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Contract

## **Customer Journey Mapping**

Natural Resources Wales

F03: Contract award notice

Notice identifier: 2023/S 000-012445

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

Published 2 May 2023, 9:25am

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

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

Natural Resources Wales

Ty Cambria House, 29 Newport Road

Bangor

LL57 2DW

#### **Contact**

Peter Lees

#### **Email**

[peter.lees@cyfoethnaturiolcymru.gov.uk](mailto:peter.lees@cyfoethnaturiolcymru.gov.uk)

#### **Telephone**

+44 300654916

#### **Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://naturalresourceswales.gov.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0110](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0110)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Body governed by public law

**I.5) Main activity**

Environment

## **Section II: Object**

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

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

Customer Journey Mapping

Reference number

91294

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

- 79212110 - Corporate governance rating services

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

Services

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

With the recent creation of a new Customer Experience Team, we seek detailed insight to support delivery of a customer-centric approach to our products and services through detailed Customer Journey Mapping; to be led by an independent and external organisation. Customer Journey Mapping activity will underpin a new Customer Experience & Stakeholder Management strategy and will inform strategic activity and delivery of the strategy in Years 2 and 3. T

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £140,570 / Highest offer: £149,650 taken into consideration

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

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

- 79342310 - Customer survey services
- 79212110 - Corporate governance rating services

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

NUTS codes

- UKL - Wales

Main site or place of performance

Across Wales

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

Since its creation in 2013, NRW has never measured the holistic customer experience. Historically, any mapping activity has been conducted with an internal view and by internal staff. With the recent creation of a new Customer Experience Team, we seek detailed insight to support delivery of a customer-centric approach to our products and services through detailed Customer Journey Mapping; to be led by an independent and external organisation. Customer Journey Mapping activity will underpin a new Customer Experience & Stakeholder Management strategy and will inform strategic activity and delivery of the strategy in Years 2 and 3. The successful provider will be able to deliver the service in both Welsh and English. Full details in specification.

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

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

#### **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

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

Notice number: [2021/S 000-030568](#)

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

### **Contract No**

91826

A contract/lot is awarded: Yes

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

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

7 February 2022

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

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

Mima Group Limited

68-80 Hanbury Street

London

E15JL

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £140,570 / Highest offer: £149,650 taken into consideration

## **Section VI. Complementary information**

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

(WA Ref:131175)

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom