



# T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

## Core skills

Digital Business

Project brief - Task 2 (a)

Paper number: P002248

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### Project brief

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## Student instructions

- read the project brief carefully before starting your work
- you must work independently and make your own decisions as to how to approach the tasks within the employer set project
- you will be issued with your pre-release research carried out in response to the pre-release task and this will have been checked for suitability by your tutor
- you must clearly name and date all of the work that you produce during each supervised session
- you must submit all of your work to a secure area provided by your tutor at the end of each supervised session following the instructions for each task
- you must not work on the assessment in between supervised sessions
- some tasks will permit the use of the internet for specific reasons – this information will be provided, where relevant, in the additional guidance section for each task

## Student information

- this employer set project will assess your knowledge, understanding and skills from across the core content of the qualification
- tasks 1 and 3 will also assess your English and task 3 will assess your digital skills.
- in order to achieve a grade for the core component, you must attempt both of the external examinations and the employer set project
- the combined marks from these assessments will be aggregated to form the overall core component grade (A\* to E and U) – if you do not attempt one of the assessments, or fail to reach the minimum standard across all assessments, you will receive a U grade
- the maximum time you will have to complete all tasks for this employer set project is 15 hours:
  - your tutor will explain how this time is broken down per task and will confirm with you if individual tasks need to be completed across multiple sessions
- at the end of each supervised session, your tutor will collect all employer set project assessment materials before you leave the room
- you must not take any assessment material outside of the room, for example, via a physical memory device
- you must not upload any work produced to any platform that will allow you to access materials outside of the supervised sessions (including email)
- you can fail to achieve marks if you do not fully meet the requirements of the task, or equally if you are not able to efficiently meet the requirements of the task

## Plagiarism

Plagiarism may result in the external assessment task being awarded a U grade.

## Presentation of work

- all of your work should be completed electronically using black font, Arial size 12pt, and within standard border sizes unless the task requires you to use other forms of presentation, for example in the context of a digital slides presentation
- all your work should be clearly labelled with the relevant task number and your student details and be legible, for example, front page and headers
- electronic files should be named using the following format: Surname\_Initial\_learner number\_Task number\_evidence reference, for example, Smith\_J\_123456789\_Task2A\_sourcing and using data.pdf for identification purposes – where evidence reference is shown, this should be replaced with the task number for which the work reflects and saved in a .pdf format
- all pages of your work should be numbered in the format 'page X of Y', where X is the page number and Y is the total number of pages
- you must complete and sign the external assessment cover sheet (EACS) – declaration of authenticity form and include it at the front of your assessment task evidence when it is submitted.
- you must submit your evidence to the secure area at the end of each session.

## 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.

## Task 2 (a)

You must read the information on all pages provided for this task before starting your response.

(12 marks)

### Scenario

You have been invited to attend an internal scoping meeting with the team who is working on EWJR Services' project. Your line manager has asked you to prepare a document for the specific meeting agenda item – sourcing and using data to support the key aims of EWJR Services. The document should explain the type of data you would require, where you could source it, what you would do with it and why you think those actions would be beneficial to meet the needs of EWJR Services.

Their goals for the coming years are to increase their direct referrals (via their website or social media platforms) and to diversify their personal injury portfolio into areas other than motor insurance, whilst still maintaining and growing the insurance company.

### Instructions for students

For this task you are not expected to carry out any research as you are proposing what you consider to be the most beneficial steps to meet the needs of EWJR Services.

You should produce documentation for the team meeting that should include:

- the type and source of data you would seek to obtain
- what you would do with the data, such as;
  - examples of the type of data analysis and technical processes you would apply
  - examples of the potential application of data for meeting the needs of EWJR Services
- a justification of why your approach is suitable to meet the goals of EWJR Services

(12 marks)

### Evidence requirements

When you have completed this task, you should save your work in the format listed below:

- a written document of your approach to sourcing and using data in a .pdf format

You should title your work as below:

Surname\_Initial\_learner number\_Task number\_evidence reference,

For example:

- Smith\_J\_123456789\_Task2A\_sourcingandusingdata.pdf

### Additional guidance

You will be provided with your pre-release research at the start of this task for reference only.

You will have access to a word processing application or other suitable software to enable you to complete this task.

Access to the internet or previous class notes/teaching materials is not permitted.

## **Time for completion**

Maximum of 2 hours.

## Document information

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