

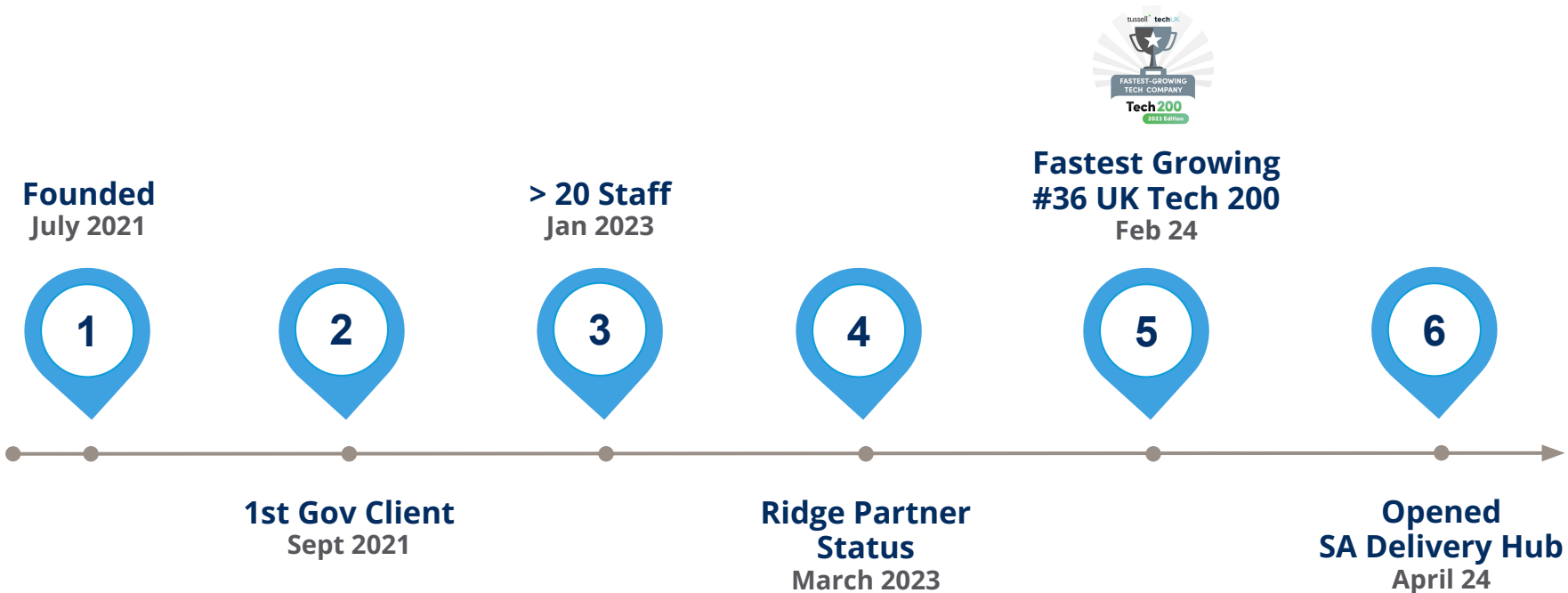


# Digital Modus - First Call Pitch Deck

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# Company Overview



## Our Expertise

Specialising in no-code / low code technology platform delivery.



## Our Credentials

Certified to deliver into highly regulated industries.

