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Tender

## **Provision of a Customer Experience Insight and Survey Feedback Solution**

XC TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2025/S 000-005490

Procurement identifier (OCID): ocids-h6vhtk-04e303

Published 17 February 2025, 7:39pm

### **Section I: Contracting entity**

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

XC TRAINS LIMITED

Admiral Way

SUNDERLAND

SR33XP

#### **Email**

[CEISFtender.admin@crosscountrytrains.co.uk](mailto:CEISFtender.admin@crosscountrytrains.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKC23 - Sunderland

#### **Companies House**

04402048

**Internet address(es)**

Main address

[www.crosscountrytrains.co.uk](http://www.crosscountrytrains.co.uk)

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

[www.crosscountrytrains.co.uk](http://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**

Railway services

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**Section II: Object**

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

**II.1.1) Title**

Provision of a Customer Experience Insight and Survey Feedback Solution

**II.1.2) Main CPV code**

- 79342310 - Customer survey services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

CrossCountry is seeking a supplier capable of providing an 'always-on' customer feedback survey solution, along with functionality for the presentation of live results and

support with advanced ad hoc insights.

The 'always-on' survey needs to be accessible to customers through email invitations and a static link hosted on the onboard Wi-Fi welcome page and onboard posters. A dashboard-style reporting tool is required to present live results, along with functionality to drill down into the live data for deeper analysis.

CrossCountry is also seeking a supplier to proactively uncover and deliver actionable insights to the client. XC are looking for an agency that can go beyond the Customer Experience Survey (CES). XC would like a supplier who can offer both the resources and expertise necessary to help expand and enhance the customer data and insights XC currently have. This includes not only conducting surveys, but also supporting XC in gathering, analysing, and integrating a broader range of customer information, ultimately providing XC with a more comprehensive understanding of customers. This will allow XC to move from an ad-hoc measurement approach with responsive decision making, to a continuous data-driven approach that identifies key business trends, enabling proactive decision-making.

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

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342310 - Customer survey services
- 79342311 - Customer satisfaction survey

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

NUTS codes

- UKG - West Midlands (England)

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

CrossCountry is seeking a supplier capable of providing an 'always-on' customer feedback survey solution, along with functionality for the presentation of live results and support with advanced ad hoc insights.

The 'always-on' survey needs to be accessible to customers through email invitations and a static link hosted on the onboard Wi-Fi welcome page and onboard posters. A dashboard-style reporting tool is required to present live results, along with functionality to drill down into the live data for deeper analysis.

CrossCountry is also seeking a supplier to proactively uncover and deliver actionable insights to the client. XC are looking for an agency that can go beyond the Customer Experience Survey (CES). XC would like a supplier who can offer both the resources and expertise necessary to help expand and enhance the customer data and insights XC currently have. This includes not only conducting surveys, but also supporting XC in gathering, analysing, and integrating a broader range of customer information, ultimately providing XC with a more comprehensive understanding of customers. This will allow XC to move from an ad-hoc measurement approach with responsive decision making, to a continuous data-driven approach that identifies key business trends, enabling proactive decision-making.

#### **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**

Duration in months

36

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

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## **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

20 March 2025

Local time

12:00pm

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

English

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## **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