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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): ocds-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

Country

United Kingdom

Region code

UKC23 - Sunderland

Companies House

04402048

Internet address(es)

Main address

www.crosscountrytrains.co.uk

I.3) Communication

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

Railway services

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

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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

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

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