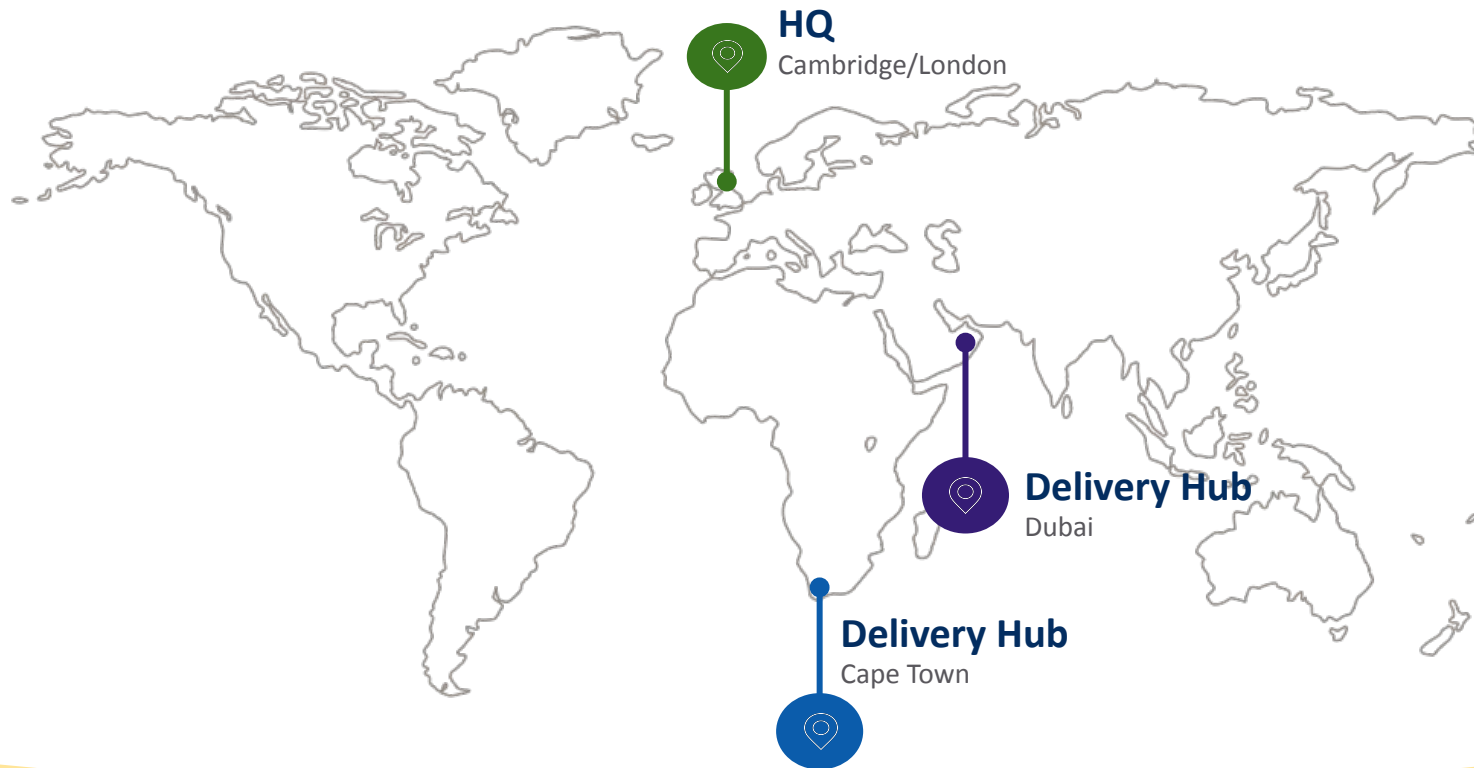


Crown  
Commercial  
Service  
Supplier





# Our Locations



# Who We Work With

At Digital Modus, we help organisations transform utilising our specialized *Salesforce solutions*.

Focused on innovation and efficiency, we offer tailored services ranging from application development to data management and analytics.

Our aim is to *enhance service delivery, citizen engagement, and operational transparency*, addressing the unique needs and challenges of public institutions with cutting edge, cloud-based technology.



# Our People



## Industry Experience

The entire team has experience working in and both Central and Local government



## Technical Experience

With over 106 years of combined Salesforce experience and over 50+ accreditations



## Culture First

Our team was built on practitioners that have delivered large scale public sector and has grown organically through network referral



# What Makes us Different?



Digital Modus have collaborated with Salesforce to develop a UK Government delivery framework



Aimed at both *central* and *local* government organisations



*Accelerates* and *improves the quality of* delivery



Incorporates *agile* ways of working, Salesforce delivery *principles*, along with *pre-built* functionality



The framework supports UK Government Digital Service Manual policies and standards including:

