



Building a better working world



Government Office for Science Futures Framework

We are specialists in designing and launching innovative products and services based on world class futures research

World class creative experience combined with the heavy lifting of deep organisational change enables us to deliver exceptional business and customer experience transformation at scale.



EY operates in over **152 countries worldwide** with **280,000+ people**. We have developed a unique **blend of Research, Insight, Design, Build, and Business capability**, delivering alignment of process, quality and exceptional outcomes for our clients.

Global Leader in Digital Business Transformation, Forrester



EY stands out as a business innovator. Innovation around customer outcomes is a core part of EY's transformation approach.

Forrester, 2019

EY Seren has 20 years of research and service design experience.

We bring a significant track-record in **human-centred design**, technology-enabled **agile delivery** and sector expertise together to launch cost-effective and growth-based products and services.



Top 5 Design and Build Agencies in the UK Econsultancy, 2018



EY Seren is one of the UK's leading customer experience transformation agencies specialising in a customer-centred design.

Econsultancy, 2017

We work with clients across Government bringing cross-sector experience to deliver futures projects

We have extensive experience of working with a broad range of clients.

Ministry of Justice	Department for International Trade	Right Nurse Direct	CITB
Be the Business	College of Policing	Ministry of Defence	HM Courts & Tribunals Services
Croydon	Department for Communities	Big Lottery Fund	TISA
Department for Digital, Culture, Media & Sport		Department for Business, Energy & Industrial Strategy	

We have a deep understanding of how to deliver futures projects by our tried and tested tools and methods.

Future of automotive and mobility: Defining future facing breakthrough opportunities in a rapidly evolving sector

Situation:

Our task was to identify, define and validate mid and long-term disruptive opportunities in the automotive and mobility sector and to convert these opportunities into tangible business ready concepts.

Approach:

- ▶ We used a hypothesis-driven methodology to progress our thinking bringing this to life with future timelines, mood boards and design.
- ▶ Iteratively improved our ideas and hypotheses through a robust insights program including mining industry knowledge, customer interviews and expert challenger panels.

Results:

- ▶ As a result of this futures work the client has developed eight disruptive opportunity concepts for that inform future strategy and that will accelerate growth and innovation.

Future of home ownership 2034: Defining the future mortgage strategy for a major UK bank

Situation:

Our task was to define a set of future scenarios and opportunity areas for how home ownership will change over the next 10-15 years and assess the strategic implications for a major UK bank's mortgage strategy.

Approach:

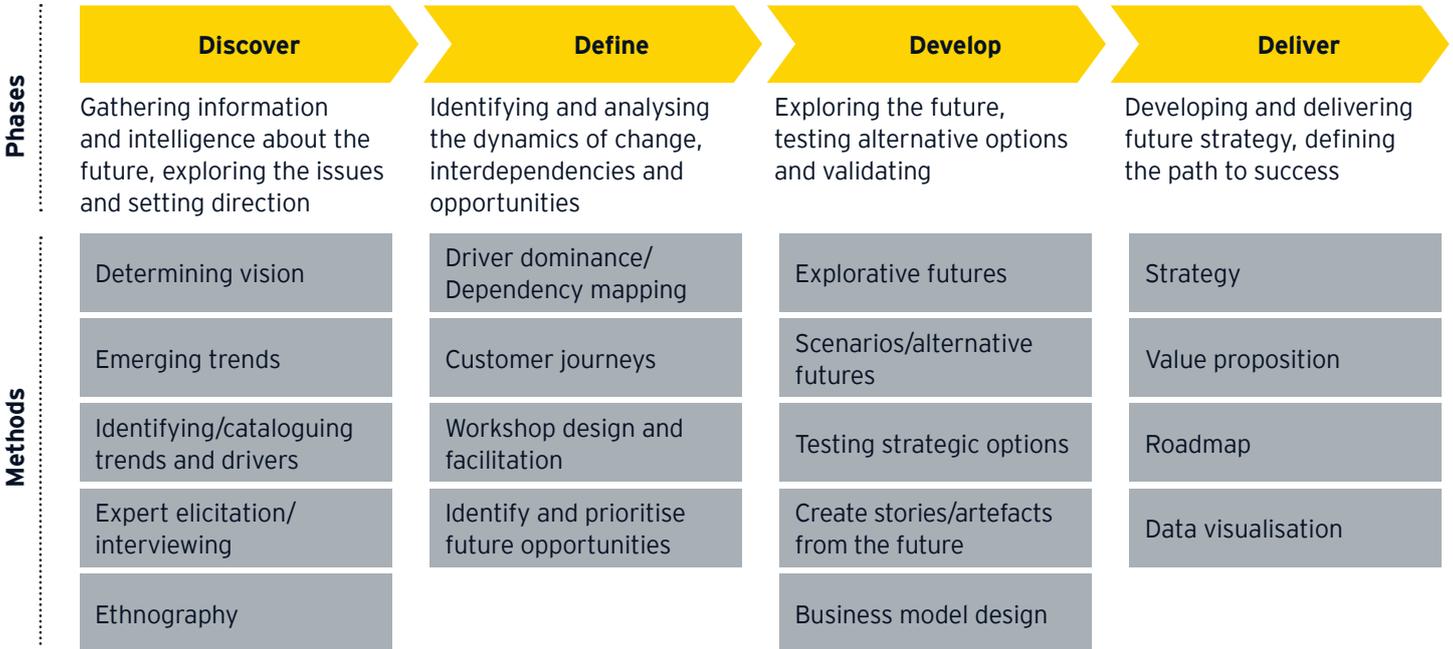
- ▶ We used customer research, prototype testing, and market insight to iterate and refine opportunity areas at pace.
- ▶ Applied EY Seren's 'Agile Design of Service' method for future strategy. Including developing a feedback process for monitoring progress, making vox-pop videos, and organising gallery walkthroughs for colleagues.

