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Tender

Customer Relationship Management Services - XC Trains Limited (XC)

XC TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2024/S 000-004281

Procurement identifier (OCID): ocds-h6vhtk-04387a

Published 8 February 2024, 3:50pm

Section I: Contracting entity

I.1) Name and addresses

XC TRAINS LIMITED

Admiral Way, Doxford International Business Park

SUNDERLAND

SR33XP

Contact

adrian jones

Email

crmstender.admin@crosscountrytrains.co.uk

Country

United Kingdom

Region code

UKC23 - Sunderland

Companies House

04402048

Internet address(es)

Main address

www.crosscountrytrains.co.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

www.crosscountrytrains.co.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Urban railway, tramway, trolleybus or bus services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Customer Relationship Management Services - XC Trains Limited (XC)

II.1.2) Main CPV code

- 48000000 - Software package and information systems

II.1.3) Type of contract

Supplies

II.1.4) Short description

XC Trains Limited (CX) will be conducting a tender for the provision of a Customer Relationship Management (CRM) system for current and future customers of XC's CrossCountry services.

XC defines Customer Relationship Management (CRM) as follows:

- A Customer Relations module that facilitates efficient case and account management, streamlined interactions, and maximises operational efficiencies to ensure seamless customer engagement and support.
- A Marketing module that facilitates e-mail campaign management, advanced customer segmentation, the ability to send both relevant travel information and promotional material to specific customers that is personal to them.
- Both modules must interact with each other and, through a single database as well as integrating other data sources, provide a Single Customer view (SCV) of all interactions any customer has with XC.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

XC Trains Limited (XC) will be conducting a tender for the provision of a Customer Relationship Management system for current and future customers of XC's CrossCountry services.

XC defines Customer Relationship Management (CRM) as follows:

- A Customer Relations module that facilitates efficient case and account management, streamlined interactions, and maximises operational efficiencies to ensure seamless customer engagement and support.
- A Marketing module that facilitates e-mail campaign management, advanced customer segmentation, the ability to send both relevant travel information and promotional material to specific customers that is personal to them.
- Both modules must interact with each other and, through a single database as well as integrating other data sources, provide a Single Customer View (SCV) of all interactions any customer has with XC.

This tender supports XC's digital and CRM strategy, which focuses on delivering the best digital and journey experience with CrossCountry, in a cost-effective manner.

For XC to be a good and efficient operator, that customers trust to meet their needs, it requires an experienced supplier to deliver a CRM system that facilitates a tailored and individual approach to CRM, through a complete understanding of each interaction that a customer has with XC. XC aims to deliver personalised and highly targeted campaigns that are relevant to each individual customer, ensuring value in all communications, for both XC and the customer.

The CrossCountry network is the most extensive rail franchise in Britain, calling at more than 100 stations. CrossCountry serves 7 of the 10 largest UK cities with 7 routes radiating from a central hub in Birmingham.

XC will be seeking prices for an initial 3-year contract, with an end date of October 2027 (subject to 6-month termination for convenience rights), and an option to extend.

Please register your interest by 12noon on 11th March 2024 at CRMStender.admin@crosscountrytrains.co.uk

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

15 October 2024

End date

15 October 2027

This contract is subject to renewal

Yes

Description of renewals

Details of this will be shared in the main tender document.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

11 March 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

XC Trains Limited

Birmingham

Country

United Kingdom