

**Helpful**

# Service definition

G-Cloud 12





## About Helpful

We help world-class organisations raise their teams' digital performance. We're based in London and New York City, and work worldwide. Our uniquely practical digital capability-building services help clients:

- define good digital performance and operating models for digital communication
- understand gaps and barriers – and help to overcome them
- scale digital learning across all levels of the organisation

Our tailored services are supported by some key products including:

- **[Social Simulator](#)**: immersive, realistic stress-testing of the team's ability to handle social media in a crisis situation
- **[Crisis90](#)**: our classroom-based training platform to help teams discuss their approach to a crisis or customer-service scenario
- **[Digital Action Plan](#)**: our personalised, blended online/offline digital skills programme to help groups develop the confidence and skills to use digital tools at work

In the UK, we count more than a quarter of FTSE 100 companies and the majority of central government departments as clients. Our public sector work includes digital skills work in defence, education, health & NHS, local government, business and for several independent regulators.

## Our G-Cloud services

We've delivered G-Cloud services since the first G-Cloud iteration in 2013, in line with the standards and principles set out by the Government Digital Service (GDS).

Specifically, our services are aligned with and signpost teams to resources relating to the Government Service Standard including the requirements for service assessment, GDS Style Guide, GDS Social Media Playbook and the Governance principles for agile service delivery.

On G-Cloud, we offer the following support services:

### **Crisis preparedness workshops & exercises**

Our crisis training workshops and simulations exercises ensure you have a crisis plan that's adapted to the modern media environment, and your team has the confidence and practical skills to deliver under pressure.

### **Cybersecurity crisis simulation**

We apply our crisis training and simulation services specifically to cyber threats and operational security challenges. Our cybersecurity crisis simulation and training services helps you work through incident management plans in a controlled communications environment combining the technical response with stakeholder handling, customer communication and internal engagement (HR, legal, operations, customer service).



## **Digital communication strategy & social media reviews**

Through stakeholder interviews, practical workshops and solid research we help you untangle your approach to digital communication. We audit the performance of current channels and teams, use diagnostic tools to understand current gaps and barriers and identify how these might be overcome. We help to set KPIs, SMART objectives and design appropriate governance and operating models. Our conclusions are practical and team-focussed: rather than big documents, we leave behind high-level blueprints or roadmaps to guide strategy, embedded through practical workshops and coaching.

## **Digital and social media skills training**

We help your team create engaging content that tells your story, in the right places to capture your audiences' attention. We reflect the principles for content design on GOV.UK for writing effective web content, and the GDS Social Media Playbook for outreach on social channels. Our training modes range from in-person or virtual classroom sessions, to self-paced blended learning using your in-house learning platforms or our Digital Action Plan service. We tailor training to the needs and skills gaps of the team, and cover issues including social media and digital content strategy, social listening, community management, online consultation and participation, digital engagement and customer service. We coach individuals to be effective advocates for the organisation online and work through challenging customer service or crisis scenarios in private workshops, to help build confidence.

## **Strategy and implementation support for consultation and engagement**

We support you to pick methods and build platforms for online consultation and discussion which achieve constructive results. We've helped bring to life constructive online conversations, campaigns and feedback processes to explain policies, gather and prioritise ideas.

Our implementation support for consultation and engagement ranges from scoping and strategy design through to platform integration of cloud-hosted tools for consultation and engagement and the content design of materials for effective outreach and involvement of your audiences. We coach leaders and community managers to design effective participation programmes at both the strategic and tactical level, so responses are focussed, useful and build trust with audiences.

# **Our company**

Founded in 2010, our core teams are based in London & New York City, working worldwide.

We coach, train and test teams including corporate communications, resilience, customer care and more, delivering over 200 workshops or simulations each year. Some clients come to us with a clear need or plan. Others want us to help them work out where to start.

We are relentlessly focused on practical learning. So, even when we're helping thousands of staff get to grips with new skills, our Digital Action Plan ensures they're putting new knowledge into practice right away. Our Social Simulator and Crisis90 platforms help groups from 5 to 150 people test existing processes and new ideas simultaneously, in a secure, private environment.



