.

That is why our Digital Transformation services help you find the right way forward for your company. We support innovation in the digital world through the corresponding suite of offerings that can help to transform your organisation.

There are specific positives to going digital:

- Prioritise business imperatives and value ambitions across the leadership team, e.g. by ODI alignment.
- Provide customer service improvements through increased responsiveness and provide a wider range of communications channels.
- Improve customer engagement and encourage customers to be active participants in water and wastewater services.
- Reduce the overall cost-to-serve.
- Increase market competitiveness.
- Make use of data to provide customers with relevant products and services, increasing profitability.
- Improve resilience by allowing an informed or predictive response to events.
- Optimise use of assets through a change to maintenance or operational regimes — better use of data will allow informed and predictive strategy to be implemented.
- Enable staff to do their jobs more efficiently, by equipping them with the right information and the right digital tools — both in the office and in the field.
- Provide the right tools to ensure the smooth interaction of multiple collaboration partners and suppliers.

Ultimately, a strong digital strategy can help provide the step-change in efficiency and performance that is required by PR19.

WHY CGI?

We have experience of delivering complex critical systems across commercial and public sectors — developing realistic, achievable and effective roadmaps that are both scalable and secure.

We can assist with your digital strategies and subsequent delivery of transformation programmes, wherever you are on your journey — whether you are just starting, or already have a strategy in place and need our help to evaluate and implement it.

ABOUT CGI

Founded in 1976, CGI is a global IT and business process services provider, delivering business consulting, systems integration and outsourcing services. With 70,000 professionals operating in 400 offices in 40 countries, CGI fosters local accountability for client success while bringing global delivery capabilities to clients' front doors. CGI applies a disciplined and creative approach to achieve an industry-leading track record of on-time, on budget projects and to help clients leverage current investments while adopting new technology and business strategies. As a result of this approach, our average client satisfaction score for the past ten years has measured consistently higher than nine out of ten.

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