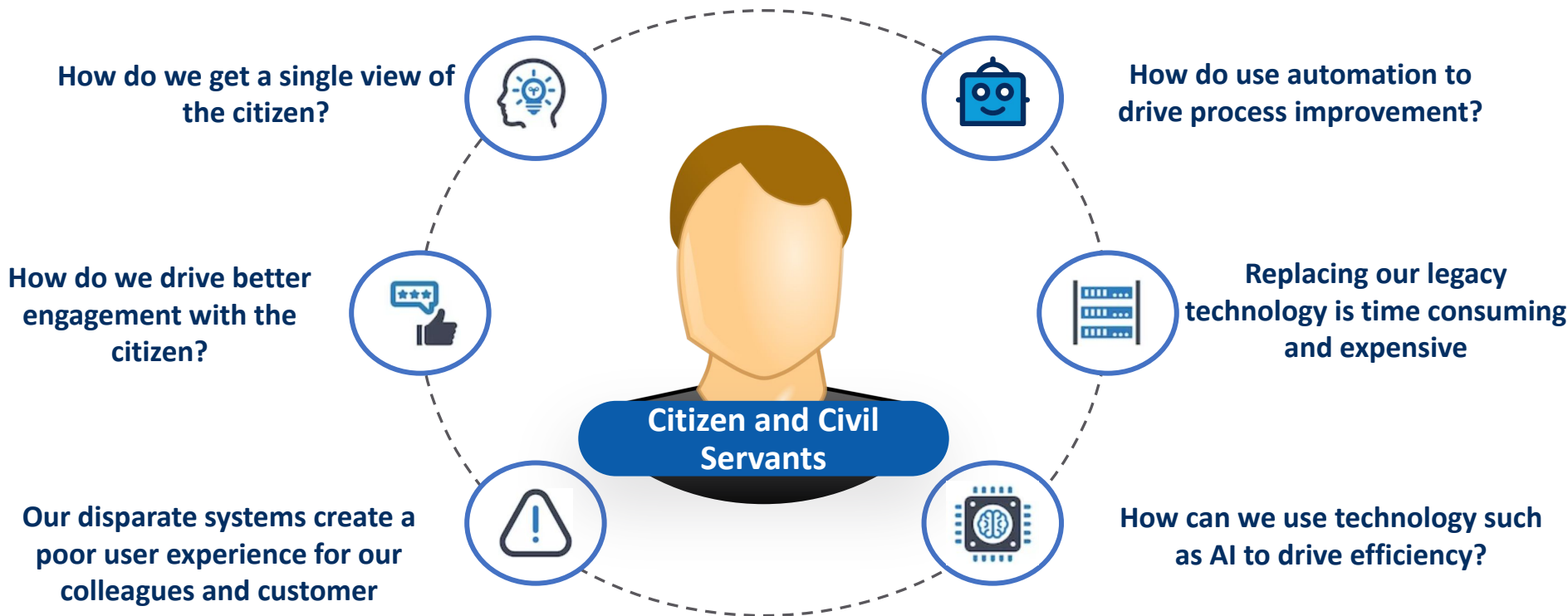
- Compliance with the NCSC Security Model



