



CLIENT SUCCESS STORY

Enhancing MOSL's user experience through service design



On a mission to continuously improve service quality, MOSL partnered with CGI to better understand its users' needs. Using service design methodologies, we conducted in-depth research to identify how users interact with MOSL's CMOS user portal, and the challenges they face. These insights enabled us to create a prioritised roadmap with actionable recommendations for MOSL to improve efficiency, drive innovation, and enhance overall user experience.

The challenge: a diverse user base with unique usage patterns

MOSL is the market operator for the business water market in England and Wales, supporting over 5,000 active users from more than 70 trading parties through its Central Market Operating System (CMOS).

All with unique focuses and priorities, trading parties use the CMOS low volume interface (LVI) in different ways – from daily use to occasional, ad-hoc monthly tasks.

Looking to improve the quality and usability of its system, MOSL engaged CGI to gain a deeper understanding of these diverse user needs. The aim was to uncover pain points, identify opportunities for improvement, and deliver actionable recommendations for enhancing overall user experience.



The benefits

Our expertise in service design empowered MOSL with opportunities to:

- 1 **Enhance user experience:** With actionable insights that place user needs at the centre of future redesigns and planning, MOSL can create a more intuitive, effective system.
- 2 **Increase efficiencies and save costs:** Our recommendations will help MOSL establish a streamlined LVI.
- 3 **Drive innovation:** The user-focused solutions are informed by real stakeholder insights.
- 4 **Improve service delivery:** With clear guidance to address diverse user needs, MOSL can enhance accessibility for providers.



Our approach: identifying common usability issues through research

To help MOSL better understand the experiences of its LVI users and uncover ways to transform the service, we used key service design principles and methodologies.

By prioritising discovery work, we gathered in-depth user insights to lay the foundation for a truly user-centred approach, including:



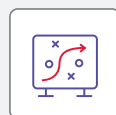
Multi-method research: To gain a deeper understanding of user needs, behaviours, and pain points, we undertook a blend of qualitative and quantitative research, including user interviews, workshops, usability testing, and surveys.



Thematic analysis: To effectively organise and interpret patterns within the research, we carried out thematic analysis. By grouping research findings, we identified key pain points and strengths within the LVI, laying the foundation for meaningful change.



Secondary research: We conducted usability heuristic analysis of MOSL's LVI alongside industry benchmarking of comparable systems. This enabled us to highlight existing design strengths and pinpoint opportunities for improvement.



Actionable recommendations and roadmap: Using our research and analysis, we established a series of actionable recommendations to guide MOSL's next steps as they further refine the scope of change and adaptations.

Our roadmap prioritised resolving high-value pain points first to enable quick, visible improvements, while allowing lower-priority issues to be addressed iteratively over time.

The outcome: an actionable roadmap to drive user-focused transformation

Our work equipped MOSL with the insights and recommendations needed to guide the transformation of its LVI into a user-centred, innovative platform.

By uncovering feedback themes, we identified areas for quick, high-impact enhancements designed to benefit all users, consolidating them into a phased change roadmap. The roadmap's flexibility means MOSL can continually evolve the LVI with users at the heart of decisions, to develop a more effective, efficient, and accessible service.

We also provided an overview of the next recommended phase, empowering MOSL with a clear understanding of service design principles and highlighting the importance of an iterative approach guided by user feedback and experiences.



“Partnering with CGI on this project was a positive experience for MOSL. Their engagement throughout the process was commendable. CGI’s expertise in usability analysis and industry benchmarking has provided us with a plan with actionable recommendations. The work provided us invaluable insights into our users’ needs and identified key areas for enhancement within our CMOS LVI portal. As a result, we are significantly enhancing the overall user experience of the CMOS LVI portal. We look forward to continuing our partnership with CGI.”

Ricardo Wissmann-Alves

Head of IT Operations and Cyber, MOSL

Having embraced our service design approach, MOSL is now equipped with a clear framework to confidently progress with impactful change, and can drive stronger engagement with its trading parties.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-focused to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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