Sustainability is a core principle of our company: transparency in tax, paying a real living wage, offsetting the carbon emissions from our operations, and supporting good causes with pro bono help.

What makes us different?

- **Digital is what we do:** every member of our team has practical experience blending digital with traditional media and governance, and we help our clients bridge the divide in their own organisations
- **Empowering our clients to do good digital for themselves is what we're about:** From coaching your digital responders in how to get the most out of corporate channels, to working with staff across the business to establish a network of trusted authentic voices, we will make sure that your people have the skills and confidence they need to engage confidently online – without dependency on us
- **We balance technology, consulting and content:** our world-leading software platforms bring scenarios and learning to life, but our model is based on understanding the people in your team and helping them solve the issues they face, not selling licences

## Onboarding

We generally on-board clients after a process involving receipt of a client project brief, and agreement of a scope of work or proposal from Helpful which sets out the nature of the services to be delivered, fixed costs or firm estimates of days' effort per milestone and delivery timescales. We initiate the project on receipt of a signed contract/call-off agreement and purchase order.

## Support & service management

Our normal client service hours are Monday-Friday 9am-6pm with out-of-hours work by agreement. As standard, requests to our helpdesk are handled under an SLA of triage, assessment and initial response within 1 business day.

We work with you at the scoping stage to agree the level of service management needed for the project and the milestones or SLAs required.

## Ordering and invoice process

We confirm an order following receipt of a client purchase order and/or signed call-off contract indicating acceptance of our proposal.

Our invoicing terms are normally 30 days, and invoicing milestones follow the acceptance of concrete project milestones (e.g. scoping, workshop delivery, report delivery etc or monthly/quarterly support milestones).



## Termination and offboarding

You can terminate your contract at any time under standard G-Cloud terms (and in line with standard G-Cloud notice periods) in writing to our helpdesk, [help@helpfuldigital.com](mailto:help@helpfuldigital.com).

Where we provide implementation support for a project, we will supply on request a full export of site content (database and uploaded files such as images and documents used in the website content) on request at any time, via request to our Helpdesk, which will be handled according to our normal service levels.

This data may include personally identifiable information (PII) so it will be transferred to a named client contact via a secure temporary online link. This will be deactivated once the client contact has confirmed the data has been successfully transferred.

We can provide ad hoc support to you and/or an authorised new supplier to migrate the site to a new environment or successfully extract data from it. Once you have confirmed you have successfully transferred the data and/or migrated to a new hosting environment, including making any DNS changes, we will erase the data held on our production servers and in encrypted backups, within 30 days of the successful transfer.

Any final invoices will be raised and sent to your billing contact within 30 days of the successful transfer.

## Information assurance

We hold and maintain Cyber Essentials Plus (CE+) certification including remote penetration testing of our servers and vulnerability scanning of our desktop machine builds with an annual assessment.

We are registered as a data processor with the Information Commissioner's Office (ICO).

Our implementation support services and platforms are hosted in ISO27001:2013 certified datacentres in the UK, and use ISO27001-certified tools in our consulting work (G-Suite, Microsoft 365, Trello, Slack). We have active monitoring and alerting of infrastructure issues to our technical support team and use version-controlled deployments of products to client instances and of our infrastructure configuration.

Our platforms and internal processes have been audited against GDPR requirements and are spot checked to ensure compliance.

We take nightly, encrypted backups of our infrastructure to off-site hardware (RPO: 24 hours, RTO: < 8 hours).

We proactively manage and patch remotely-exploitable vulnerabilities in our infrastructure

We have a documented Disaster Recovery Plan and Cyber Incident Management Plan in place and tested.

Our senior staff hold SC clearance and all staff hold BPSS clearance at minimum



## Contacts

We're happy to chat informally about how we approach this kind of work, indicated ballpark budgets and timescales - or just help you refine your brief. Please email [hello@helpfuldigital.com](mailto:hello@helpfuldigital.com).