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Contract

## **Customer Experience Tracking Study**

Ordnance Survey Limited

F03: Contract award notice

Notice identifier: 2021/S 000-010825

Procurement identifier (OCID): ocds-h6vhtk-02b1ba

Published 17 May 2021, 12:25pm

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

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

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

#### **Contact**

Steve Douch

#### **Email**

[steve.douch@os.uk](mailto:steve.douch@os.uk)

#### **Telephone**

+44 7557926039

#### **Country**

United Kingdom

**NUTS code**

UKJ32 - Southampton

**Internet address(es)**

Main address

<http://www.ordnancesurvey.co.uk>

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

Body governed by public law

**I.5) Main activity**

Other activity

Geospatial data

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## **Section II: Object**

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

#### **II.1.1) Title**

Customer Experience Tracking Study

Reference number

BS2008.2020

#### **II.1.2) Main CPV code**

- 79310000 - Market research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

OS requires a supplier capable of delivering customer tracking and actionable insights about important aspects of the customer experience.

#### **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: £333,000

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

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

NUTS codes

- UKJ32 - Southampton

Main site or place of performance

Southampton

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

OS is going through a period of change and transformation that requires: a customer-centric focus; the provision of new data and services; and an extension our reach internationally.

To help drive customer improvements and monitor our performance during this change, OS requires a supplier capable of delivering actionable insights about important aspects of the customer experience.

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

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

#### **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**

Open procedure

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

Notice number: [2020/S 146-360572](#)

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

A contract/lot is awarded: Yes

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

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

19 March 2021

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

Number of tenders received: 6

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

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

Kantar UK Ltd

TNS House, Westgate

London

W5 1UA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03073845

The contractor is an SME

No

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

Total value of the contract/lot: £330,000

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## **Section VI. Complementary information**

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=594308224>

GO Reference: GO-2021517-PRO-18254719

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

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

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

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