T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief – Pre-release task

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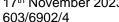
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Contents

Pre-release task

The function of the pre-release task is to allow you the opportunity to familiarise yourself with the sector focus of the main brief. Whilst the pre-release task is not directly assessed, you will be able to use your findings to assist your completion of the assessed tasks. You are therefore encouraged to read all instructions and guidance carefully and complete the pre-release task to the best of your ability.

Brief

You are a digital data technician working for a data consultancy firm which offers advice and guidance to businesses as to how data analytics can be used to inform change.

Your client, EWJR Services, is a group of solicitors dealing with motor injury claims within the UK. EWJR Services now employs five teams of solicitors in regional sites across the UK. The company has 220 employees, including support staff. The offices, owned by EWJR Services, are located in Newcastle, Leeds, Birmingham, Essex and Somerset. The company's primary objective is to capitalise on motor injury claims across the UK.

Customers are generally referred by motor insurance companies which are paid a referral fee for providing the customer's details. Customers can contact the organisation direct through their website and social media, removing the need to pay a referral fee.

The company's future goals are to increase the number of customers contacting direct through its online referral services, while diversifying its personal injury portfolio into areas other than motor insurance. The primary aim is to increase direct referrals whilst still maintaining and growing the insurance company.

EWJR Services keep a significant number of sales and performance data, including:

- sales figures from office locations and online

- customer data linked to its online business

- insurance claims referrals (ICR) data

- Department for Transportation (DfT) cost per accident

- results from satisfaction surveys

The head of operations has reviewed the sales figures for the previous year and has noticed an increase in direct referrals, but not at the expected rate.

They have heard the term data analytics but are not sure what the term means or if it could help the business.

The directors would like you to show them how to use the company's data along with external data sources to help inform their future decision making and to confirm whether direct referrals will be cost effective.

You have been asked by EWJR Services to inform them of how they can use data analytics to increase customer referrals, injury type and claim value achieved. You should also consider how this could inform their future online plans.

Additional guidance

You are allowed internet access for research and a word processing application or other suitable software to record your research notes. Your notes must adhere to the following:

- all information should be contained within 4 pages (sides), excluding references

- all information should be completed electronically using black font, Arial size 12pt and within standard border sizes unless otherwise specified

- you must clearly show where sources have been used to support your own ideas and opinions

- any quotations from websites must be referenced

On completion of the task, you will save your research in a .pdf format and submit it to your tutor. If you have not met the conditions above, you can be asked to amend your materials so that they do meet the conditions before the delivery of task 1.

You will be required to sign an external assessment cover sheet (EACS) - declaration of authenticity form to confirm that the work produced is your own.

Time for completion

There is no restriction on the amount of time you can spend on this activity; however, all pre-release research must be completed and submitted to your tutor no later than 1 week before the start of the employer set project assessed tasks.

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Document information

Owner: Head of Assessment Design