We focus on the important things, to deliver successful outcomes



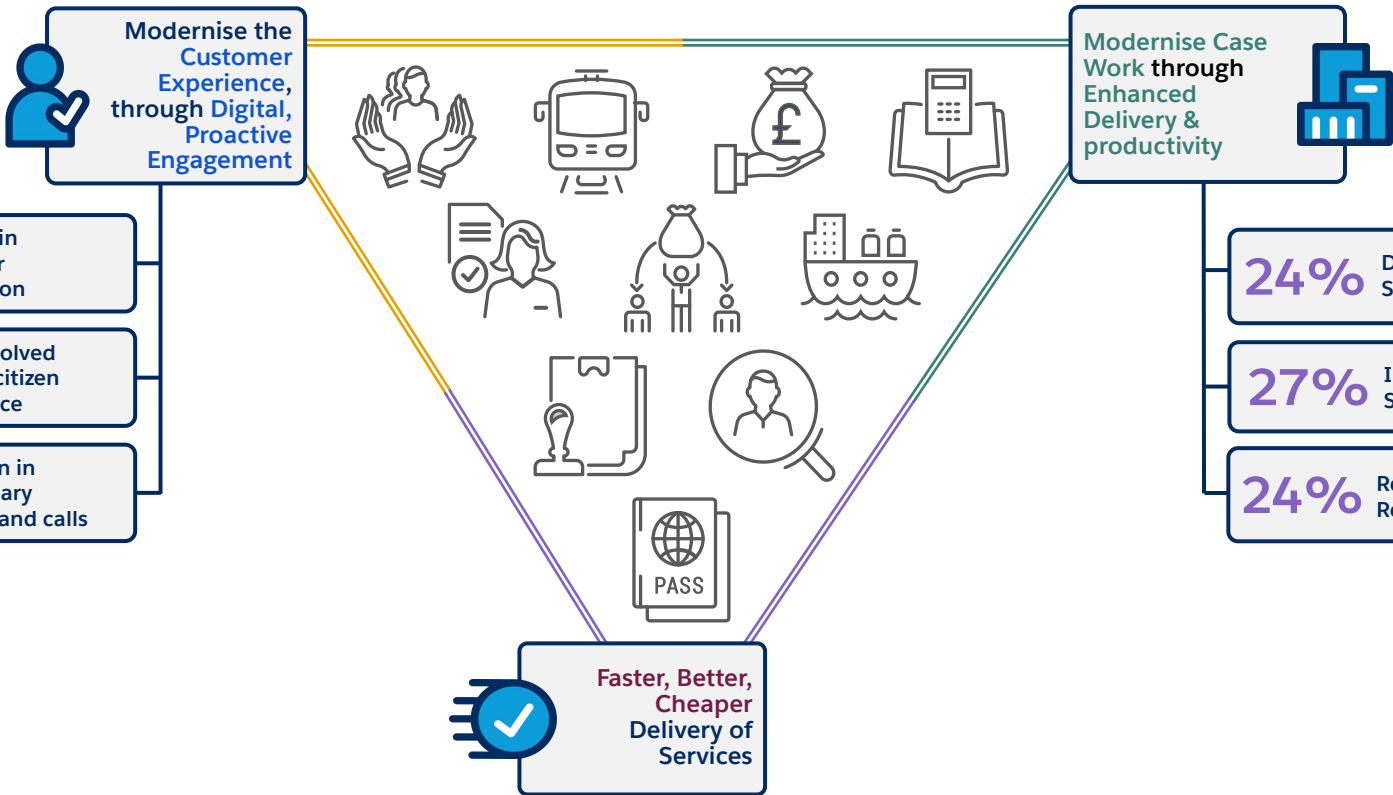
# Customer Challenges - Common Themes







# Where We Can Help?



**30%** Increase in Customer Satisfaction

**44%** Cases resolved through citizen Self-Service

**40%** Reduction in unnecessary contacts and calls

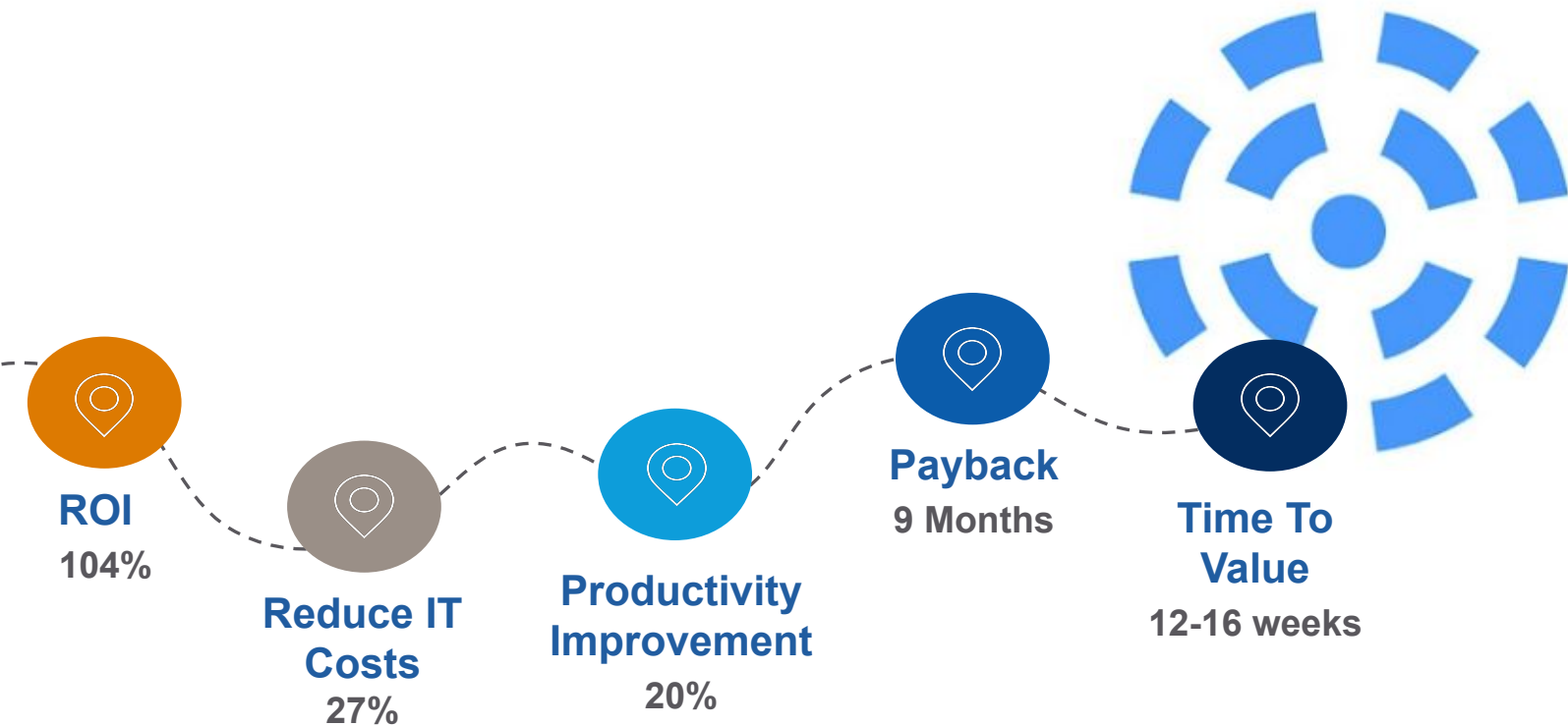
**24%** Decrease in Cost to Serve

**27%** Increase in Agent and Staff productivity

**24%** Reduction in Case Resolution times

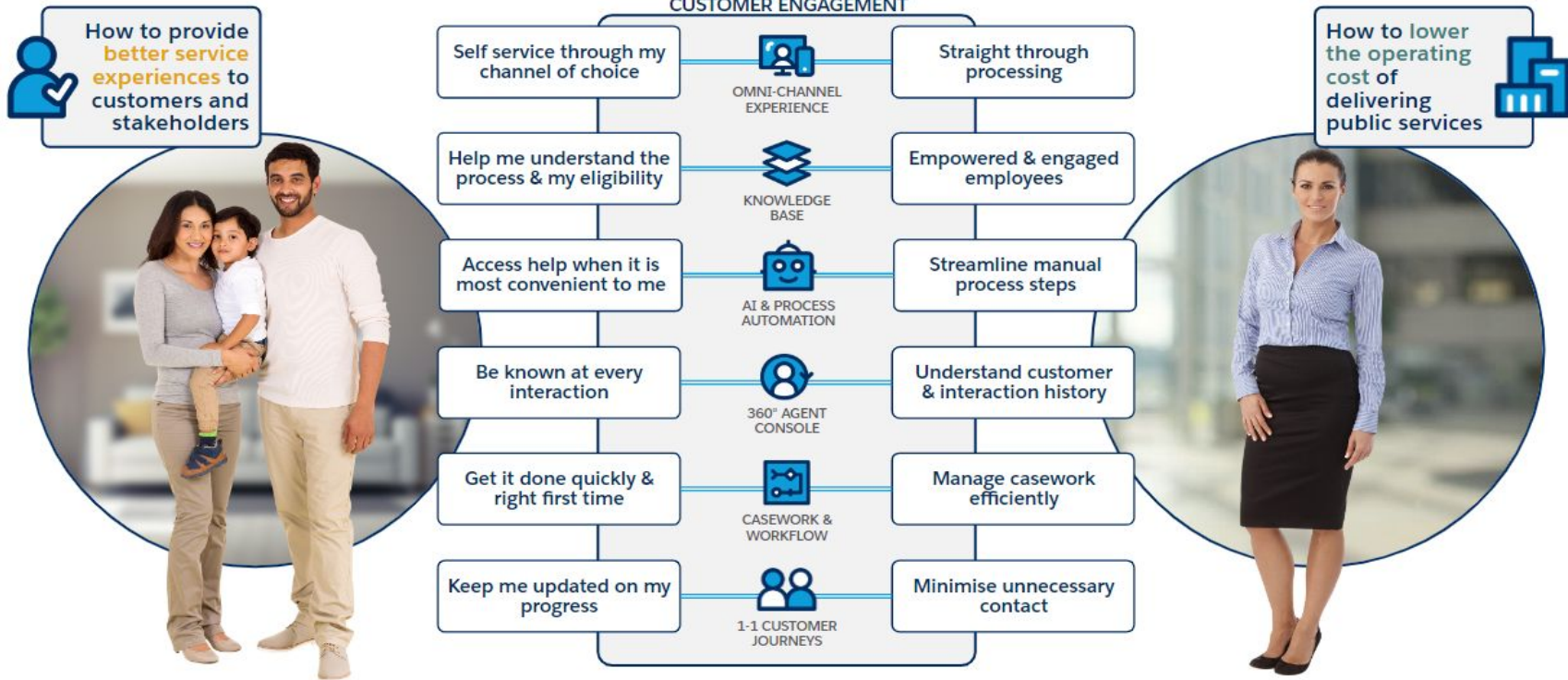


# How We Can Help?





# How We Can Help



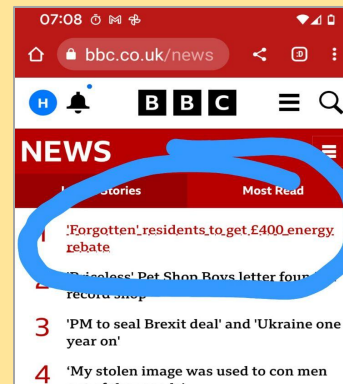


# BEIS Case Study



Department for  
Energy Security  
& Net Zero

- We delivered the first Alternative Energy Scheme live within 6 weeks
