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Tender

2023_Global - Think Customer

British Council

F02: Contract notice

Notice identifier: 2023/S 000-004354

Procurement identifier (OCID): ocds-h6vhtk-03a527

Published 13 February 2023, 12:55pm

Section I: Contracting authority

I.1) Name and addresses

British Council

Bridgewater House

Manchester

M1 6BB

Email

caroline.doidge@britishcouncil.org

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://in-tendhost.co.uk/britishcouncil.aspx/Home>

Buyer's address

<https://in-tendhost.co.uk/britishcouncil.aspx/Home>

I.3) Communication

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

<https://in-tendhost.co.uk/britishcouncil.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/britishcouncil.aspx/Home>

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Registered Charity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2023_Global - Think Customer

Reference number

BC/02803

II.1.2) Main CPV code

- 79400000 - Business and management consultancy and related services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Council recognises the changes in customer behaviours and expectations which have accelerated further during the pandemic, with many customers now expecting more digital services, self-service options and hybrid learning incorporating online and classroom-based learning. Whilst the British Council was able to respond quickly by launching new digital learning services, there remain gaps in the overall customer journey. The tender is divided into two lots. Potential suppliers may bid for one or both lots. LOT 1 - Realising business performance through customer centricity. The supplier will help British Council to define a future customer experience vision and implement the transformation required to achieve it. LOT 2 - Building a high performing sales and customer service function. The supplier will support British Council to evaluate the current sales and service model, co-design and then support the implementation of the future operating model.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots
2

II.2) Description

II.2.1) Title

Realising business performance through customer centricity.

Lot No

1

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The British Council recognises the changes in customer behaviours and expectations which have accelerated further during the pandemic, with many customers now expecting more digital services, self-service options and hybrid learning incorporating online and classroom-based learning. Whilst the British Council was able to respond quickly by launching new digital learning services, there remain gaps in the overall customer journey. The British Council is looking for suppliers to support a customer experience transformation programme which will define our customer experience vision, and foster collaboration across multiple projects, initiatives, and teams, to deliver the transformation required to ensure the British Council;- can effectively compete in the market on customer experience,- is the English language provider of choice for learning and exam services- is more effective at selling services and retaining customers- builds an efficient, agile organisation through simplification- has an engaged workforce delivering value to every customer. Funding is secured to proceed with an Alpha phase of the programme to continue discovery and determine the full scope, costs and benefits of the transformation programme, after which investment will be secured to proceed with subsequent phases of the programme. The estimated value of Alpha is £2m for both lots, with subsequent phases to be costed. This tender process will identify successful suppliers to deliver Alpha requirements and beyond. The tender is divided into two lots. Potential suppliers may bid for one or both lots. LOT 1 - Realising business performance through customer centricity. The supplier will help British Council to define a future customer experience vision and implement the transformation required to achieve it. Interested suppliers should register on In-tend (<https://in-tendhost.co.uk/britishcouncil.aspx/Home>) to complete and return the NDA, and for access to the full tender pack which will be released in due course.

II.2.5) Award criteria

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

documents

II.2.6) Estimated value

Value excluding VAT: £1,000,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

The Contract awarded will be for a duration of 1 year with an option for 3 additional extensions of up to 12 months each.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Building a high performing sales and customer service function

Lot No

2

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The British Council recognises the changes in customer behaviours and expectations which have accelerated further during the pandemic, with many customers now expecting more digital services, self-service options and hybrid learning incorporating online and classroom-based learning. Whilst the British Council was able to respond quickly by launching new digital learning services, there remain gaps in the overall customer journey. The British Council is looking for suppliers to support a customer experience transformation programme which will define our customer experience vision, and foster collaboration across multiple projects, initiatives, and teams, to deliver the transformation required to ensure the British Council;- can effectively compete in the market on customer experience,- is the English language provider of choice for learning and exam services- is more effective at selling services and retaining customers- builds an efficient, agile organisation through simplification- has an engaged workforce delivering value to every customer. Funding is secured to proceed with an Alpha phase of the programme to continue discovery and determine the full scope, costs and benefits of the transformation programme, after which investment will be secured to proceed with subsequent phases of the programme. The estimated value of Alpha is £2m for both lots, with subsequent phases to be costed. This tender process will identify successful suppliers to deliver Alpha requirements and beyond. The tender is divided into two lots. Potential suppliers may bid for one or both lots. LOT 2 - Building a high performing sales and customer service function. The supplier will support British Council to evaluate the current sales & service model, co-design and then support the implementation of the future operating model. Interested suppliers should register on In-tend (<https://in-tendhost.co.uk/britishcouncil.aspx/Home>) to complete and return the NDA, and for access to the full tender pack which will be released in due course

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II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

13 March 2023

Local time

1:30pm

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

English

IV.2.7) Conditions for opening of tenders

Date

13 March 2023

Local time

1:30pm

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

British Council - London

London

Country

United Kingdom