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Tender

## **Customer Sentiment Tracking**

Ordnance Survey Limited

F02: Contract notice

Notice identifier: 2025/S 000-006220

Procurement identifier (OCID): ocids-h6vhtk-04e4ff

Published 20 February 2025, 1:46pm

### **Section I: Contracting authority**

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

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

#### **Contact**

Caroline Eadie

#### **Email**

[caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKJ32 - Southampton

**Internet address(es)**

Main address

[www.os.uk](http://www.os.uk)

**I.3) Communication**

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

<http://in-tendhost.co.uk/os>

Additional information can be obtained from the above-mentioned address

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

Mapping

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Customer Sentiment Tracking

Reference number

BS.0295

#### II.1.2) Main CPV code

- 73110000 - Research services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Ordnance Survey Ltd (OS) is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology. To help drive customer experience improvements on the customer moments that matter most, OS is seeking an innovative and technologically advanced supplier capable of providing a platform that can generate actionable insights about important aspects of the customer journey/experience. OS currently have a programme of transactional and relational surveys designed to capture key customer contact points and to understand our performance against our customer commitments of Value, Ease, Reliability and Quality. OS are seeking a suppli

#### II.1.5) Estimated total value

Value excluding VAT: £585,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

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

- 73110000 - Research services

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

NUTS codes

- UKJ32 - Southampton

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

Ordnance Survey Ltd (OS) is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. To help drive customer experience improvements on the customer moments that matter most, OS is seeking an innovative and technologically advanced supplier capable of providing a platform that can generate actionable insights about important aspects of the customer journey/experience. OS currently have a programme of transactional and relational surveys designed to capture key customer contact points and to understand our performance against our customer commitments of Value, Ease, Reliability and Quality. OS are seeking a supplier that can provide continuity of tracking for existing surveys whilst also providing 'thought leadership' to help progress and develop our programme of insight and reinvigorate interest internally about acting on customer feedback. Survey responses to website surveys and email surveys have been declining over time and so the chosen supplier should help advise on how to increase and improve customer engagement with the programme. The full functionality of survey SaaS should be accessible to 4 members of the Customer team and approx. a further 26 OS employees will need some form of access the system to support contact list integration and to view dashboards and results. The survey software should be easy to use and allow for growth in the OS programme over time. Currently, over the course of a year OS will receive approx. 60,000 responses, and website/on-page surveys will create approx. 48 million page views. A new strategy was launched for Ordnance Survey's (OS) in 2024 focused on providing better data, growing to more destinations and operating with greater effectiveness. The term of the contract will be for an initial 3 years, with an optional 2 year extension. The OS Customer Insight Team are seeking a supplier who can work in partnership with them to help the business achieve its strategy. The partnership should seek to continuously improve the insight provided to the business, by measuring new customer journey touchpoints, deeper analysis or refining the techniques used to capture or report insights.

## **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

The term of the contract will be for 3 years, with an option to extend the contract annually for 2 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

The term of the contract will be for 3 years, with an option to extend the contract annually for 2 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

### **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 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

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## **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: Yes

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

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

Date

21 March 2025

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

21 March 2025

Local time

12:00pm

Place

UK

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Estimated timing for further notices to be published: 3-5 years

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

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

High Courts of Justice

London

WC2A2LL

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In accordance with Regulation 86 (notices of decisions to award a contract), Regulation 87 (standstill period) and Regulations 91 (enforcement of duties through the Court) of the Public Contracts Regulations 2015 (as amended).