

# Terrence Higgins Trust Wins Rapid Results from Stakeholder Engagement

**Capgemini's Accelerated Solutions Environment helps solve sensitive client communication issues for leading charity's mission-critical website**

## The Situation

Terrence Higgins Trust (THT) has helped thousands of people living with HIV/AIDS to get help, advice, treatment and counselling. But its website – critical to its mission – needed a total rethink to meet the needs of highly disparate groups. The site also needed to reflect medical and social advances that have changed HIV from a terminal disease to a manageable long-term condition.

## The Solution

Capgemini volunteered to address the challenge on a pro bono basis. A key factor was the willingness and enthusiasm of its senior consultants to devote their time to the project on a voluntary basis, without pay. The Capgemini Accelerated Solutions Environment (ASE) was deployed to facilitate THT's website rethink and to ensure its effectiveness. The ASE combines a world-class facilitation team, proprietary decision-making processes, global knowledge bases and a highly innovative working environment. The THT ASE generated engagement, debate, ideas

and – above all – a set of decisions and a firm plan with full buy-in from everyone at THT on the priorities for their new website its direction, shape and content.

## The Result

THT were able to develop a plan that had everyone's support, produce a strategic specification for its new website, and go out to tender. With understanding and agreement achieved at the ASE, THT could finally power ahead with its essential new website programme, which is being funded by a grant from the Elton John Aids Foundation.

## How Terrence Higgins Trust and Capgemini Worked Together

Key to the collaboration between Capgemini and THT was a one-day ASE event, at which 18 THT executives – senior stakeholders from across the organisation – met with a team of Capgemini consultants and facilitators.

Together, they hammered out the details of a specific plan for the new website, and took the decisions that had to be made about its shape, direction and content. But this event followed much behind-the-scenes activity by both parties. THT became aware of Capgemini's capabilities through a senior Capgemini executive who was also a THT volunteer. It was her meeting with Andy Munro, THT's Executive Director of Resources, and Dominic Edwardes, THT's Head of Marketing, that led to Capgemini embarking on the THT ASE as a pro bono project.

An initial 'discovery' meeting enabled Capgemini to unearth the key questions that needed answering before THT could begin planning its new website. It became evident – after a

**“ Capgemini has been of immense importance in helping us find the right way forward for the website which is so vital to our work, and to address sensitive communications issues. We are grateful to all the Capgemini people who gave up their time for free in this pro bono project. ”**

Sir Nick Partridge,  
Chief Executive of Terrence Higgins Trust

I think HIV testing takes too long?  
Some clinics offer 'rapid tests' with results in 20 mins.

**THIVK**  
TEST. TAKE CONTROL.  
To find a clinic or get advice call  
THT Direct 0845 12 21 200 or visit  
[www.thinkHIV.co.uk](http://www.thinkHIV.co.uk)

great deal of interviewing and very intensive listening by the Capgemini consultants – that the new website would have to be very different from the existing one in two respects:

- Far more customisation was needed to reach – and not deter – different patient groups. Take for example an African woman in Britain who is worried about breast-feeding. Her needs can be very different from those of, say, a young gay man.
- Medical advances meant that much more focus was needed on Long-Term Condition Management, reflecting the increased lifespan of people living with HIV.

The discovery session also gave the THT team attending an insight into how a Capgemini ASE session worked – what happened, how and why.

The THT team was excited to see how many leading organisations from around the world – from major mobile phone companies to UK government departments, from high-street banks to major British police forces – had resolved some of their knottiest problems with the help of a Capgemini ASE.

Following the initial session, the hard work began in earnest, with much preparatory work by the Capgemini team including an intensive four weeks of fact-finding sessions. With all preparatory work completed, the ASE event was an unqualified success. Different options for the new website were thoroughly explored and debated, and many points of view expressed.

Capgemini experts helped THT participants understand the possibilities of today's website technology, and how modern CRM techniques could also help THT and its unique requirements. Most important of all, consensus was reached, decisions taken and a plan put in place – and one that had the full support of all 18 THT participants.

Andy Munro, THT's Executive Director of Resources, explains: “*We had defined the problem generically as ‘we need a website’, but this only really encouraged us to think about the challenge from a technical viewpoint. Capgemini helped us identify that our challenge was really around the relationship between the website and service users and the solutions we could offer for them. The key benefit was that Capgemini challenged us – they enabled us to really think about and define the problem.*”



## About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

**Capgemini Consulting** is the strategy and transformation consulting division of the Capgemini Group, with a team of over 4,000 consultants worldwide. Leveraging its deep sector and business expertise, Capgemini Consulting advises and supports organizations in transforming their business, from strategy through to execution. Working side by side with its clients, Capgemini Consulting crafts innovative strategies and transformation roadmaps to deliver sustainable performance improvement.

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In collaboration with



Terrence Higgins Trust is the leading and largest HIV and sexual health charity in the UK. THT

was one of the first charities to be set up in response to the HIV epidemic and has been at the forefront of the fight against HIV, and improving the nation's sexual health, ever since. For more information visit [www.tht.org.uk](http://www.tht.org.uk)