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Award

## **Salesforce Service Cloud Voice**

Places for People

F15: Voluntary ex ante transparency notice

Notice identifier: 2026/S 000-004568

Procurement identifier (OCID): ocds-h6vhtk-060958

Published 19 January 2026, 9:05pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Places for People

305 Gray's Inn Road

London

WC1X 8QR

#### **Email**

[ProcurementTeam@placesforpeople.co.uk](mailto:ProcurementTeam@placesforpeople.co.uk)

#### **Telephone**

+44 1772897200

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**National registration number**

PCLC-2366-MYPY

**Internet address(es)**

Main address

<https://www.placesforpeople.co.uk>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Housing and community amenities

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Salesforce Service Cloud Voice

**II.1.2) Main CPV code**

- 72212445 - Customer Relation Management software development services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Places for People intends to procure additional software product licences under its existing Salesforce contract. The requirement includes licences for Salesforce Service Cloud Voice, Digital Engagement, and Agentforce for Service products. These licences will enable enhanced customer service capabilities, including integrated voice support, digital channel engagement, and improved agent productivity tools. The procurement will be carried out as an extension to the current contractual arrangements with Salesforce.

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £22,538,947.5

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

### **II.2.4) Description of the procurement**

Places for People intends to procure additional software product licences under its existing Salesforce contract. The requirement includes licences for Salesforce Service Cloud Voice, Digital Engagement, and Agentforce for Service products. These licences will enable enhanced customer service capabilities, including integrated voice support, digital channel engagement, and improved agent productivity tools. The procurement will be carried out as an extension to the current contractual arrangements with Salesforce.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality and Technical merit / Weighting: 70

Cost criterion - Name: Pricing / Weighting: 30

### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

In recent years, Salesforce has been contracted and extensively deployed into Places for People as a core strategic technology platform, delivering digitisation across our Customer Relationship Management (CRM) and Field Services and Scheduling operations. Under this contract, Places for People benefits from the 'Salesforce Open CTI' capability in order to integrate our telephony platform with the Salesforce CRM. The Salesforce Open CTI capability is scheduled for retirement, and has been superseded by the Salesforce Service Cloud Voice and Digital Engagement products. Purchasing these enables Places for People to continue to channel customer communications into the Salesforce environment. A change of supplier is not an option given that Places for People remains in contract to utilise the Salesforce CRM, and other goods or services would be incompatible with this core platform. Further to that, the use of Service Cloud Voice opens up the opportunity for Places for People to substantially automate and improve customer experience through the use of the Salesforce Agentforce for Service product. This AI capability is native to and exclusive within the Salesforce platform. Given that customer communications, business process, business data and customer data is all managed within Salesforce, leveraging an external AI capability would be disproportionately technically difficult to achieve and maintain.

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2019/S 184-448486](#)

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

## **V.2) Award of contract/concession**

### **V.2.1) Date of conclusion of the contract**

16 January 2026

### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor/concessionaire**

Salesforce UK Limited

Floor 26 Salesforce Tower, 110 Bishopsgate

London

EC2N 4AY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05094083

The contractor/concessionaire is an SME

No

### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Initial estimated total value of the contract/lot/concession: £22,538,947.5

Total value of the contract/lot/concession: £22,538,947.5

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=1007589906> GO

Reference: GO-2026119-PRO-34273035

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

Royal Court of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

High Court of England and Wales

Royal Court of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Cabinet Office

70 Whitehall

London

SW1A 2AS

Telephone

+44 2072761234

Country

United Kingdom