Results:

- ▶ As a result of this futures work the bank has re-focused their future mortgage product and service strategy and has replicated our methodology across other business units.

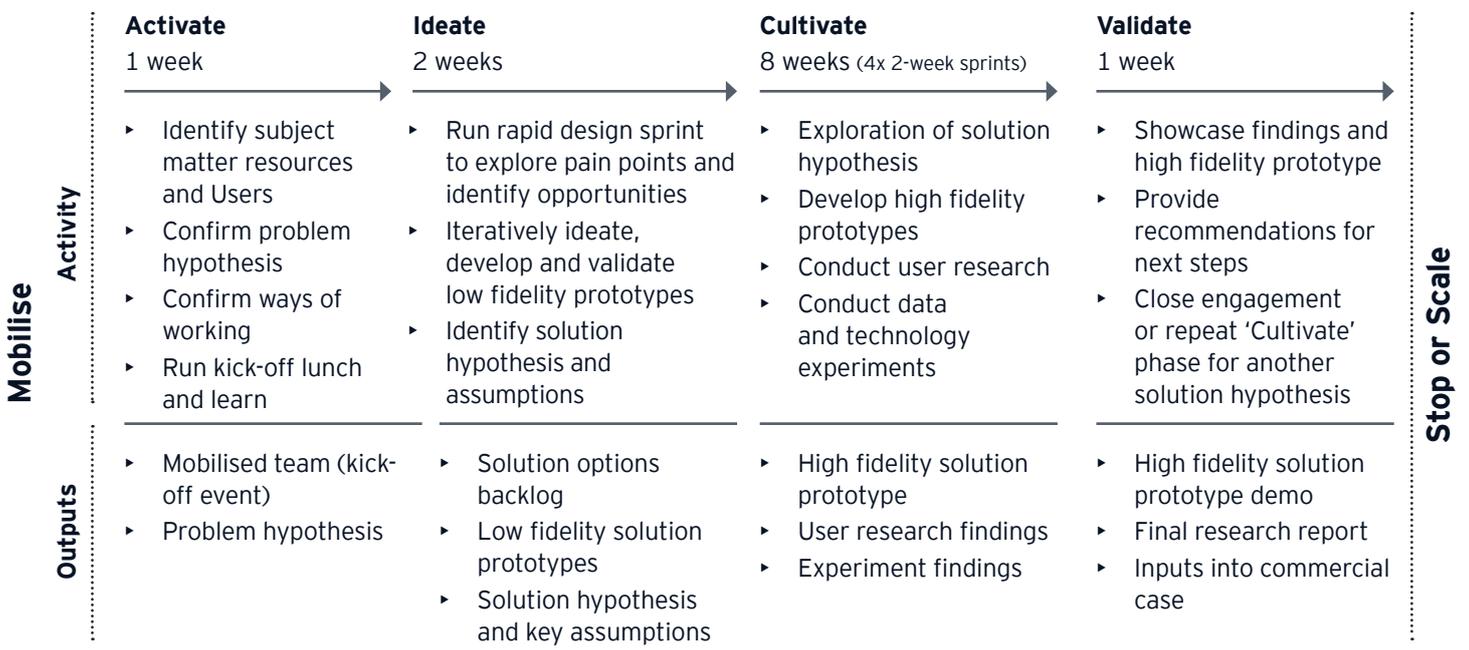
Our flexible method is grounded in Agile principles