- We delivered all 4 schemes within 14 weeks
- We replaced antiquated, legacy manual processes that used Sharepoint for case file sharing, with a complete end-to-end, real-time visibility case solution, for the Contact Centre, Local Authorities, Fraud and Payment processing teams





# BEIS - What We Delivered



Department for  
Energy Security  
& Net Zero

## Scope

- 4 x Energy Schemes
- 4 x GOV.UK Journeys
- 4 x Assisted Digital Journeys
- 2 x CRM Portals
- 10 x Integrations including Gov.Notify
- 5 x Data Migrations

## Scale

- 1.1m applications
- Across GB and NI
- All 333 Local Authorities
- >1500 Local Authority Users
- 120 Contact Centre Users
- >800 User Stories

## Requirements

- WCAG 2.1 Accessible
- NCSC Security Compliance
- GDS Service Assessment
- Multi-Factor Authentication
- Support for onboarding and training
- User Research
- User Support

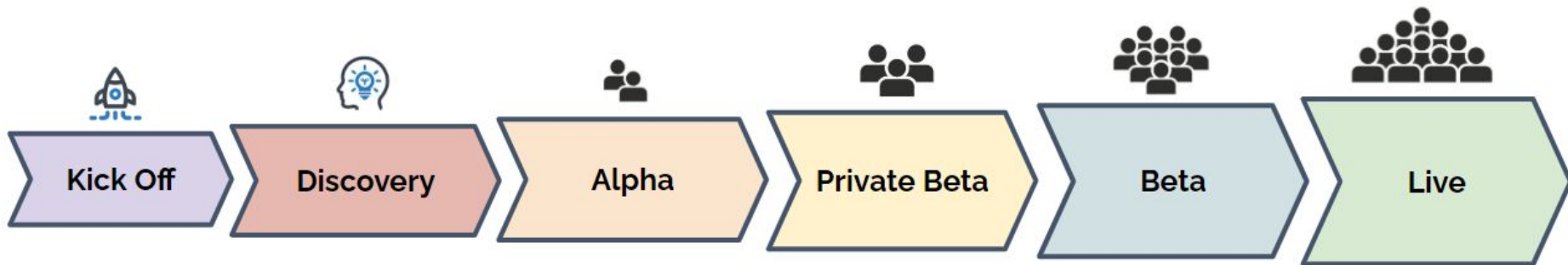


# Our Engagement Model



# Agile Salesforce Playbook

- 1 Our Agile Salesforce Playbook aligns with the GDS Service Manual, focusing on the important things
- 2 Tailored for delivering Salesforce, we have pre-defined tasks, user stories and workshops
- 3 We include business change elements like training and onboarding
- 4 We deliver value early, learn and iterate





# Zero Consulting Ethos

Our zero-consulting approach re-uses our proven ways of working, artefacts and pre-built services, to reduce costs, accelerate delivery and minimise risk

