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Planning

Early Market Engagement Event for Insight and Research Exploration: solutions for capturing customer insights

Money and Pension Service

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-008267

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Scope

Description

Money and Pensions Service

The Money and Pensions Service; MaPS is an arm's-length body, sponsored by the Department for Work and Pensions, with a joint commitment to ensuring that people throughout the UK have guidance and access to the information they need to make effective financial decisions over their lifetime.

We are running an early market engagement event aimed at understanding the market's capabilities and exploring innovative solutions for capturing and analysing customer insights. This event is intended to inform the procurement process on the possibility of an insight and research supplier that can serve the needs of two distinct purposes within MaPS.

Event Purpose: The purpose of this engagement is to:

Gain an understanding of the market's capabilities, particularly around real-time operational improvement insights and longer-term outcome research and strategic

insights.

Explore innovative methods for capturing and analysing real-time customer and colleague insights.

Explore combination research opportunities across complex advice and guidance services.

Understand suppliers' capabilities to deliver a unified approach to meet the needs of two teams with distinct perspectives, either as a single supplier or as a consortium.

Inform our procurement approach to engaging one or more suppliers

The two workstreams:

Customer Experience & Quality (CX&Q) Insights:

Focus: Managing real-time customer satisfaction and interaction outcomes.

High-Level Objective: Enhance customer journeys and improve the quality of the service and customer experience by driving short and medium-term continuous improvement.

Key Requirements:

Ensuring our feedback mechanisms are suitable for understanding internal & Customer experience

Ensure any mechanisms can be deployed via and gain insight omni-channel interactions and digital tools.

Enabling feedback closer to the interaction with MaPS' services

Enabling regular and timely reporting

Ensuring feedback mechanisms enable us to manage feedback and action loops

Flexibility to adjust feedback mechanisms to meet emerging business needs

Exploring emerging methods to maximise engagement and ensure accessibility for internal and external stakeholders and customers

Customer impact and strategic insights :

Focus: Deliver a holistic picture of the customers we are serving including their needs,

circumstances and financial wellbeing outcomes achieved.

High-Level Objective: Identify the gap between our desired impact and our delivered impact and identifying which customer needs can be better met to close that gap.

Key needs:

Robust, theory-based research approach drawing on existing MaPS research tools

Delivery of ongoing surveying and periodic qualitative research with MaPS customers.

Ability to link data from multiple sources (inc. primary research and administrative data) to maximise insight

Strong analytical capabilities including key drivers' analysis, predictive analytics and natural language processing.

Intuitive, user-friendly and interactive reporting using data visualisation tools

Total value (estimated)

- £3,000,000 excluding VAT
- £3,600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 October 2025 to 30 September 2028
- Possible extension to 30 September 2030
- 5 years

Main procurement category

Services

CPV classifications

- 79419000 - Evaluation consultancy services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

30 June 2025

Engagement process description

we will be holding an initial engagement event on the 25/03/2025 to understanding the market's capabilities and exploring innovative solutions for capturing and analysing customer insights. This event is intended to inform the procurement process on the possibility of an insight and research supplier that can serve the needs of two distinct purposes within MaPS. The intension is to hold further events dependant on feedback following this initial event.

To register an interest in this event please follow this link

<https://events.teams.microsoft.com/event/4fbb5a6c-b22b-4ce3-8c21-f590e6294d5e@bbe41032-8fce-4d42-bab5-44e21510886d>

Submission

Publication date of tender notice (estimated)

14 July 2025

Contracting authority

Money and Pension Service

- Public Procurement Organisation Number: PZCT-4712-JNQM

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Organisation type: Public authority - central government