Method 1: Futures Service	The futures service offering leverages our extensive network of cross-sector expertise, and trusted tools and methodologies to determine the future direction of travel and key opportunity areas. Our approach is grounded in evidence based research, using testing and validation techniques to ensure the desirability, feasibility, and viability for maximum success.
--	---



We have an innovative toolkit that helps our clients take their concept from futures ideation to launch

Method 2: Innovation Acceleration	Our innovations service provides a systematic, time-boxed, and scalable approach to creative problem exploration and solving. We place emphasis on co-creation with users and co-investment from clients to deliver impactful and measurable outputs in 12 weeks.
--	---



**Method 3:
Disruption
Index**

We leverage our expertise to explore complex problems and rapidly prototype new products and services using an extensive set of tools. Our approach identifies how technologies will disrupt businesses targets in the next 5-10 years using unique intellectual property and experience.

Key components:

1. The EY Disruption Index (TM)

The Disruption Index predicts the S-curve trajectory of a technology which we can use to understand timings of key inflexion points and use this data to identify areas of value, and risk, informing strategic planning.

2. Customer Technology Adoption

Customer Technology Adoption analyses customer and product experience for the target, and compares this with competitors, to understand current performance of digital solutions and channels and how customer behaviours could shift in the future.

3. Innovation return on investment

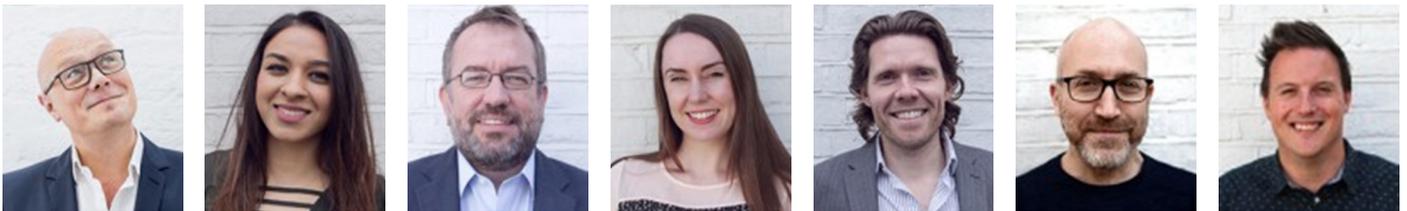
This comprehensive framework assesses the value that has been delivered from spend and activity in innovation.

We assess the organisation's culture and talent capabilities to understand the propensity to adopt innovative solutions in the future which could offer value creation opportunities.

Additional data sets, such as job posting analysis and social media analytics, as well as other EY accelerators are used to support this approach.

Multi-disciplinary insight-driven design and innovation

Our clients value our ability to deploy teams from across EY to develop new business propositions and experiences by applying customer research, futures techniques, co-creation and insight. We bring these strengths to develop new policy ideas and evidence based futures analysis.



Our teams work closely with clients leveraging each others' core strengths



For more information about the services EY Seren offer, or to discuss a Futures project please contact:

Chris Dabrowski, EY UK Director, Government & Public sector
cdabrowski@uk.ey.com

EY Tenders
eytenders@uk.ey.com

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. For more information about our organization, please visit ey.com.

Ernst & Young LLP

The UK firm Ernst & Young LLP is a limited liability partnership registered in England and Wales with registered number OC300001 and is a member firm of Ernst & Young Global Limited.

Ernst & Young LLP, 1 More London Place, London, SE1 2AF.

© 2020 Ernst & Young LLP. Published in the UK.

All Rights Reserved.

ED None

EY-000120526.indd (UK) 06/20. Artwork by Creative Services Group London.

Information in this publication is intended to provide only a general outline of the subjects covered. It should neither be regarded as comprehensive nor sufficient for making decisions, nor should it be used in place of professional advice. Ernst & Young LLP accepts no responsibility for any loss arising from any action taken or not taken by anyone using this material.

ey.com/uk