## Agile

Kick-Off Survey

Agile Methodology

Jira Agile

Epics & User Stories

GDS Aligned

## Architecture

Reference Architecture

GOV.UK Components

Object & Data Model

Security & GDPR

Identity & Roles

## Design

No Code

Design Principles

Design Governance

Design Patterns

Coding Standards

Integration Patterns

## Build

Pre-Built Integrations

Pre-Built SF Components

DevOps Processes

Customised Training

IT Support Portal

Reports & Dashboards

## Transition

Training

Knowledge Transfer

CoE Setup

Data Cleansing

User Management

Management Reporting

IT Support

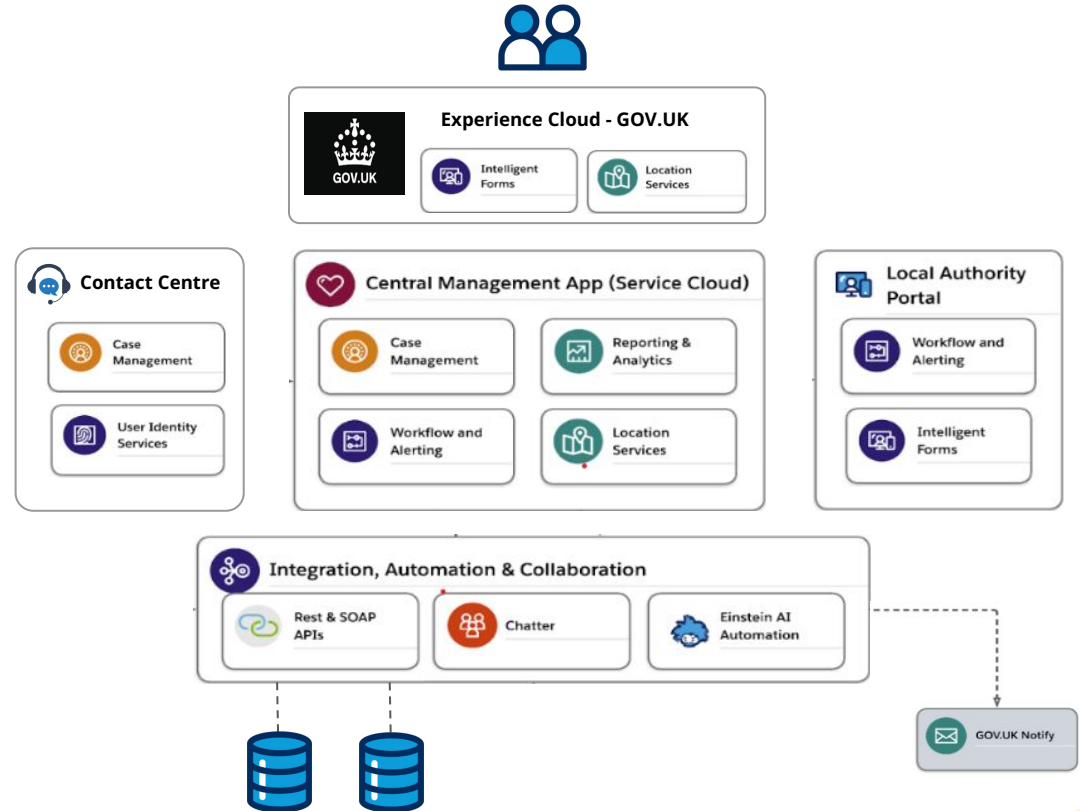




# Repeatable Components - Salesforce Government Architecture

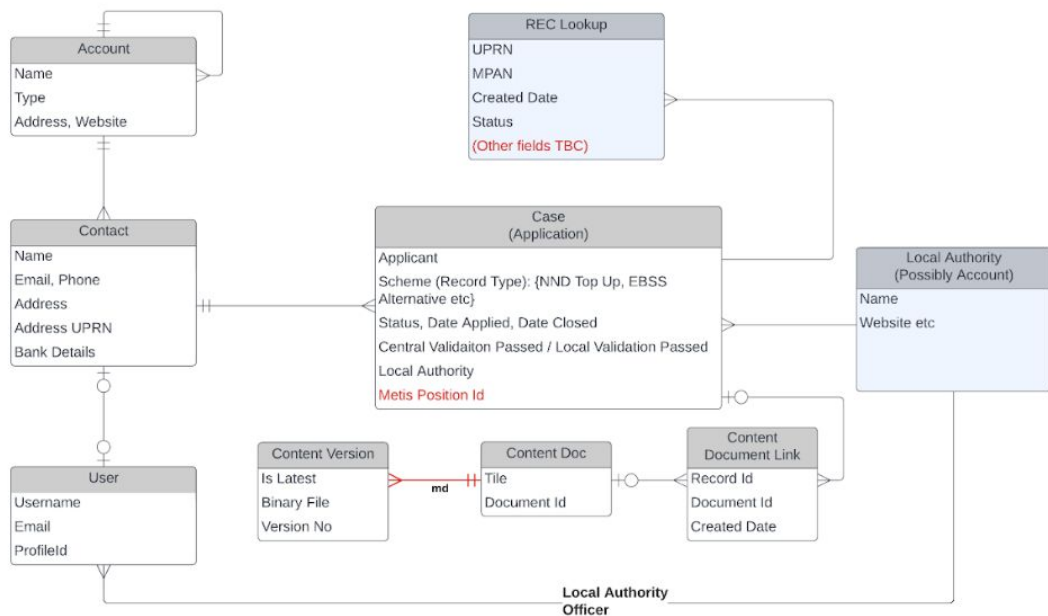
Our standard Salesforce Architecture incorporates the services required by a Government Department or Local Authority.

- GOV.UK
- Contact Centre
- Back Office Fulfilment
- 3rd Party Suppliers
- Local Government
- Integrations and Data Services





# Repeatable Components - Common Gov Data Model



- Salesforce provides a standard data model, which we have extended to incorporate common Government objects.
- Our approach minimises customisation of the Salesforce object model, to reduce complexity and ongoing support costs
- This model aligns with Service Cloud, Sales, PSS and Experience Cloud



# Repeatable Components - GOV.UK Framework

- We have worked closely with Salesforce on their GOV.UK framework, which contains common components for building compliant GOV.UK web pages
- These components run from checkboxes, to banners and text input
- This allows us to rapidly build compliant GOV.UK journeys, which work natively with Salesforce platform, simplifying integration.
- The components are tested WCAG compliant

**Which types of waste do you transport?**

Select all that apply.

Waste from animal carcasses

Waste from mines or quarries

Farm or agricultural waste

**Can you provide more detail?**

Do not include personal or financial information like your National Insurance number or credit card details.

You have 200 characters remaining

Save and continue

**Important**

You have 7 days left to send your application. [View application.](#)

**What is your address?**

Address line 1

Address line 2 (optional)

Town or city

Postcode

**When was your passport issued?**

For example, 27 3 2007

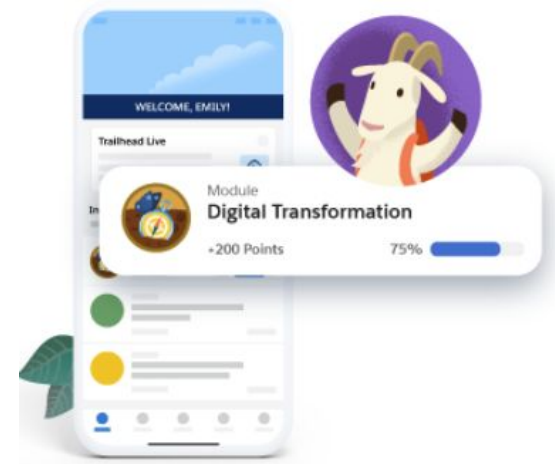
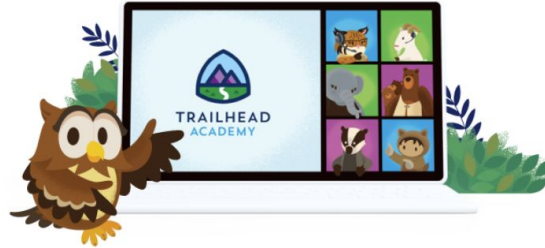
Day Month Year

Upload a file

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# Training & Post Go-Live Support

- We provide multiple training and help methods depending on your user base, locations, skills and working hours
- This includes:
  - Training Videos
  - Train the Trainer Sessions
  - In-person Training Sessions
  - FAQs & Online Hints
  - Curated Salesforce online Trailheads
- Our training covers Citizen, Staff, Salesforce Admin and IT Service Desk



# Improving Productivity through AI

- We help you safely integrate AI into your business processes and citizen facing services, improving productivity
- By using the data inside Salesforce, and across your organisation, we improve the accuracy of both the AI responses and recommended next steps, significantly reducing the hallucinations that would occur if you used public AI models
- We can integrate AI to automate responses across your channels, including IVR, Email, Whatsapp and ChatBots.
- We can also add AI into your contact centres and back office processes, to help correctly route cases, automate workflow and suggest the next best actions to your staff.
- Through AI we can reduce the time and cost to serve, while improving both your staff and the citizen experience





Q&A



# Thank You